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BAHIR DAR UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT

**EFFECT OF SALES PROMOTION ON CONSUMER BUYING
BEHAVIOUR: IN CASE OF COCA COLA SOFT DRINK, BAHIR
DAR CITY**

BY:
RAHEL ABEBE

JULY, 2020
BAHIR DAR, ETHIOPIA

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BEHAVIOUR: IN CASE OF COCA COLA SOFT DRINK, BAHIR DAR
CITY**

BY
RAHEL ABEBE

**A THESIS SUBMITTED TO THE DEPARTMENT OF MARKETING MANAGEMENT,
COLLEGE OF BUSINESS AND ECONOMICS, BAHIR DAR UNIVERSITY IN
PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF
MASTER OF ART IN MARKETING MANAGEMENT.**

ADVISOR: GASHAW MOGES (PhD)

JULY, 2020
BAHIR DAR, ETHIOPIA

DECLARATION

I, the undersigned, declare that this thesis entitled “effect of sales promotion on the consumer buying behaviour in case of coca cola soft drink, Bahir dar city” is my original work and has not been presented for a degree or any other purpose in any institution and all the sources used for the thesis have been dully acknowledged.

Signature

Name of the Student

University Id. Number

Place and date

BAHIR DAR UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

Approval of Thesis for Defense

I hereby certify that I supervise, read, and evaluate this thesis titled “effect of sales promotion on consumer buying behaviour in case of coca cola soft drink, Bahir dar city” by Rahel Abebe have been prepared under my guidance. I recommend the thesis should be submitted for the oral defense.

Advisor's Name

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Date

BAHIR DAR UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

Approval of the thesis for defense result

As members of the board of examiners, we examined this thesis entitled “effect of sales promotion on consumer buying behaviour in case of coca cola soft drink, Bahir dar city ” prepared by Rahel Abebe. We hereby certify that the thesis is accepted for fulfilling the requirements for the award of the degree of Master of Art in Marketing Management.

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Date

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Acronyms

EABSC:	East Africa Bottling Share Company
CBB:	Consumer Buying Behaviour
SP:	Sales Promotion
POSM:	Point of Sale Materials
VIF:	Variance Inflation Factor
ANOVA:	Analysis of Variance
SPSS:	Statistical Package for Social Science

ABSTRACT

A highly competitive environment is forcing sellers constantly using different marketing tools and strategies to win new clients and retain old ones in that way they can increase their profitability. Sales promotion is one of the best tools to attract new customers and retain old ones, including marketing activities by adding more value to the products for a limited period of time in order to stimulate consumer purchases and effectiveness of intermediaries. The purpose of this study is to investigate the effect of sales promotion on consumers' buying behaviour. More specifically, the study sought to address the effect of contests and sweepstakes, price discount, coupons, point of sale materials on consumer buying behaviour in coca cola soft drink in Bahir Dar. For conducting the research Survey method was used to collect the data from coca cola consumers in Bahir dar city. A sample of 385 was studied and out of that 370 questionnaires were collected and analysed by applying descriptive and inferential statistical techniques using SPSS Version 25. The Pearson correlation coefficient used to show the magnitude and direction of association and is signifies that except coupons all independent variables (tools of sales promotion) and the dependent variable (buying behaviour) have strong positive relationships with one another. But coupons have a moderate positive correlation with predictor variables. The result shows that among the four sales promotion techniques: contests and sweepstakes with the value of 0.448, price discount with the value of 0.351, and point of sale materials with the value of 0.094 are the most effective variables for influencing consumer buying behaviour while coupons with the value of 0.078 are the least effective in influencing consumers buying behaviour. Therefore, it is recommended that managers and marketing specialists of the company should focus their efforts and invest more on these significant factors and improve the least effective factor which is coupons in influencing the buying behaviour of consumers.

Key Words: sales promotion, consumer behaviour, contests, sweepstakes, price discount, point of sale materials, coupons EABSC.

CHAPTER ONE

1. INTRODUCTION

This chapter addresses the introductory part of the research. It basically includes background of the study, statement of the problem, purpose, and significance of the study, delimitation of the study and definition of basic terms.

1.1. Background of the study

To stay within the modern competitive world each firm engaged in sales promotion activities. According to American Marketing Association (AMA) sales promotion is those marketing activities other than personal selling, advertising, publicity that stimulate consumer purchasing and dealer effectiveness such as display, shows and exhibitions, demonstrations and various non-recurrent selling efforts not in the ordinary routine. Agbonifoh, Nnolim, D. A , & Nkamnebe, A. D, (2007) also defined sales promotion as a direct inducement which offers an extra value or incentive for product to the sales force, distributors, or the ultimate consumers. Sales promotion is a technique used by marketers to motivate consumers to buy the promoted product. It consists of a diverse collection of incentive tools, mostly short term, designed to stimulate trial or quicker or greater purchase of particular product or service by consumer or the trade (Blattberg, C, & Neslin, 1990, Kotler & Keller, K, 2006, & Mkanda, 2009).

Now a day different firms and marketers utilize different sales promotion strategies (like price discount, point of purchase (POP), coupons and also contests and sweepstakes) to shift consumer buying behaviour. Achumba, (2002) also identified the objectives of sales promotions to counter the moves of competitors, incentives to attract new customers, to change consumers buying behaviour, to encourage sales force for greater efforts, to give a positive image to a product and to suggest new users for products.

Adeleye, (2006) posits that a sales promotion objective defines what the marketer hopes to achieve with the sales promotion, and that the objectives should identify the target consumers for the promotion and specify the response that is desired.

In the recent times, even if advertising has been the “glamorous promotional implement, attracting much managerial attentions in many forms, now the dynamic situation had changed as expenditures incurred for sales promotions have rapidly increased more than the initial outlays in most organizations compared to advertising expenditures. Familmaleki (2015) stated that manufacturers allocate around 75 percent of their marketing communication budget to sales promotion to influence the consumer behaviour. The main reason is that sales promotion is being integrated to the total marketing strategy in many organizations as it is introduced at the inception of a campaign as against tackling afterward changes in the marketing environment which exhibits upward pressure on the need for sales promotion (Gbolagade, 2013).

Dissatisfied customers with respect to retail selling could be improved by good sales promotion activities. Sales promotion campaign is often the only promotional material available at the point of purchases which inform, remind, and also stimulate the buyers (Stanton WJ, 1995). Kotler and Armstrong, (2008), emphasized that sales promotion provides many benefits to the producers to adjust to short-term changes in supply and demand, also the differences in consumer segments and encourages buyers to buy more.

East Africa Bottling Share Company (EABSC) was established during the 1950s as only approved Coca-Cola bottler in Ethiopia. Now a day there is a growing demand for soft drinks in the country and also high competition between manufacturers of soft drinks. To win this high competition, companies use different marketing mixes: among these, sales promotion is the major one. Even if sales promotion plays vital role to induce consumer buying behaviour, there is a problem of identifying which sales promotion tool is most effective to influence the purchasing decision of consumers and to win the competition among different rivals. Therefore to identify which sales promotion is more suitable to influence the buying behaviour of consumers of coca cola soft drink at Bahir dar branch, the researcher conducted this study to know the more suitable sales promotional technique which influences the buying behaviour of consumers.

1.2. Statement of the problem

Sales promotion is one of the most important components of marketing mix and it is designed to stimulate consumers to take direct and immediate action in purchasing a product more quickly,

more frequently and in greater quantities than in the absence of promotion by creating an incentive (Agbonifoh, 2007; Gilbert, 2002). It is a marketing activity usually specific to a period, place or customer group, which encourage a direct response from consumer or marketing intermediaries, through the offer of additional benefits (Peattie & Peattie, K, 1994).

Firms undertake sales promotion for different reason. According to Shimp (2003), sales promotion incentives are provided by the manufacturer to increase sales. Incentives can be used by the wholesale, retail, and member of the chain and consumers to increase sales force. Different literature stated that, sales promotion can affect sales volume from one or more of the following sources: 1) customers switching their purchases from other brands (brand switching) (Bell et al., 1999; Gupta, 1988). 2, current consumers purchasing more quantity of the brand for inventory/stockpiling (Ailawadi & Neslin, 1998). Current consumers accelerating their purchase of the good (purchase acceleration) (Macé & Neslin, 2004). 4, new consumers entering the market (primary demand expansion also called category expansion) (Macé & Neslin, 2004).

Sales promotions are designed for different purposes and different target audiences: retailer, trade, and consumer. Retailer promotions are offered by retailers to consumers to increase sales for the item, category or store. Trade promotions are offered to members of the channel distribution (called the trade) and are designed to stimulate the channel members to offer promotions to consumers (retailer promotions) or the channel member's customers. Consumers Promotions are offered directly to consumers by manufacturers and are designed to stimulate the consumer to make a purchase at some point close to the time of the receipt of the consumer promotion (Taylor, Robert Cameron, & Jeffrey J. Pilarcik, 2010)

Even if different sales promotions are designed, the problem for many firms in general and EABSC as a coca cola bottler in particular is that identifying the most effective sales promotion framework that can influence the purchasing behaviour of consumers. By considering this issue as a critical problem, the researcher is motivated to undertake this study.

The study were undertaken by considering different tools of sales promotion and their effect on consumer buying behaviour of coca cola soft drink product to propose better sales promotional tools for the company which supports the marketing department on how to improve their sales promotion strategy.

1.3. Research Hypothesis

H1: Contests and sweepstakes have a significant positive effect on buying behaviour of Coca Cola soft drink consumers in Bahir Dar city.

H2: Coupons has a significant positive effect on buying behaviour of Coca Cola soft drink consumers in Bahir Dar city.

H3: Price discount have a significant positive effect on buying behaviour of Coca Cola soft drink consumer in Bahir Dar city.

H4: Point of purchase materials has a significant positive effect on buying behaviour of Coca Cola soft drink consumers in Bahir Dar city.

1.4 Research Objectives

1.3.1. General objective

The general objective of this research is to examine effect of sales promotion on consumer buying behaviour in case of coca cola soft drink at Bahir dar city.

1.3.2. Specific Objectives

The specific objectives of this study would as follows;

- ✚ To examine the effect of contests and sweepstakes on consumer buying behaviour.
- ✚ To determine effect of price discount on consumer buying behaviour.
- ✚ To analyse the effect of coupons on consumer buying behaviour.
- ✚ To investigate the effect of point of sale materials on consumer buying behaviour.

1.4. Significance of the Study

Research on marketing tools is important to understand the most influential tools to compete in the market. With the help of this information these study, therefore, aims to investigate the preference of consumers on different promotional tools. In this way, marketers are aware about the consumer's behaviour in order to exercise the right and most effective promotional strategy to attract consumers. This study contribute in providing information and aims to fill the practical gap with the following significance,

This study allows managers to understand the importance of sales promotion and consumers' changing behaviour and buying patterns. It allows understanding the characteristics of consumers and their buying behaviour from the perspective of sales promotion targeted at diverse consumers.

This study also contributes to the company by widening the knowledge of customer purchasing behaviour and helps to improve its sales promotion strategies and practices. Furthermore, the study provides significant information in relation with theoretical knowledge and actions undertaking in the real world. Finally the finding of this study benefits the society by recommending the best sales promotional tool for the company.

1.5. Scope of the Study

Even though, there are different sales promotional tools and different types of soft drink products, addressing the whole sales promotional tools and soft drink products is difficult because of the researcher constraint in finance, time, and even researcher ability. Due to this, this study would be delimited to investigate the effect of sales promotion specifically the effect of price discount, contests and sweepstakes, coupons and point of sale materials on consumer buying behaviour of coca cola soft drink and the remaining sales promotion techniques and other type of soft drink products didn't included in the study. In addition this study was geographically being delimited only in coca cola soft drink consumers in Bahir Dar branch because of the above listed reasons.

1.6. Operational definition of terms

Sales promotion- According to Agbonifoh, Nnolim, & Nkamnebe, (2007), sales promotion is a direct inducement which offers an extra value or incentive for product to the sales force, distributors, or the ultimate consumers.

Consumer behaviour- Consumer behaviours "The study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society's.(American marketing association)

Price discount- Manufacturers offer consumers products at reduced price from regular price of a product. Price-offs mean that the manufacturer marks the merchandise that the customer could accurately see that the price is lowered (Fill, 2002).

Coupons- According to Faitira, Edison, & Kudakwashe, (2012), coupons are legal certificates offered by manufacturers and retailers.

Contests or Sweepstakes - contests is a competition or game in which people try to win. Sweepstakes are Promotional scheme in which prizes are given to winners selected only by chance (at random) from the entries received (Ward & Hill, R.P, 1991).

Point of sale materials- Is a way of showing product and offerings through in store and out store displays such as menu boards and brochures (Gedenk, Neslin, S. A , & Ailawadi, K. L, 2006).

1.7. Organizations of the paper

This study was structured in five chapters.

The first Chapter contains the introductory part basically consisting back ground of the study, statement of the problem, research hypothesis, objectives of the study, significance of the study and scope of the study.

The second chapter discussed the literature review about the subject matter, which includes theoretical review of related literature, empirical review of literatures, and conceptual framework of the study.

Chapter three covers the research methodology. It includes description of study area, research approach, Research design, Target Population/, Sample size and Sampling technique, Source of Data and Collection technique, Method of Data Analysis, Ethical Considerations, and Validity and Reliability.

In chapter four results and discussions of the study presented and finally, in chapter five the summary of major findings, conclusions, and recommendation were presented.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Concept and definition of sales promotion and consumer buying behaviour

2.1.1 Promotion

It is necessary to first understand the concept of promotion. Promotion is defined as all activities undertaken to communicate and promote products or services to the target market. These activities include advertising, public relations, personal selling, sales promotion, exhibitions, brochures and demonstrations etc. According to Kotler, Armstrong, G , & Cunningham, M. H, (2008) sales promotion is important to communicate customer value by creating awareness of the product existence and characteristics. Promotion informs customers on the products availability in the market.

Promotion is a type of communication between the buyer and the seller. The seller tries to persuade the buyer to purchase their goods or services through promotions. It helps in making the people aware of a product, service or a company. It also helps to improve the public image of a company. This method of marketing may also create interest in the minds of buyers and can also generate loyal customers.

Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the market mix, which includes the four P's: price, product, promotion, and place. According to Philip Kotler Promotion compasses all the tools in the marketing mix to persuade communications. Promotion classifies as personal selling, advertising, sales promotion, and direct marketing publicity and may also include event marketing, exhibitions, and trade shows.

There are three objectives of promotion. These are: to present information to consumers and others, to increase demand and to differentiate a product. The purpose of a promotion and thus its promotional plan can have a wide range, including: sales increases, new product acceptance,

creation of brand equity, positioning, competitive retaliations, or creation of an image (Hudson, Simon & Roth, Martin & Madden, & Thomas & Hudson, 2015). The term 'promotion' tends to be used internally by the marketing function. To the public or the market, phrases like "special offer" are more common.

2.1.2 Sales promotion

According to Agbonifoh et al (2007), sales promotion is a direct inducement which offers an extra value or incentive for product to the sales force, distributors, or the ultimate consumers. With this we realize that sales promotion should be directed to the sales force, middle men, and the ultimate consumer. Sales promotion includes tools for consumer promotion (for example samples, coupons, prize, cash refund, free gifts, price pack, warranties, demonstrations, contest); trade promotion (for example buying allowances, free goods, merchandise allowances, co-operative advertising, advertising and display allowances, dealer sales contests); and sales-force promotion (for example bonuses, contests, sales rallies). Mkanda (2009) defined sales promotion as to consist of a collection of incentives, tools, mostly short designed to stimulate quicker or greater purchase of a particular product or service by consumers or trade. Sales promotion also consists of a collection of incentives, tools, mostly short term designed to stimulate quicker or greater purchase of a particular product or service by consumers or trade (Kotler & Keller, K, 2006). Sales promotion also refers to any extra incentive manufacturers, retailers, and even not-for-profit organizations use that could serve to change a brand perceived price or value temporarily (Shimp T. A., 2010). For examples many offers in the markets notice such as promotion whereby discount is provided up to 50% and many other schemes are designed to attract customers to buy certain products. All these re incentives offered by manufacturers or dealers to increase the sales of their goods; these incentives may be in the form of free samples, gifts, discount coupons, demonstrations, show, and contests and among others. All these measures normally motivate the customers to buy more and thus, it increase sales of the product.

Sales promotion is one of the elements of the promotional mix. Sales promotion uses both media and non-media marketing communications for a pre-determined and limited time to increase consumer demand, stimulate market demand or improves product availability. Examples include contests and sweepstakes, coupons, freebies, price discounts, loss leaders, point of purchase displays, premiums, prizes, product samples, and rebates.

Sales promotions can be directed at the customer, sales staff, or distribution channel members (such as retailers). Sales promotions targeted at the consumer are called consumer sales promotions and Sales promotions targeted at retailers and wholesale are called trade sales promotions.

Sales promotion includes several communication activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase. Examples of devices used in sales promotion include price discounts that allow consumers to purchase products at a discounted price refers to when products are temporarily offered at a lower price, free samples refer to when customers are provided a sample of a product for free, point-of-purchase (POP) displays used to create the urge of “impulse” buying and selling the product on the spot to influence consumer purchase behaviour but in the first we need to know Consumer behaviour.

Consumer behaviour focuses on how consumers decide what to buy, why to buy, when to buy, where to buy and how often they buy, how frequently they use it, “how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose it off” (Schiffman & Kanuk, L. L, 2004). There are various reasons such as social and economic factors which influence the consumer behaviour but in the organization level the giant means to affect consumer behaviour are marketing and sales promotion is one of a marketing mix. Schultz & William, (1982) writes that, sales promotion generally works on a direct behavioural basis rather than affecting awareness or attitude. Over the past decade or half customers have significantly changed their way of buying and have become more demanding than ever before (Cummins et al, 2014).

Sales Promotion is defined as marketing activities usually specific to a period, place or customer group, which encourage a direct response from consumer or marketing intermediaries, through the offer of additional benefits (Peattie & Peattie, K, 1994).

Sale promotions are short term promotional techniques to induce the purchasers to reply for the new product in market or the merchandise that haven't received much attention. The promotional activities are wont to increase the sales of the merchandise rather by attracting new customers or by retaining old customers by various means. The sell promotion is directly affect product purchasing, enhancing the worth of the merchandise either reducing the general cost of the merchandise or by adding more benefit to the regular purchasing price.

Sales Promotion is one of the techniques to attract consumers to purchase more or try a product or service. The outcomes of promotion include sales increased, amount of materials used and attract new consumers. For example, price promotion refers to temporary price reduction which offers to consumers or increase in materials. The characteristic is the retailer would label a specific percentage or cash saving for the products or services. Previous studies indicated that a sudden increase of sales would experience by retailers because of price-conscious of consumers (Banks, Jeffrey & Moorthy , & Sridhar, 1999); (Smith, 2000). According to Blackwell (2017), price discounts played significant roles in influencing consumer product trial behaviour by which indirectly attract new consumer. According to Shimp T. A., (2003), sales promotion incentives are delivered by the manufacturer, wholesalers and retailers to increase sales volume. Incentives can be used by the wholesale, retail, and member of the chain and consumers to increase sales force. The main objective of sales promotion is to bring about a change in the demand pattern of products and services. Basically, sales promotion has three specific objectives. First, it is meant to provide important marketing information to the potential buyers. The second objective is to convince and influence the potential buyers through persuasive measures. Thirdly, sales promotion is meant to act as a powerful tool of competition (Santhosh.M, 2014).

2.1.3 Consumer buying behaviour

Consumer behaviour is a psychological part of an individual which makes the difference in purchasing any goods, services and anything else. The behaviour of any consumer depends on many factors which are very important for any marketing management team in any business or

any organization which deals in directly to consumers. The study of consumer behaviour involves search, evaluation, purchase, consumption and post purchase behaviour of the consumers and includes the disposal of purchased products keeping environment and personal characteristics in mind. It is the body of knowledge which studies various aspects of purchase, Productivity and consumption of products and services by individual. The American Marketing Association (AMA) defines consumer behaviour as the dynamic interaction of cognition, behaviour & environmental events by which human beings conduct the exchange aspect of their lives with various social and psychological variables at play. Consumer behaviour is “The study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society’s

Kotler & Keller, K, (2006) mentioned that the market for any product category is made up of consumers who differ in their responsiveness to deals. Some consumers are loyal to a single brand in a category and buy only that brand. These on-and off-deal consumers fall into two general categories in to loyalists and switchers. Loyalists are consumers whose purchase patterns reflect that they buy the same brand over and over when no brands are on deal (when the category is off promotion). Switchers are the consumers who even when all brands in a category are off promotion nonetheless switch among different brands. Kotler P. (2003) refers that consumers have varying degrees of loyalty to specific brands stores, and other entities.

Brand switching means that a consumer is induced to purchase a brand other than the one that would have been purchased had the promotion not been available. Purchase acceleration Purchase acceleration means that a consumer’s purchase timing or purchase quantity is influenced by promotion activities.

2.1.4 Soft drink products

Soft drink, any of a class of non-alcoholic beverages, usually but not necessarily carbonated, normally containing a natural or artificial sweetening agent, edible acids, natural or artificial flavours. First artificially made carbonated water and drinks were made in late 1700s, but the origins of those drinks can be found even 2 thousand years ago in ancient Greece and Roman empires who started noticing beneficiary medicinal effects of natural springs that produced carbonated water. The term soft drink was originally coined to distinguish flavoured drinks from

hard liquor, and the first soft drinks were marketed in the 17th century as a combination of lemon juice, water, and honey. Later, the first carbonated drinks appeared in the 18th century as health remedies. Today, soft drinks are mass-produced using a combination of water, carbonation, flavouring syrup, and bottling the product to sell to consumers. In 2016, the global soft drink market was worth 392.6 billion dollars with North America, Europe, and Asia holding most of the market share. Since then, the industry is expected to post growth of 316 billion dollars from the year 2018 to 2023, growing at a compound annual growth rate (CAGR) of about six percent.

2.2. Sales promotion techniques

2.2.1. Contests or Sweepstakes

The main difference between contests and sweepstakes is that contests require entrants to perform a task or demonstrate a skill that is judged in order to be deemed a winner, while sweepstakes involve a random drawing or chance contest that may or may not have an entry requirement. Participation in contests is very low compared to sweepstakes, because they require some sort of skill or ability, legal changes and low cost of sweepstakes (Ward & Hill, R.P, 1991). Games such as sweepstakes and lucky draws are used by supermarkets to attract traffic. People participate in these games because of perceived extrinsic and intrinsic values, such as the perceived value of the prize and perceived fun and interest (Ward & Hill, R.P, 1991).

2.2.2. Coupons

Faitira, Edison, and Kudakwashe, (2012) indicated coupons are legal certificates offered by manufacturers and retailers. They grant specified savings on selected products when presented for redemption at the point of purchase. Manufacturers sustain the cost of advertising and distributing their coupons, redeeming their face values, and paying retailers a handling fee. Retailers who offer double or triple the amount of the coupon shoulder the extra cost. Retailers who offer their own coupons incur the total cost, including paying the face value. In this way, retail coupons are equivalent to a cents-off deal.

Manufacturers disseminate coupons in many ways. They may be delivered directly by mail, dropped door to door, or distributed through a central location such as a shopping mall. Coupons may also be distributed through the media-magazines, newspapers, or free-standing inserts (FSI)

in newspapers. Coupons can be inserted into, attached to, or printed on a package, or they may be distributed by a retailer who uses them to generate store traffic or to tie in with a manufacturer's promotional tactic. Retailer-sponsored coupons are typically distributed through print advertising or at the point of sale. Sometimes, though, specialty retailers or newly opened retailers will distribute coupons door to door or through direct mail.

Time Magazine, in an article about the history of coupons, reported Coca-Cola as the first brand to introduce coupons to the marketing world in 1887 as a device of sales promotion (Tuttle, 2010). After more than a century, coupon marketing is still demonstrating its power: \$3.5 billion of coupons were redeemed for discount in 2009. The value of discount or price cut is set and the coupon must be presented when customer purchases product (Mughal, Mehmood, A , Mohiuddeen, A , & Ahmad, B, 2014). Coupon is printed price reduction offers to customers, are an excellent strategy for stimulating sales, especially in the short term. A coupon is a promotional devise that provides cent-offs savings to consumers upon redeeming the coupon (Kotler & Keller, K, 2006).

2.2.3. Discounts

A discount is a reduction on the regular selling price of any good or service. The motivation is to attract consumers and boost sales. Discounts impact the way consumers think and behave when shopping. The type of savings and its location can affect the way consumers view a product and affect their purchase decision. The two most common discounts are price discounts (“on sale items”) and bonus packs (“bulk items”). Price discounts are the reduction of an original sale by a certain percentage while bonus packs are deals in which the consumer receives more for the original price. Many companies present different forms of discounts in the sales promotion, hoping to convince consumers to buy their products. Businesses use discount pricing to sell low-priced products in high volumes. With this strategy, it is important to decrease costs and stay competitive. Large retailers are able to demand price discounts from suppliers and make a discount pricing strategy effective as they buy in bulk. It is usually impossible to compete with these retailers based solely on a discount pricing strategy.

Proceed with discount pricing strategies cautiously. Occasional discounts and discounts that reward loyal customers are effective. Discounts used too often begin a downward pricing spiral that may eventually damage your ability to sell the product at full price. There are different

Types of Discounts including;

Quantity discounts: it is increasingly common to offer quantity discounts to customers who purchase in bulk and it generally rewards customer loyalty. These discounts can be cumulative, such as discounts given to customers who place multiple small orders or loyalty cards that give a free item after a certain number are purchased.

Seasonal discounts: These are appropriate to reward customers who purchase during off-peak times and often serve to increase sales at the beginning of peak seasons, Promotional discounts are short-term and used to drive sales and loss leaders These are discounted items designed to bring customers into the store in the hope they'll also purchase more profitable products as well.

2.2.4. Point-of-Purchase (POP) Displays

A point of purchase (POP) is a display material to advertise a product where it is being sold. A term used by marketers and retailers when planning the placement of products for consumers, such as product displays strategically placed in a grocery store. Similar to this term is the point of sale (POS), which is the point at which a customer purchases and pays for products, such as on a website or at a store checkout. A POP is an area that surrounds the POS, where you often encounter promotional activity or other products. Manufacturers provide point-of-purchase (POP) display units free to retailers in order to promote a particular brand or group of products. The forms of POP displays include special racks, display cartons, banners, signs, price cards, and mechanical product dispensers. Probably the most effective way to ensure that a reseller will use a POP display is to design it so that it will generate sales for the retailer. High product visibility is the basic goal of POP displays. In industries such as the grocery field where a shopper spends about three-tenths of a second viewing a product, anything increasing product visibility is valuable. POP displays also provide or remind consumers about important decision information, such as the product's name, appearance, and sizes. The theme of the POP display should coordinate with the theme used in ads and by salespeople. Point of Purchase (POP) is the place where a customer is about to buy the product. This is the crucial point where the exchange takes place. It offers us a last chance to remind or attract customers. In spite of a considerable expenditure on point of purchase material by companies, there is a lack of an established method of measuring the effectiveness of communication at the retail outlet.

Light Box: A box like point of sale display using florescent bulbs to illuminate a poster inserted from the side or rear of the box.

Impulse Buying: Buying prompted by an emotional reaction to an item that is strategically placed and designed in such a way as to motivate and cause a consumer to take action.

Disposable Displays: Displays made of cardboard or other inexpensive that can be discarded after use.

2.3. The effect of sales promotions on consumer buying behaviour

Balaghar et al (2012), described Sales promotion as most effective tool after advertising. According to them, sales promotion increases sales volume Blattberg, Eppen, G.D, & Lieberman, J, (1981) described that Sales promotion increases purchase acceleration in terms of quantity purchased. It also decreases timing between two purchases. Ailawadi and Neslin (1998) argued that Sales promotion induces purchase of more quantity of product than without sales promotion. Even, it also increases the quantity consumed by the customers. Sales promotion also leads to brand switching among consumers. However, some of the authors have reported that sales promotion does not have significant impact on consumer buying behaviour. Manalel, Jose and Zacharias (2007) found that Consumers do not perceive sales promotion scheme favourably. According to Das and Kumar (2009), Retail sales promotion plays limited role on consumer buying behaviour.

There are other factors can influence consumer buying behaviour rather than reasons beyond price saving (Chandon, 2000). Pramatataris (2001) argued about sampling which is a good technique and it has less cost and an effective tool to attract customers. A promotion tool has a huge impact on consumer buying behaviour during any competition; therefore discounted price one of these tools which effect customers decisions (Fill, 2002).

In regards to Pickton (2004) sales promotion can result in increasing sales volume with less profit. Others also agreed that sales promotions' is aiming to influence consumer buying behaviour by introducing new brand product which is going to be targeted the customers who have no previous experience with it (Solomon, 2008); (Kotler P. a., 2004). However, Esfahani AN (2012) found that psychological variables have a significant relationship with sales promotion; therefore they concluded that there is no significant relationship between impulsive behaviour and sales promotion.

Whilst consumers' overall attitude towards sales promotion techniques is positive (Osman, 2011), the different sales promotion techniques have different effects on consumer buying behaviour Shi & Prendergast, G, (2004), that may include brand switching, purchase acceleration, stockpiling, product trial and brand loyalty (Gilbert & Jackaria, N, 2002).

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2.3.1. The effects of Contests and sweepstakes on consumer buying behaviour

Contests and sweepstakes have the aim of collecting consumer participation as well as generating widespread interest in a product. In contests and sweepstakes, potential customers are encouraged to either compete for prizes or try their luck in submissions for prizes in drawings. Sweepstakes are an effective way to increase short term sales or market share (Ferrell, Michael, & Hartline, 2011).

2.3.2. The effect of price Discount on consumer buying behaviour

There is a large body of research which is aimed at identifying impact of price promotion like discount on consumer buying behaviour. According to Fill (2002) price reduction is a valuation approach where goods or products are offered in a good discounted buying price and it seems to be a reduced cost to the consumers, mostly applied in hypermarkets and point of purchase displays. Price discount is "reduce the price for a given quantity or increase the quantity available at the same price, thereby enhancing value and create an economic incentive to purchase" (Raghubir & Corfman, K., 1995).

Other studies found that price discounts (cut off prices) playing an important role in stimulating new customers' behaviours to try the offered products (Brandweek, 1994; Blackwell, Miniard and Engel, 2001; (Fill, 2002); (Shimp & Terence A, 2003)

Fill (2002) stated that discount is the simplest technique to offer a direct reduction in the purchase price with the offer clearly labelled on the package or point of purchase display.

Ndubisi & Chew, T. M, (2006) reported that price discount play significant roles in influencing consumer product trial behaviour. Osman , Fah, Foon (2011) described that Price discounts play significant roles in influencing consumers' purchase trial behaviour and increase short term sale. According to Mittal & Sethi, P, (2011) when retailers implement a low price strategy, it encourages consumers to switch brands. Price discounts are found to be more effective in inducing stock piling, and purchase acceleration, moderate in brand switching, and new product trial in that order, but are not effective enough to induce people to spend more.

2.3.3. The impact of Point-of-Purchase (POP) Displays on consumer buying behaviour

A research by the point of sales business body, POPAI, shows that an incredible 75% of consumers' buying decisions made in-store. The point-of-sale display draws its strength out of this and it doesn't serve just as a last-minute reminder rather motivates and influence customers to buy the product, it informs the customer, making it easier to navigate through the store and make decisions.

2.3.4. The impact of coupons on consumer buying behaviour

For firms, coupons quickly increase sales volume and attract repeat buys to introduce new product sizes or models. Because of the need for consumers to physically use coupons, for coupons to be truly effective, they must be accessible, easy to recognize, and easy to use. Gardener and Trivedi (1998) reported that for many years as a means of presenting the customer a one-time reduction in price and construct brand consciousness and loyalty, for this purpose coupons have been used as key promotion tools. Actually, coupons have increased brand switching and influence purchases, indicating that consumers are influenced by the discount declared in the coupon.

On the same work they suggest that, coupons cannot be used as a long-term strategy. Overuse tends to reduce a firm's image and brand equity. It is an excellent strategy for organizations

operating in the cost efficiency operational position. Customers expect low prices and often look for coupon discounts. It is not a good strategy for firms in the service quality or customization operational positions because of the potential negative impact on firm image. Again they extend their suggestions that; the drastic rise in coupon use demonstrates that coupons are an effective means of swaying customer purchases. For services in the cost-efficiency operational position, this is especially true.

2.4. Sales Promotion Objectives and Uses

The sales promotions are believed to have vital link with the advertising and personal selling. The sales promotions are used for varieties of reasons. Some of the objectives of it are to introduce the new products to the consumers or induce to buy the new products for resale, to attract the consumers or to increase the ultimate response from them, to induce the present consumers to repeat purchase more, to meet the competition in the market with more and better displays and to maintain or increase the sales volume even during off seasons (Nakarmi, 2018).

2.5. Theoretical Review

2.5.1. Pull Theory

The pull demand theory operates from the consumer side of the equation. Creating pull demand involves offering a special promotion to customers for a product that is not yet stocked in a wide range of outlets. Consumers seeking the promotion will ask their local stores for the product, and the stores will then purchase and stock the product in response.

According to Nochai (2011) a pull strategy attempts to get consumers to "pull" the product from the manufacturer through the marketing channel. Typical tactics employed in pull strategy are: samples, coupons, cash refunds and rebates, premiums, advertising specialties, loyalty programs/patronage rewards, contests, sweepstakes, games, and point-of-purchase (POP) displays.

2.5.2. Push Theory

Using the Push Theory, you can increase sales by creating incentives to wholesalers or retailers to sell more of your product. In this method you would offer discounts to wholesalers or retailers

who buy your product in bulk. This leaves them with more of your merchandise on hand and drives them to sell more of your product. Giving them the discount "pushes" them to buy more of your product at a lower price to increase the amount of money they make. In turn they must "push" your products to customers because they will make a better return on them than on similar products supplied to them by your competitors. Typical tactics employed in push strategy are: allowances, buy-back guarantees, free trials, contests, specialty advertising items, discounts, displays, and premiums.

2.5.3. Combination strategy

This strategy requires both of the above strategies working together. The "push" is used to get more products into the hands of retailers and wholesalers while advertising and product tie-ins with other products are used as a "pull" to get more people to want to buy the product (Schiffman and L. L. Kanuk, 2007).

2.6. Empirical review

Some of the research work conducted by different authors related with the sales promotion and consumer buying behaviour are as follows; according to Ghafran Ashraf, confirmed on his study consumers buying behaviour can be motivated through various kinds of sales promotions, including free samples, price discounts, social surroundings, and physical surrounding.

The other writer Stefan Alimpic studied on the effectiveness of sales promotional tools and customers' perspective and the result was consumer discounts, bonus packs and premiums are the most effective methods in creating the majority of responses in consumer behaviour. The behaviour of consumer might vary from one sales promotion to another Paulin (2015). Other researchers Chaharsoughi & Jamia (2011) examined the effect of sales promotion on consumer interest to Purchase in New Delhi, India, and the study concluded that the sales promotion on consumer interest has a positive effect on consumers to purchase. The research on the title of Impact of Sales Promotion on consumer buying behaviour in Pakistan (Syed Ali Ahmad) founded out, the consumers' attitude towards different promotional tools on buying behaviour is favourable. It showed that sales promotion tools are supplementary or complementary to existing business as an additional marketing strategy. Sam & Buabeng, E.Y, (2011) confirmed that sales promotion has a direct influence on consumer buying behaviour. After taking everything into

account, sales promotion has benefited both the marketers and the consumers at the same time. Is the result of (Wong Ai Jean & Rashad Yazdanifard) by their journal on the title of “The Review of how Sales Promotion Change the Consumer’s Perception and Their Purchasing Behaviour of a Product”.

There is another research on the title of “Effect of sales promotion on consumer behaviour based on culture” (Shahriar Ansari Chaharsoughi¹ and Tahmores Hasangholipor Yasory) On the basis of foregoing discussion, researchers discovered that: sales promotion has direct impact on consumer behaviour and culture has significant effect on the behaviour of individuals as well. Thus according to reviewing the models discussed, the study concluded that, sales promotion act as a moderator of the effect of culture on the consumer behaviour and may affect consumer behaviour independently of culture. And the study by (Cleon Oguya K’ombwayo¹, Prof. Mike A. Iravo) on the title of “The Influence of Consumer Sales Promotion on Buying Behaviour of Three-Wheeled Vehicles in Nairobi County” found that there is significant relation between sales promotion and buying behaviour. Results of Hierarchical Multiple Regression showed that each of free product trials, free gifts, point-of-sale display and price discount had a 22.8% variance with the buying behaviour of the respondents.

2.7. Conceptual frame work

The term conceptual framework represents the relationship of the dependent variables with that of independent variables. Dependent variable is a variable which is influenced by independent variables while independent variable is a variable which influence or affects the dependent variable. So, for this study, the dependent variable is consumers buying behaviour and the independent variables are techniques of sales promotion, Contests and Sweepstakes, coupons, price discounts and point of sales materials. Therefore to show the effect of independent variable such as Contests and Sweepstakes, coupons, price discounts, and point of sales materials on the dependent variables called consumers buying behaviour. The following conceptual framework is constructed.

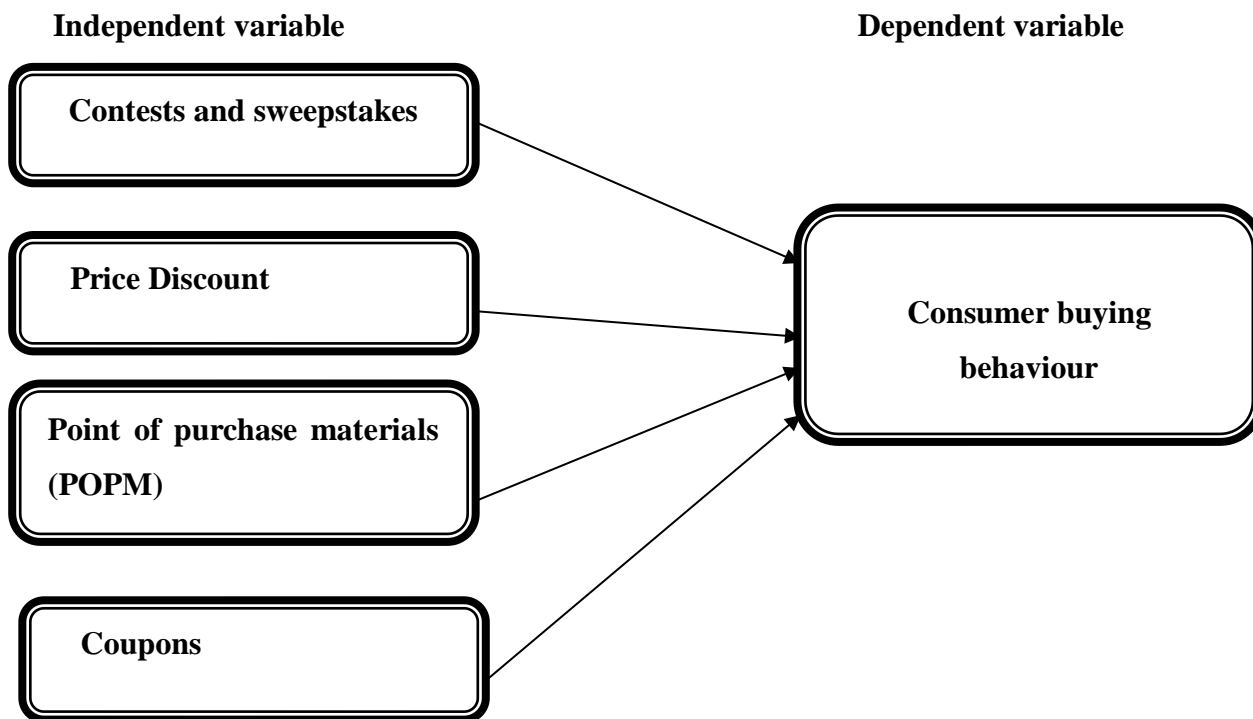


Figure 2. 1: Conceptual framework of the study

Source: Own constructs from the literature

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1. Introduction

This part of the study addresses the methodology that guide the research work. Basically this includes the research design, research approach, target population, sampling and sampling technique, source of data, data collection instruments or methods, method of data analysis, reliability and validity instruments, and lastly ethical consideration were incorporated in this part of the study.

3.2. Research Design

In this section the researcher has elaborated how the research is going to be conducted in order to answer the research questions. As this study examine the effect of sales promotion on consumer buying behaviour in case of coca cola soft drink from the viewpoints of consumers, thus it targets to measure relationships between independent and dependent variables, a combination of descriptive and explanatory research design were used.

Descriptive research design was used because it involves investigation which provides detailed picture of the situation and detail description of the findings displayed in tables and charts as well as to develop inferences on the relationship between sales promotion and consumer buying behaviour. Explanatory type of research was also applied since it enriches and supports the previous theories through comparing the findings with research questions Explanatory research seeks explaining the observed phenomena, problems or behaviours (Kothari, 2004). Explanatory research seeks the answer for why and how type of questions and mostly used within the areas where extensive research has already be done. In line with this reasoning and purpose of the research this study is descriptive and explanatory type.

3.3. Research Approach

In this study the researcher used quantitative research approach. Quantitative research helps to analyse the cause and effect relationship of the variable numerically. And the aim of the study is

to know the extent at which independent variable influences the dependent one. Due to that the researcher in this study employed quantitative research approach.

3.4. Target Population

Target population is defined as the entire aggregation of respondents that meet the designated set of criteria (Kothari, 2004). All individuals of interest to the researcher are called population (Alan S & Kaufman Nadeen, 2005). For this study the target population would include the consumer of coca cola in Bahir Dar district.

3.5. Sample Size Determination and Sampling Technique

3.5.1. Sample Size Determination

Sample size refers to the number of items or units selected from the population. Determining the sample size is generally quite a complex procedure. Welman & Kruger, S, (1999), argue that the size of a sample depends on the basic characteristics of the population, the type of information required for the survey and the costs involved.

For populations that are large Cochran, (1963) developed the Equation 1 to yield a representative sample for proportion. Provides a simplified formula to calculate sample sizes this formula has used to the number of population size under study is large and unknown.

$$no = \frac{Z^2pq}{e^2}$$

Where:

- **n** is the sample size,
- **Z²** is the abscissa of the normal curve cuts off an area α at the tails (1- α Equals the desired confidence level is 95%). The value of Z found in statistical tables which contain the area in the normal curve.
- **e** is the level of precision (allowable error commonly 5% = 0.05)
- **p** is the estimated proportion of an attribute that is present in the population
- **q** is 1-p

Accordingly, from the total population by convenience sampling method 385 respondents would be selected as a sample of coca cola consumers in Bahir Dar city.

Z = 1.96 from the z table value

$$e = 0.05$$

$$p = 0.5$$

$$q = 0.5 = 1-p$$

$$no = \frac{z^2 pq}{e^2} = e^x = \frac{1.96^2 * 0.5 * 0.5}{0.05^2} = \frac{0.96}{0.0025} = 385$$

3.5.2. Sampling Techniques

Sample means a set of elements selected in some way from a population and it is a subset of a population (Schofield, 1996). To conduct this study the researcher used non probability sampling technique called Convenience sampling techniques to select the sample from a population for investigating the study.

Convenience sampling (also known as availability sampling):- is a type of non-probability sampling method used for data collection from population members who are accessibly available to study. It is a type of sampling where the accessible primary data sources were used for the research without additional requirements. In other words, this sampling method involves getting participants wherever you can find them and typically wherever the respondents are convenient. In convenience sampling there are no inclusion criteria to identify before subject selection (Saunders, Lewis, P, & Thornhill A, 2011). And the researcher believed that it is appropriate for this study. Therefore, for this study the researcher selects the type of non-probability sampling called convenience sampling techniques to select the samples from population.

3.6. Source of the Data

This research used questionnaire to collect primary data because of the geographical distribution of the population of this research. The primary data for this study was collected through structured questionnaire. The researcher adopted and modified questionnaire that developed by Shrestha (2015), in other industry sector and distributed to sample respondents.

On this research Likert-type of scale measurement method used by the researcher. It has a range of responses: strongly disagree, 'Disagree', 'Neutral', 'Agree' and 'Strongly Agree'. A five point Likert's type scale ranging from 1 (one being strongly disagree) to 5 (five being strongly agree) is a widely used rating scale which requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements or questions (Albaum, 1997).

This rating scale is easy to construct and administer and respondents readily understand how to use the scale (Malthora, 2007).

3.7. Reliability and Validity of Data Collection Tools

3.7.1. Reliability

In the quantitative research, reliability of the tool is very essential for decreasing faults that might arise from measurement difficulties in the research study. The reliability indicates how free it is from random errors. The research was reliable in that the researcher contacted and communicated respondents on how to fill the questionnaire and allow them to call the researcher for any difficulty by giving contacts of the researcher. The reliability of the questionnaire was tested using Cronbach's Alpha. The Cronbach's Alpha is clearly indicated in the table below. By convention, an Alpha of 0.70 or higher is generally considered acceptable for a reliable measurement tool.

Table 3. 1: Cronbach alpha for each independent and dependent variable.

Reliability Statistics	Number of items	Cronbach's Alpha
Contests and sweepstakes	5	0.903
Coupons	5	0.892
Price Discount	5	0.802
Point of purchase materials	5	0.769
Consumer buying behaviour	6	0.706

Source: own field survey 202

3.7.2. Validity

Validity determines whether the research truly measures that which it was intended to measure and how truth full the research results are (Nahid, 2015). The researcher was conducted a pilot test to make the questionnaire more accurate and get feedback before distributing it to all respondents. On the other hand, Validity was achieved by having objective questions including in the questionnaire. This was achieved by pre testing of the questionnaire to be used to identify and change any ambiguous and offensive questions, (Mugenda, 2003).

In this study the researcher addresses the Validity, through a comprehensive review of literature then after the questionnaire was commented by advisor and marketing experts. The researcher was supervises the distribution and collection of questionnaire and clean the data to ensure the validity.

3.8. Data processing and analysis

3.8.1. Data processing for analysis

Before processing the data, the completed questionnaires were sorted, checked, and edited for completeness and consistency. The data was then coded to enable the responses to be grouped into various categories. The data processing was completed by two consecutive phases: First data clean-up in which the collected raw data was edited to detect errors and omissions in response and for checking that the questions are answered accurately and uniformly. The next phase is the process of assigning numerical or other symbols was followed. Coding involves assigning numbers or other symbols to answers so that responses can be grouped into limited number of classes and categories.

3.8.2. Data Analysis

Statistical Package for Social Science (SPSS) software version 25 was employed to analyse and present the data by using different statistical tools. Descriptive analysis, correlation analysis and multiple linear regression analysis statistical tools were employed to analyse the data.

3.8.3. Descriptive analysis

Descriptive analysis techniques were used to analyse the results of descriptive statistics to describe the demographic and general results which presented by tables frequency distributions and percentages.

3.9. Inferential Analysis

3.9.1. The Pearson Correlation analysis

The dependent variable (consumer buying behaviour) to independent variables (Contests and sweepstakes, Coupon, Price Discount, and Point of purchase materials) was used to test the

magnitude and direction of relationships of variables. As indicated in Alwadaei (2010) Correlation Analysis: is to show the strength of the association between the variables involved. Inter-correlations coefficients (r) were calculated by using the Pearson's Product Moment. According to McDaniel & Gates, Roger, (2006), correlation coefficient can range from -1.00 to +1.00. The value of -1.00 represents a perfect negative correlation. While a value of +1.00 represents a perfect positive correlation. A value of 0.00 correlations represents no relationship. The results of correlation coefficient interpreted as follow:

Table 3. 2. Correlation coefficient Interpretation

Correlation coefficient	Description
0.70-1.00	Very strong association
0.50-0.69	Substantial association
0.30-0.49	Moderate association
0.10-0.29	Negligible association

Source: (Alwadaei, 2010)

3.9.2. Multiple Regression Analysis

The researcher also used multiple regression tests. It is an appropriate and most widely used method for investigating the relationship between a dependent variable and two or more independent variables due to its well-developed underlying statistical theory (Hair et al., 2005, Montgomery et al., 2001). Multiple regression method was employed to investigate the effect of independent variables on dependent variable. As stated in (Cohen & Swerdlik, 2002). Multiple regression analysis takes into account the inter-correlations among all variables involved. This method also takes into account the correlations among the predictor scores. Multiple regression analysis more than one predictor is jointly regressed against the criterion variable.

3.9.3. Regression functions

In this study the equation of multiple regressions was built on independent variables (Contests and sweepstakes, Coupon, Price Discount, and Point of purchase materials) and the dependent variable reaction to change (consumer buying behaviour) The basic objective of using

regression equation on this study is to make the researcher more effective at describing, understanding, predicting, and controlling the stated variables.

Table 3. 3. Dependent and independent variables

Independent variables	Dependent Variable
Contests and sweepstakes	Consumer buying behaviour
Coupons	
Price Discount	
Point of purchase materials	

3.9.4. Regression sales promotions towards consumer buying behaviour

Consumer buying behaviour = f (Contests and sweepstakes, Coupon, Price Discount, and Point of purchase materials)

$$CBB = \beta_0 + \beta_1 \text{CONT} + \beta_2 \text{COUP} + \beta_3 \text{PRICE} + \beta_4 \text{POSM} + e$$

Where CBB = Consumer buying behaviour, CONT= Contests and sweepstakes, COUP= Coupon, PRICE= Price Discount, POSM= Point of purchase materials, and e= model error term

Mathematically, $Y_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4$ Where Y is the dependent variable- Consumer buying behaviour X1, X2, X3, and X4 are the explanatory variables (or the regresses) β_0 is the intercept term- it gives the mean or average effect on Y of all the variables excluded from the equation, although its mechanical interpretation is the average value of Y when the stated independent variables are set equal to zero. $\beta_1, \beta_2, \beta_3, \beta_4$ refer the coefficient of their respective independent variable which measures the change in the mean value of Y, per unit change in their respective independent variables.

3.10. Ethical Considerations

During research process, participants can be harmed in different ways whether physically or mentally. The researcher’s responsibility is making sure that there is no harm comes in the participants in any way (Bryman & Bell, 2015). According to Saunder and Thorn, (2001) Ethics refers to the appropriateness of your behaviour in relation to the rights of those who became the subject of your work, or are affected by it. All the research participants included in this study were appropriately informed about the purpose of the research and their willingness and consent

is secured before the beginning of distributing questionnaire. Regarding the right to privacy of the respondents, the study maintains all participants has been briefed about the research and joined with their full consent, the confidentiality of the identity of each participant and the researcher was report the findings in complete honesty.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1. Introduction

This study investigates the effect of sales promotion on the buying behaviour of consumers on soft drink products in case of coca cola in Bahir dar city. This chapter presents both descriptive statistics and inferential statistical analysis. It has three sections: The first section is the descriptive statistics which summarizes the main features of the study variable such as mean, frequency, and percentage. The second section is the correlation analysis which shows the degree of association between the study variables. The third sections of the chapter, presents the output of the regression models.

4.2 Response Rate

Data for the research study was collected with the help of questionnaires and findings were presented using tables and charts. Of the 385 sample size, 370 were returned their questionnaire which represented 96.2 % response rate which was statistically acceptable for the purpose of making inference on the general population of Bahir dar city. The responses obtained from the data collected from Bahir dar city residents were adequate enough to fulfil the research objectives of the study.

Table 4. 1: summarized the response rate from the data collection exercise.

Item	Response Rate	
	No	Percent
Sample size	385	100%
Collected	370	96.2%
Remain uncollected	15	3.8%

Source: own survey 2020

Finally, in table 4.1 showed that out of 385 distributed questionnaires 370(96.2%) were collected while 15(3.2%) of the questionnaire remained uncollected.

4.3 Demographic Characteristics of Respondents

For this study, the following table summarizes the demographic data of the respondents. The demographic characteristics of the respondents such as sex, age, level of education, and monthly income of consumer of coca cola are presented and discussed below.

Table 4. 2: Background profile of the consumers

Items	Options	Frequency	Valid Percent	Cumulative Percent
Sex	Male	241	65.1	65.1
	Female	129	34.9	100
	Total	370	100	
Age	18-30	173	46.8	46.8
	31-45	163	44.1	90.8
	46-60	26	7.0	97.8
	Above 60	8	2.2	100
	Total	370	100	
Educational level	Uneducated	15	4.1	4.1
	Primary school	22	5.9	10.0
	High school	71	19.2	29.2
	Diploma	56	15.1	44.3
	First degree	180	48.6	93.0
	Second degree and above	26	7.0	100
	Total	370		
monthly income of consumers	< 3500	110	29.7	29.7
	3500-10000	172	46.5	76.2
	10001-25000	75	20.3	96.5
	>25000	13	3.5	100
	Total	370	100	

Source: field survey 2020

4.3.1 Sex of consumers

There was a need to analyse the descriptive for the sex of respondents involved in the research study. From the findings shown in table 4.2 above, the male consumers accounted 65.1% of the consumers as opposed to the 34.9% which was the percentage for the female consumers. As a result of the analysis, the results conclude that most of the consumers that participated in the study were male.

4.3.2 Age of consumers

Regarding the age composition of the respondents, the study results presented in table 4.2 above concluded that 173 of the respondent equivalent to 46.8% of the respondents that participated were between the age of 18 to 30 years old, 163 of the respondents equivalent to 44.1% of the total respondents were between the ages of 31 to 45 years, 26 of the respondents equivalent to 7.0 % of the total respondents were 46 to 60 years of age and 8 of the respondents which are equivalent to 2.2% of the total respondents were above the aged of 60 years. Hence, the findings indicated that the majority of the respondents were between the ages of 18 to 30 years of age.

4.3.3 Educational level of consumers

According to the results in Table 4.2 the majority 180 (48.6%) of the respondents were educated up to First degree level, 71(19.2%) were educated up to High school, 56 (15.1%) were educated up to Diploma level, 26(7.0%) were secondary and above, 22(5.9%) were primary and 15(4.1%) were illiterate. This shows that the majority of the study respondents were adequately educated.

4.3.4. Monthly income of consumers

In this study the researcher also interested in finding out the income level of consumers. Table 4.2 indicated that, 172 of the respondents equivalent to 46.5% of the respondents earn between 3500 and 10000, 110 of the respondents equivalent to 29.7% of the respondents had income less than 3500, 75 of the respondents equivalent to 20% of the respondents had 10001 to 25000 birr and 13 of the respondents equivalent to 3.5 % of the respondents have above 25,000 birr. The result indicates that the majority of the consumers earn in the range of 3500 to 10000 birr.

4.4. Descriptive Statistics Measurement of Independent Variables and dependent variable

Table 4. 3: Descriptive statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Contests and sweepstakes	370	1	5	3.754	0.94439
Coupons	370	1	5	3.9524	0.81484
Price Discount	370	1	5	2.913	0.88486
Point of purchase materials	370	1	5	3.1416	0.7898
Consumer buying behaviour	370	1	5	3.2784	0.72132

Table 4.3 above, indicated that Contests and sweepstakes has a mean distribution of 3.754 and a standard deviation of 0.944 and the second Coupons has a mean distribution of 3.952 and a standard deviation of 0.815 which is relatively the highest among the independent variables and the third variable is Price Discount which has a mean distribution of 2.913 and a standard deviation of 0.885 and the last component is Point of purchase materials which has a mean distribution of 3.142 and a standard deviation of 0.790 while the dependent variable which is Consumer buying behaviour has a mean distribution of 3.278 and a standard deviation of 0.721 as shown in the table. Thus the table above shows the standard deviation of Consumer buying behaviour and Point of purchase materials are 0.72132 and 0.789 respectively, which is closer to the mean and it was better because, as much as possible the smaller value of standard deviation was acceptable. So, from the above table it is possible to conclude that the mean and standard deviation value of each variable shows that the level of agreement of respondents towards the idea requested in the questionnaire.

4.5. Effect of sales promotion on Consumer buying behaviour

The first intention of this study was to investigate the effect of sales promotion on Consumer buying behaviour among coca cola consumers in Bahir Dar city administration residents. The

analysis was done using the various variables of sales promotion components and Consumer buying behaviour indicated by the table below.

4.5.1 Correlation Test of sales promotion and Consumer buying behaviour

To effectively measure the effect of sales promotion on Consumer buying behaviour, Pearson correlation analysis at both 0.05 and 0.01 levels was conducted on both variables and an overall summary of correlation tests is given in table 4.4 below.

Table 4. 4: Correlation results of sales promotion

		Contests and sweepstakes	Coupons	Price Discount	Point of purchase materials
	N	370	370	370	370
Consumer buying behaviour	Pearson Correlation	.668**	.237**	.615**	.687**
	Sig. (2-tailed)	.000	.000	.000	.000
	N	370	370	370	370

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

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

Table 4.4 above indicated, the correlation results of sales promotion components and Consumer buying behaviour. The correlation table showed that there is a significant correlation between sales promotion components and Consumer buying behaviour.

The correlation analysis indicated that there was a positive relationship between Contests and sweepstakes and Consumer buying behaviour. The correlation coefficient is 0.668 that shows a positive correlation and correlation is significant since the p-value is less than 0.05. In this study, Contests and sweepstakes is correlated with Consumer buying behaviour at the level of 0.01. Therefore, As per Alwadaei, S. (2010) correlations of 0.10 to 0.29 are considered negligible association, correlations of .30 to .49 are considered moderate association, correlations of .50 to .69 are considered substantial association, and correlations of .70 to 1.00 are considered very

strong association. Hence, Contests and sweepstakes are positively and substantially significant with Consumer buying behaviour.

The correlation analysis table 4.4 also indicated that there was a positive relationship between Coupons and Consumer buying behaviour and the correlation coefficient shows 0.237 which implies a positive correlation. Since the p-value=.000 is less than the level of significance = 0.05 Correlation is significant. In this study, Coupons correlated with Consumer buying behaviour at the level of 0.01. So, Coupons has significantly positive and negligible association with Consumer buying behaviour .

The correlation analysis table 4.4 above also showed the results of the relationship between Price Discount and Consumer buying behaviour. The findings indicated that the correlation coefficient is .615 which implies as there is a positive correlation and correlation is significant (since p-value=0.000 less than level of significance =0.05). In this study, Price Discount is correlated with Consumer buying behaviour at the level of 0.01. So, Price Discount has positive and substantial association with Consumer buying behaviour.

Finally, the correlation analysis table 4.4 above also showed the results of the relationship between relationship Point of purchase materials and Consumer buying behaviour. The analysis showed that the correlation coefficient is 0.687 which implies as there is a positive correlation and correlation is significant (since p-value=0.000 less than level of significance =0.05). In this study, relationship Point of purchase materials is correlated with Consumer buying behaviour at the level of 0.01. So, relationship Point of purchase materials is positively and substantially significant with Consumer buying behaviour.

Consequently, the above results implied that sales promotions components have a positive relationship with Consumer buying behaviour with substantial Pearson correlation coefficients and this means that changes in one variable are correlated with changes in the second variable as it is close to one. For this reason, it is possible to conclude that there is a substantial and positive relationship between sales promotion components and Consumer buying behaviour.

4.6. Multiple Regression Analysis

Regression analysis is a statistical technique that investigates the relationship between a dependent variable and specified independent variables. When paired with assumptions in the form of a statistical model, a regression can be used for prediction, inference, and hypothesis testing, and modelling of causal relationships. Multiple regression analysis employed to examine the effects of sales promotion on Consumer buying behaviour on Bahir dar city. Before going to analyse multiple regressions test results, the assumptions of multiple regression analysis are presented as follows.

4.6.1 Multiple Regression Assumptions

Normality Test

Regression considers that variables have normal distributions and they do not describe which variables, in particular, they are talking about but the inference seems to be that multiple regressions need that the predictor or feedback variables be normally distributed. In reality, only the assumption of normally distributed errors is relevant to multiple regressions. Specifically, considering that errors are normally distributed for any arrangement of values on the predictor variables (Osborne & Waters, E, 2002). When histograms are close to zero it is assumed that the data is normally distributed for the dependent variable. However, when skewness and kurtosis are not close to zero and the histogram does not appear to have a normal distribution. According to the information in figure 4.1 below indicated that the skewness and kurtosis are not far from zero or between them the zero value is indicated. Thus, the result assured that the distribution is normal for this study.

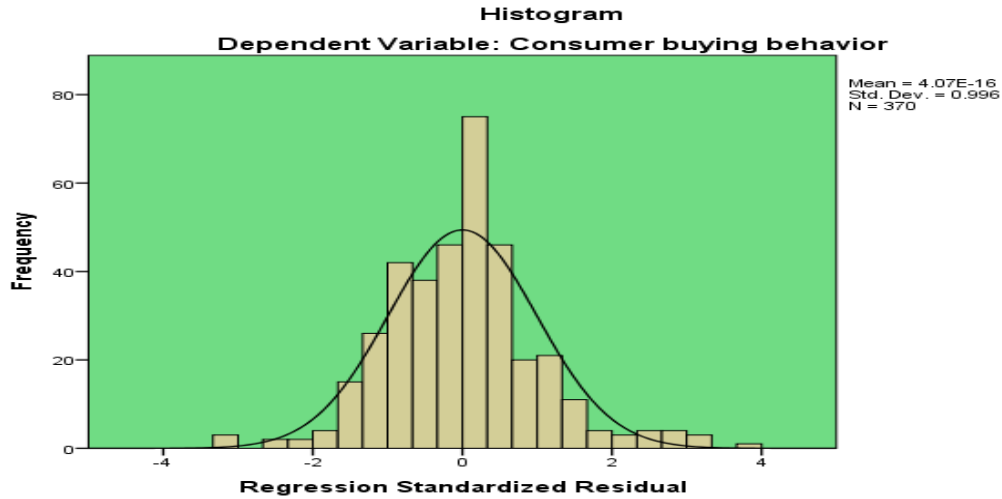


Figure 4. 1. Histogram regression of standardized residual of sales promotion and consumer buying behaviour.

Multi-Collinearity Test

The presence of correlations between the predictors is termed collinearity (for a relationship between two predictor variables) or multi-collinearity (for relationships between more than two predictors). In severe cases (such as a perfect correlation between two or more predictors), multi-collinearity can indicate that no unique least squares solution to a regression analysis can be computed and the variance inflation factor is one known measure of multi-collinearity, although numerous other measures are available (Belsley et al., 1980). For multiple regressions, the researcher has checked the collinearity problem with the assumption of tolerance and VIF statistics. It seems from these values that there is not an issue of multi-collinearity problem between the predictor variables. Thus, the multi-collinearity result of this study as indicated in table 4.5 below confirmed that there is no problem of multi-collinearity since the value indicates between one and ten.

Table 4. 5: The Multi collinearity test distribution result

Model	Collinearity statistics	
	Tolerance	VIF
Constant		
Contests and sweepstakes	.759	1.318
Coupons	.819	1.221
Price Discount	.340	2.937
Point of purchase materials	.303	3.303

Source: field survey of 2020

Homoscedasticity test

Homoscedasticity errors are generally assumed to have an unfamiliar but finite variance that is constant across all levels of the predictor variables. This assumption is also known as the homogeneity of variance assumption. If the errors have a variance that is limited but not constant across dissimilar levels of the predictors (i.e., heteroscedasticity is present), ordinary least squares estimates will be unbiased and stable since the errors are independent, but will not be efficient .As we have seen in figure 4.2 below, it can be assured that the point is random and evenly throughout the scattered diagram and no evidence of funnel-like the shape of points on one side than the other is observed, so no heteroscedasticity in the data is confirmed.

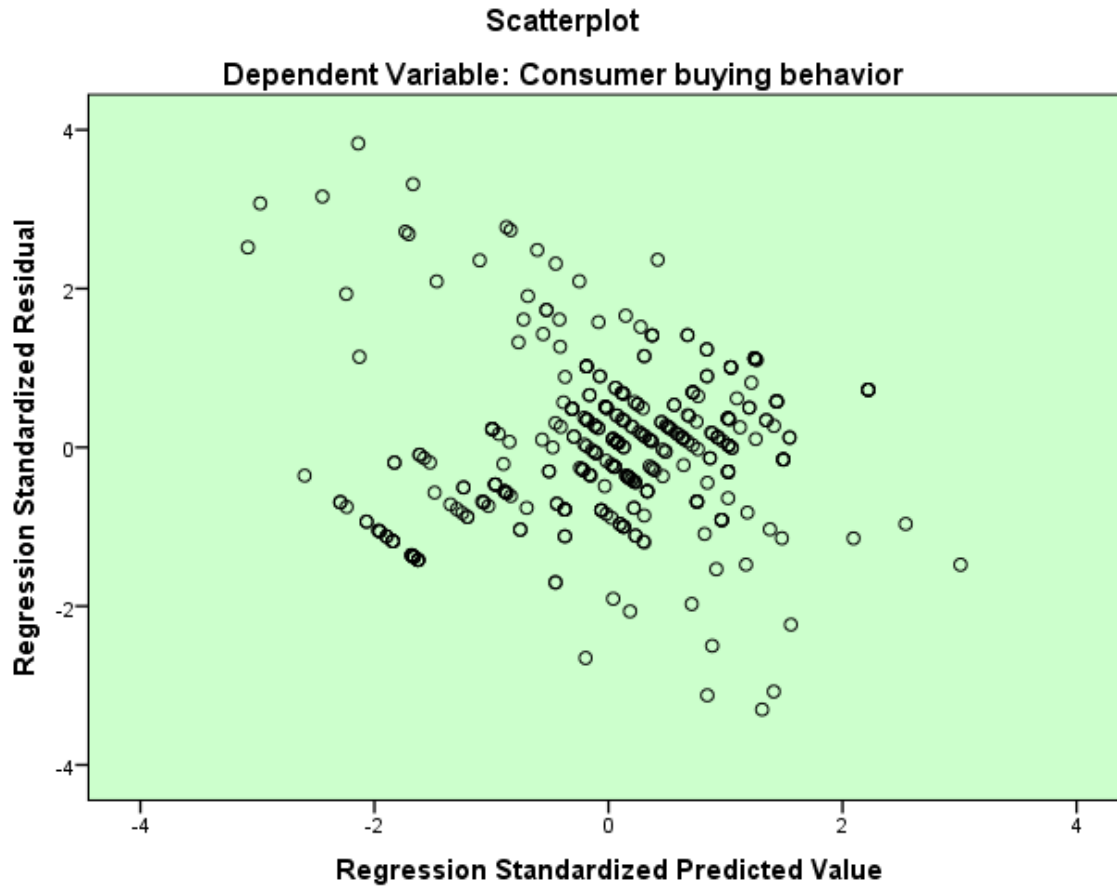


Figure 4. 2. Scatter Plot of regression of standardized residual of sales promotion and consumer buying behaviour

Linearity Assumptions

The model that shares the response Y to the predictors $X_1, X_2, X_3... X_N$ is assumed to be linear in the regression parameters (Chatterjee and Hadi, 2012). This means that Standard multiple regression can only precisely estimate the relationship between dependent and independent variables if the relationships are linear in nature. As in the equation: $Y=B_0 + B_1X + B_2X + B_3X + B_4X$. This regression equation is still a linear regression equation because Y is modelled as a linear function of the parameters. According to the information in figure 4.3 below indicated Normal P-P Plots show that this assumption had been met for this study.

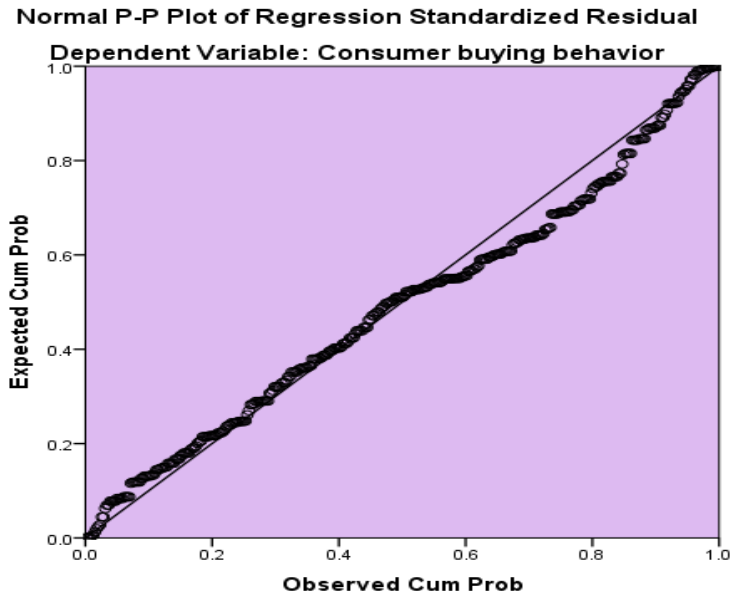


Figure 4. 3: Normal P-P Plot of dependent variable consumer buying behaviour.

In conclusion, all of the assumptions are necessary for regression analysis. According to Tabachnick and Fidell Stated that multiple regressions are fairly strong to any violations of the assumptions and hence the results of the regression analysis will be taken to be statistically viable.

4.6.2 Regression Test on the effect of sales promotion on consumer buying behaviour

The regression analysis was used to measure the link between the independent and the dependent variables. Regression test is used to recognize the ability of each individual independent variables (Contests and sweepstakes, coupon, price discount, and Point of purchase materials) to predict the dependent variable (consumer buying behaviour), where each of the individual sales promotion components are examined and clarified.

Regression between sales promotions on consumer buying behaviour

Table 4. 6: Regression between sales promotions on consumer buying behaviour.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.865 ^a	.748	.745	.36412	1.553

a. Predictors: (Constant), Contests and sweepstakes, coupon, Point of purchase materials , Price Discount

b. Dependent Variable: Consumer Buying Behaviour

As indicated in table 4.6 above, the adjusted R Square value represents the correlation coefficient between the dependent variable (Consumer Buying Behaviour) and the independent variable (Contests and sweepstakes, coupon, Point of purchase materials and Price Discount) also known as sales promotion components that taken together. The regression effect between the dependent variable and the four independent variables together were the strong one in this study, and have a positive regression. From the model summary, the adjusted R square from the table above showed 0.745 which means that the independent variables (Contests and sweepstakes, coupon, Point of purchase materials and Price Discount) which is also termed as the sales promotion components, can explain the dependent variable (Consumer Buying Behaviour) by 74.5%.However, there are 25.5 % of the variance remained unexplained in this study.

As we can see from the model summary box, The Durbin Watson (DW) statistic is 1.553, which shows a good autocorrelation in the residuals from a statistical regression analysis table. The Durbin-Watson statistic will permanently have a value between 0 and 4. The value of 2.0 means there is no autocorrelation detected in the sample. Values from 0 to less than 2 shows positive autocorrelation and values from 2 to 4 designate negative autocorrelation (James and Geoffrey,1950).In this case, the value is 1.553, confirmed that there is a positive autocorrelation hence we can conclude this analysis is valid.

Table 4. 7: ANOVA of sales promotion on consumer buying behaviour

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	143.602	4	35.900	270.783	.000 ^b
	Residual	48.392	365	.133		
	Total	191.994	369			

a. Predictors: (Constant), Contests and sweepstakes, coupon, Point of purchase materials , Price Discount

b. Dependent Variable: Consumer Buying Behaviour

In line with table 4.7 above, indicated that ANOVA of the results from the data gathered from the respondents showed a strong positive significant regression for the reason that $p=0.000$ which is <0.05 . This finding also supports the study done by Ailawadi, Harlam, Cesar, & Trounce, (2006) that states promotion can increase sales through sales switched from other stores and increase in consumption from existing consumers. This means that the independent variables (Contests and sweepstakes, coupon, Point of purchase materials, and Price Discount), which is termed as the sales promotion components, have a strong significant influence on consumer buying behaviours.

Table 4. 8: Coefficient of sales promotion on consumer buying behaviour

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.028	.127		-.221	.825		
	CONT	.448	.023	.586	19.439	.000	.759	1.318
	COUP	.078	.026	.088	3.018	.003	.819	1.221
	PRICE	.351	.037	.431	9.563	.000	.340	2.937
	POSM	.094	.044	.103	2.158	.032	.303	3.303

a. Dependent Variable: Consumer Buying Behaviour

Table 4.8 above is a coefficient table that showed the degree of relationship between each independent variable under sales promotion components with the constant at (-0.028) while Contests and sweepstakes (0.448), coupon (0.078), Price Discount (0.351) and Point of purchase materials (0.094) were statistically significant since all of them had ($p < 0.05$). In the regression analysis using the coefficient of determination ($Y = B_0 + B_1x + B_2x + B_3x + B_4x$), the researcher arrived at the following conclusions; $B_0 = -0.028$, $B_1 = 0.448$, $B_2 = 0.078$, $B_3 = 0.351$ and $B_4 = 0.094$. Therefore, $Y = -0.028 + 0.448x + 0.078x + 0.351x + 0.094x$ meaning the constant (-0.028) in SPSS refers to the intercept in “Y” axis where the regression line crosses the axis. Whereas, when the Consumer Buying Behaviour increases by one unit each of the aspects under the independent variables do affect Consumer Buying Behaviour by one time each predictor values of 0.448, 0.078, 0.351 and 0.094 changes respectively.

From the table 4.8 above Contests and sweepstakes is the predictor variable that contributes the highest to the variation of the dependent variable (Consumer Buying Behaviour) because the Beta value for this predictor variable is the highest (0.586) if compared to (coupon, Point of purchase materials, and Price Discount). This means that Contests and sweepstakes makes the strongest unique contribution to explain the variation of the independent variable (Consumer Buying Behaviour) when the variance explained by all other predictor variables in the model is controlled.

4.7. Hypothesis Testing

Hypothesis One

HO: Contests and sweepstakes do not have significant positive effect on buying behaviour of Coca Cola soft drink consumers in Bahir Dar city.

H1: Contests and sweepstakes have significant positive effect on buying behaviour of Coca Cola soft drink consumers in Bahir Dar city.

Since ($\beta = 0.586$, $p = .000 < 0.05$) we reject the Null hypothesis (HO) and the alternative hypothesis is fully supported. Therefore, the findings of this study confirmed that, there is an effect of Contests and sweepstakes on Buying Behaviour of consumers. Contests and sweepstakes have a positive and strong significant effect on Buying Behaviour of consumers.

The researcher hypotheses also comply with the previous empirical literatures'. Therefore the researcher accepts the alternative hypothesis that Sweepstakes and contest have significant influence and positive relationship on consumer buying behaviour. Games such as sweepstakes (competitions) are applied by retailers to attract traffic and penetrate the consumers' shopping experience. The consumers participate in these games for reasons such as the perceived value, perceived fun, and interest (Prendergast et al., 2005). Obtaining a prize has effect on consumer purchase behaviour due to inherent willingness to gain advantage (additional) of the product purchase (Huff & Alden, 1998). Sweepstakes are an effective way to increase short term sales or market share (Ferrell, Michael, & Hartline, 2011).

“Contests and sweepstakes offer the opportunity to win an exciting prize” (Solomon et al., 2010), not actually connected to the place of shopping. “The difference between the two is that a contest is a test of skill, whereas a sweepstakes is simply based on luck” (Solomon et al., 2010). Sweepstakes might obtain various forms in Lithuania (Solomon et al., 2010), emphasize that an entry form should be filled in. The most popular form is collecting a certain amount of items (e.g. under the crown prizes)

Hypothesis Two

HO: Coupons do not have significant positive effect on buying behaviour of Coca Cola soft drink consumers in Bahir Dar city.

H1: Coupons have significant positive effect on buying behaviour of Coca Cola soft drink consumers in Bahir Dar city.

The findings of the analysis stated that, the results of the effect of Coupon on Consumer Buying Behaviour. Coupon has a positive significant effect on Consumer Buying Behaviour ($\beta=.088$, $p=.003$). Therefore, the alternative hypothesis is fully supported.

The result of this study is consistent with the findings of the previous studies. Cummins (2008) stated that coupons provide an upfront discount on a product or service; as such it helps retailers to attract new buyers, and deal prone consumers to make an instant purchase. According to (Cook, 2003) coupons are easily understood by the consumers and can be highly useful for trial purchase. Similarly Roger et al. (1998) suggest that coupons encourages customer to try new products far more easily. Although it has been proved that coupon have a positive impact on the customer's purchase decision, and it encourages customers to try new products easily, the

researcher investigated deeper to understand how customers belonging to different socio economic status react to coupons and new product trial. Furthermore according to Cook (2003), coupons are easily understood by the customer and can be extremely useful for trial purchase. Coupon is a confirmed method by which producers can communicate with customers and it can be used as a strong brand-switching tool. Gardener and Trivedi (1998) reported that for many years as a means of presenting the customer a one-time reduction in price and constructing brand consciousness and loyalty, for this purpose coupons have been used as key advertising tools. Berkowitz et al (1994) further suggested that, at the alternative evaluation and the purchase decision stage, coupons, deals, point of purchase displays and rebates are suitable sales promotional tools because they encourage demand and repurchase of the same product by the consumer. They finally proposed that, at the post purchase stage, the best sales promotion tool would be the use of coupons, as they encourage repeat purchase from first time buyers

Hypothesis Three

HO: price discount do not have significant positive effect on buying behaviour of Coca Cola soft drink consumers in Bahir Dar city.

H1: price discount have significant positive effect on buying behaviour of Coca Cola soft drink consumer in Bahir Dar city.

The findings of this study approved that, price discount have positive and strong significant effect on consumer Buying Behaviour ($\beta=0.431$, $p=.000$). Therefore, the alternative hypothesis is fully supported.

The results of this study re affirmed that findings of previous study by, Blackwell, Miniard and Engel (2001) that price discounts play significant roles in influencing consumers' purchase trial behaviour, and (Smith and Sinha, 2000), price promotions can induce consumers' buying behaviour and result in a short term increases in sales. Assunção & Meyer (1993) show that consumption is an indigenous decision variable driven by price discounts. Similarly, in another analytical study, Chandon et al. (2002) stated that stockpiling is often observed when there is a heavy price discount on convenience goods. Ndubisi and Chiew (2006) stated that product trial can be increased through offering great price discount.

Hypothesis Four

HO: Point of purchase materials does not have significant positive effect on buying behaviour of Coca Cola soft drink consumers in Bahir Dar city.

H1: Point of purchase materials has significant positive effect on buying behaviour of Coca Cola soft drink consumers in Bahir Dar city.

The findings of this study approved that, Point of purchase materials has a positive significant effect on consumer Buying Behaviour of ($\beta=0.103$, $p=.032$). Therefore, the alternative hypothesis is fully supported.

A review of the behaviour analytic literature on consumer choice (DiClemente & Hantula, 2003) found that point-of-purchase stimuli are generally related to an increase in sales.

The finding of this research was also consistent with the previous studies that support the result of this research; consumer's buying behaviour is influenced by the sales promotion, sales promotion has direct impact on consumer behaviour and it accelerates the selling process by influencing consumer to make a purchase. Sam & Buabeng, E.Y, (2011) confirmed that sales promotion has a direct influence on consumer buying behaviour. the study by (Cleon Oguya K'ombwayo1, Prof. Mike A. Iravo) on the title of "The Influence of Consumer Sales Promotion on Buying Behaviour of Three-Wheeled Vehicles in Nairobi County" found that there is significant relation between sales promotion and buying behaviour.

The result also indicated that contests and sweepstakes are the most effective sales promotional technique in influencing the buying behaviour of consumers of coca cola in Bahir dar city followed by price discount, point of sale materials and coupons respectively.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.1. Introduction

This study investigates the effect of sales promotion on the buying behaviour of consumers in case of coca cola in Bahir Dar. This chapter summarized and discussed the main findings obtained from each of the four research questions. It also dealt with the conclusions that were derived from the analysis, as well as recommendations that can be implemented or used for future research, for each of the main research objectives.

5.2. Summary of Main Findings

The demographic profiles of the respondents were analysed using percentages and frequencies. As for inferential statistics, tools such as correlation, regression, coefficient, were used to analyse and study the nature of effects between independent and dependent variables.

After analysing the gathered information, the following major findings were identified: The results of the demographic characteristics of the consumers indicated that the majority of the total respondents were male (65.1%), aged in the range of 18-30 years (46.8%) almost similar with the age in the range of 31-45 years (44.1%), with educational level of First degree level (48.6%), with income of consumers ranging between 3500 to 10000 birr (46.5%).

The major results of the descriptive statistics showed that coupons has the highest mean score of 3.95, which is the highest mean among sales promotions. The second most popular sales promotions perceived by the respondent are contests and sweepstakes which have a mean score of 3.75. The third most popular sales promotions perceived by the respondent are point of purchase materials which has a mean score of 3.14. Lastly, the least popular sales promotions perceived by the respondents are price discount which has the lowest mean score of 2.91. For Consumer buying behaviour perceived by the respondents is the mean of 3.28.

The major findings with regard to the correlation result of this study presented that, the correlation result on the effect of sales promotions on Consumer buying behaviour; Contests and sweepstakes have substantial significance association with Consumer buying behaviour by

having the value $r=0.668$ and $p=0.000$. Whereas, coupons has also positive and negligible significance association with Consumer buying behaviour that indicates the value of $r=0.237$ and $p=0.000$. The other important component which is price discount indicated that it has a positive and substantial significance association with Consumer buying behaviour with the value of $r=0.615$ and $p=0.000$. Lastly, Point of purchase materials has also positive and substantial significance association with Consumer buying behaviour with having the value of $r=0.687$ and $p=0.000$.

With regard to the regression result, this study manifested that, the regression effect between sales promotions and Consumer buying behaviour was better and all predictor variables has a positive effect on the response (dependent) variable. The regression result of sales promotions and Consumer buying behaviour concluded as it has a very strong positive effect on each other. Sales promotions caused 74.5% variation in Consumer buying behaviour however; the remaining 25.5% variation is caused by other factors that had not been considered in this study.

5.3. Conclusion

To conclude sales promotions play an important role in the marketing programs of marketers, retailers, and producers. A large percentage of marketers' sales are made on promotion. This situation is becoming increasingly common in today's market fluctuation. The marketers are rather use variety of promotional tools to offers consumers an extra inducement to buy their products than advertising in classic media. It is supported by the research from Cuizon (2009) who stated that sales promotions are not only effective in attaining short-term sales, but they are also more cost-effective compared to other integrated marketing communications tools such as advertising.

As such, the result of this research confirms that sales promotion tools such as Contests and sweepstakes, coupons, price discounts and Point of purchase materials play a key role in influencing the consumer's buying behaviour. This research has proved that sales promotions stimulate interest in consumers and consumers are bound to make purchase decision provided that they are offered with Contests and sweepstakes, coupons, price discounts and Point of purchase materials

The results of this study have several implications and recommendation on how do sales promotion tools influence consumers buying behaviour from different perspective theories. From the company's marketer's perspective, they can have a better understanding of their consumers' buying behaviour so that they can better predict the wants and needs of potential consumers. Beside this one, the company will develop workable marketing and communication strategies on sales promotion so as to get the higher market share by attracting the new customers and retaining the existing customers. The information derived from this research enable marketers to aware of the consumer behaviour and influence of sales promotion tools they have on them. It will help them utilize the right and the most effective promotion technique to attract customers. Moreover, the study from Ndubisi and Chew (2006) also supported that by offering the right promotional tools, it help organizations to carefully plan their promotional strategies by giving preference to the more effective tools. It is vital because the precise marketing strategies decision assists the company to minimize cost and maximize their profit. In addition, the current research made consumers more aware for their easily influence behaviour to sales promotion because it present better understanding and information to consumers where they respond differently due to different type of promotional tools. The research also created consumer awareness to make careful analysis before they decide to buy products and services. Hence, the consumers will apprehend the importance's and understand the changing environment to update themselves from time to time (Hing, 2008). Finally, consumers were benefited through this study and becoming smarter day to day.

5.4. Recommendation

As per the findings of the study, the following recommendation was developed:

As clearly shown in the analysis part of the study, contests and sweepstakes are the most effective tools in influencing consumers buying behaviour, therefore, the company should invest more on the most effective sales promotion tool. Using these tools is essential for the success of EABSC. The second most effective sales promotion technique is price discount so marketing managers should increase the offer of price discount.

The third most effective sales promotion techniques are point of sale materials, the marketing managers should also increase point of sale materials. The Marketing managers should work on many aspects of point of sale promotion materials.

The least effective sales promotion technique is coupon promotion; therefore, the managers and marketing specialists should give more emphasis and should work more on coupon promotion.

In conclusion, contests and sweepstakes, price discount and Point of sale materials appeared as the most effective sales promotion techniques. Therefore, EABSC managers and marketing specialists should emphasis on the three sales promotion techniques those are found the most effective in influencing consumers buying behaviour and give more emphasis to them in their marketing strategy.

5.5. Limitations and Direction for Future Research

There is limitation with regard to scope of the study; the place in which this research has been conducted was Bahir dar city. Future researches should attempt to include consumers located outside Bahir dar city to have complete picture about the subject matter in Ethiopian context.

Moreover, the research is limited to Coca Cola. Therefore the findings cannot be generalized to other soft drink brands. Thus, the researcher suggests future researchers to undertake further studies on different companies or industries.

In addition, as the research didn't include all types of sales promotion tools. Further studies, however can try studies on different types of sales promotion tools.

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APPENDIX

Appendix One: English Version of questionnaire

Bahir Dar University

Collage of Business and Economics

Department of Marketing Management

Questionnaires to be filled by consumers of coca cola

Dear Respondent,

As partial fulfilment towards the completion of my postgraduate degree, the research titled the effect of sales promotion on consumer buying behaviour: in the case of coca cola soft drink is undertaken. I kindly request you to fill this questionnaire while assuring you that the information that you provide will be treated with confidentiality and shall only be used for the purpose of this academic research. Your honest response and due attention is very much important to complete the questionnaire.

For any question please contact me via email address

Email: - rabebe632@gmail.com

Part I: Personal Information

Dear respondent! Please complete the following questions by ticking the appropriate box

Age	1, 18-30 <input type="checkbox"/>	2, 31-45 <input type="checkbox"/>	3, 46-60 <input type="checkbox"/>	4, 60+ <input type="checkbox"/>		
Gender	1, Male <input type="checkbox"/>	2, Female <input type="checkbox"/>				
Monthly income	1, <3500birr <input type="checkbox"/>	2, 3500-10,000birr <input type="checkbox"/>	3, 10,001 - 25,000 Birr <input type="checkbox"/>	4, >25,000 birr <input type="checkbox"/>		
Educational level	1, uneducated <input type="checkbox"/>	2, Primary school <input type="checkbox"/>	3, High school <input type="checkbox"/>	4, Diploma <input type="checkbox"/>	5, First degree <input type="checkbox"/>	6, Masters and above <input type="checkbox"/>

Part II: Sales Promotion tools and consumer buyer behaviour.

Kindly select the option that best describes your level of agreement or disagreement by placing a circle.

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	Contests and sweepstakes					
1	If coca cola offers Sweepstakes and contest promotion, that could be a reason for me to purchase it repeatedly.	1	2	3	4	5
2	If there is Sweepstakes and contest on coca cola it will influence me to switch from other competing brands.	1	2	3	4	5
3	Sweepstakes and contest promotion has influence me to drink soft drinks without my plan.	1	2	3	4	5
4	Sweepstakes and contest promotion has allowed me to drink more quantities of soft drink than usual.	1	2	3	4	5
5	Compared to most people, I am more likely to buy brands that offer Sweepstakes and contest.	1	2	3	4	5

	Coupons					
1	If coca cola offers coupon promotion, that could be a reason for me to purchase it repeatedly.	1	2	3	4	5
2	If there is coupon on coca cola, it will influence me to switch from other competing soft drink brands.	1	2	3	4	5
3	Coupon promotion has influence me to drink soft drinks without my plan.	1	2	3	4	5
4	Coupon promotion has allowed me to drink more quantities of soft drinks than usual.	1	2	3	4	5
5	Compared to most people, I am more likely to buy brands that offer coupon.	1	2	3	4	5
	Price Discount					
1	If coca cola offers price discount, that could be a reason for me to purchase it repeatedly.	1	2	3	4	5
2	If there is price discount on coca cola, it will influence me to switch from other competing soft drink brands.	1	2	3	4	5

3	Price discount promotion has influence me to drink soft drinks without my plan.	1	2	3	4	5
4	Price discount has allowed me to drink more quantities of soft drinks than usual.	1	2	3	4	5
5	Compared to most people, I am more likely to buy brands that offer price discount.	1	2	3	4	5
	Point of sale materials					
1	Point of sale materials drives me to make impulse purchase.	1	2	3	4	5
2	If I am exposed to point of sale materials often I tend to buy the product.	1	2	3	4	5
3	Point of sale materials remind me the brand and compel me to purchase the product.	1	2	3	4	5
4	Point of sale display affects what, when and how I buy.	1	2	3	4	5
5	Attractive and clear point of display influences my purchasing decision.	1	2	3	4	5

Part III: consumer buying behaviour.

No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I buy as much as possible at sales price.	1	2	3	4	5
2	I testified to friends and relatives about the promotions.	1	2	3	4	5
3	I instantly make purchase decision if there is any form of sales promotion.	1	2	3	4	5
4	I compare the price of the product during purchase.	1	2	3	4	5
5	I carefully watch how much I spend	1	2	3	4	5
6	I usually buy well-known brands.	1	2	3	4	5

Thank you for your support again

Appendix Two: Amharic Version of questionnaire

ባህር ዳር ዩኒቨርሲቲ

የቢዝነስና ኢኮኖሚክስ ኮሌጅ

**የማርኬቲንግ ማኔጅመንት የድህረ ምረቃ ትምህርት ክፍል
መጠይቅ**

ውድ ምላሽ ሰጪ

እኔ በባህር ዳር ዩኒቨርሲቲ በማርኬቲንግ ማኔጅመንት የድህረ ምረቃ ድግሪዬን ለመጨረስ የሚያስፈልገውን ምርመር በማድረግ ላይ እገኛለሁ። ከዚህ በመቀጠል የተዘጋጁት ጥያቄዎች የአጭር ጊዜ የሽያጭ ማስታወቂያ በኮከ ኮላ የለስላሳ መጠጥ ሸማቾች ባህሪ ላይ ያለውን ተጽዕኖ ይመለከታሉ።

ስለዚህ የእርሶም አስተያየት በጣም ጠቃሚና የምንጠቀምበትም ለትምህርት ብቻ ነው።

ስለትብብራችሁ ከልብ አመሰግናለሁ።

መጠየቅ(ማነጋገር) የምትፈልጉት ነገር ካለ

ኢሜል: rabebe632@gmail.com ላይ ልታገኙኝ ትችላላችሁ።

ክፍል 1 አጠቃላይ ጥያቄዎች

እባክዎን ተገቢው ሣጥን ላይ የ “√” ምልክት በማድረግ የሚከተሉትን ጥያቄዎች ይመልሱ።

ዕድሜ	1, 18-30 <input type="checkbox"/>	2, 31-45 <input type="checkbox"/>	3, 46-60 <input type="checkbox"/>	4, 60+ <input type="checkbox"/>		
ጾታ	1, ወንድ <input type="checkbox"/>	2, ሴት <input type="checkbox"/>				
የወር ገቢ	1, <3500birr <input type="checkbox"/>	2, 3500-10,000birr <input type="checkbox"/>	3, 10,001 - 25,000 Birr <input type="checkbox"/>	4, >25,000 birr <input type="checkbox"/>		
የትምህርት ደረጃ	1, ያልተማረ <input type="checkbox"/>	2, የመጀመሪያ ደረጃ <input type="checkbox"/>	3, 2 ኛ ደረጃ <input type="checkbox"/>	4, ዲፕሎማ <input type="checkbox"/>	5, የመጀመሪያ ድግሪ <input type="checkbox"/>	6, 2 ኛ ድግሪ እና ከዚያ በላይ <input type="checkbox"/>

ክፍል 2 የኮከ ኮላ የአጭር ጊዜ የሽያጭ ማስታወቂያ በ ሸማቾች ባህሪ ላይ ያለው ተጽዕኖ

እባክዎን ተገቢው ሣጥን ላይ የ ማክበብ ምልክት በማድረግ የመስማማትዎን ወይም አለመስማማትዎን በተሻለ ሁኔታ የሚገልጽ አማራጭን ይምረጡ።

ተራ ቁጥር	ጥያቄዎች	በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
	ዕጣ እና የሽልማት ውድድር					
1	ኮከ ኮላ የዕጣ እና የሽልማት ውድድር ቢያቀርብ በተደጋጋሚ እንድንዘ ምክንያት ሊሆን ይችላል።	1	2	3	4	5
2	ኮከ ኮላ የዕጣ እና የሽልማት ውድድር ቢያቀርብ ሌላ ተወዳዳሪ ምርቶችን እንድትው ተጽዕኖ ያደርግብኛል።	1	2	3	4	5
3	የዕጣ እና የሽልማት ውድድር በመኖሩ እቅድ ሳይኖረኝ እንድጠጣ ይገፋፋኛል።	1	2	3	4	5
4	የዕጣ እና የሽልማት ውድድር በመኖሩ ከሁልጊዜው የበለጠ እንድጠጣ ምክንያት ሊሆን ይችላል።	1	2	3	4	5
5	ከሌሎች ሰዎች ጋር ስነጻጸር እኔ የዕጣ እና የሽልማት ውድድር ያለበትን ምርት የበለጠ ተጠቃሚ ነኝ።	1	2	3	4	5
	ነጻ ኩፎን					
1	ኮከ ኮላ ነጻ ኩፎን ቢያቀርብ በተደጋጋሚ እንድንዘ ምክንያት ሊሆን ይችላል።	1	2	3	4	5
2	ኮከ ኮላ ነጻ ኩፎን ቢያቀርብ ሌላ ተወዳዳሪ ምርቶችን እንድትው ተጽዕኖ ያደርግብኛል።	1	2	3	4	5

3	ነጻ ኩፍን በመኖሩ እቅድ ሳይኖረኝ እንድጠጣ ይገፋፋኛል።	1	2	3	4	5
4	ነጻ ኩፍን በመኖሩ ከሁልጊዜው የበለጠ እንድጠጣ ምክንያት ሊሆን ይችላል።	1	2	3	4	5
5	ከሌሎች ሰዎች ጋር ስነጻጸር እኔ ነጻ ኩፍን ያለበትን ምርት የበለጠ ተጠቃሚ ነኝ።	1	2	3	4	5
ዋጋ ቅነሳ						
1	ከካ ከላ የዋጋ ቅናሽ ቢያቀርብ በተደጋጋሚ እንድገዛ ምክንያት ሊሆን ይችላል።	1	2	3	4	5
2	ከካ ከላ የዋጋ ቅናሽ ቢያቀርብ ሌላ ተወዳዳሪ ምርቶችን እንድተው ተጽዕኖ ያደርግብኛል።	1	2	3	4	5
3	የዋጋ ቅናሽ በመኖሩ እቅድ ሳይኖረኝ እንድጠጣ ይገፋፋኛል።	1	2	3	4	5
4	የዋጋ ቅናሽ በመኖሩ ከሁልጊዜው የበለጠ እንድጠጣ ምክንያት ሊሆን ይችላል።	1	2	3	4	5
5	ከሌሎች ሰዎች ጋር ስነጻጸር የዋጋ ቅናሽ ያለበትን ምርት የበለጠ ተጠቃሚ ነኝ።	1	2	3	4	5
በመሸጫ ስፍራዎች ያሉ የምርት ማስታወቂያዎች						
1	በመሸጫ ስፍራዎች ያሉ የምርት ማስታወቂያዎች ያልታሰበ ግዢ እንድፈጸም ያደርጉኛል።	1	2	3	4	5
2	በመሸጫ ስፍራዎች ያሉ የምርት ማስታወቂያዎች የመግዛት ውሳኔዬ ላይ ተፀዕኖ ያሳድራሉ።	1	2	3	4	5

3	በመሸጫ ስፍራዎች ያሉ የምርት ማስታወቂያዎች ምርቱን እንዳስታውሰውና እንደገዛው ያሳምኑኛል።	1	2	3	4	5
4	በመሸጫ ስፍራዎች ያሉ የምርት ማስታወቂያዎች ምን መቶ እና እንዴት እንደምገዛ ተጽዕኖ ያደርግብኛል።	1	2	3	4	5
5	በመሸጫ ስፍራዎች ያሉ የምርት ማስታወቂያዎች ቢኖሩም እንኳን ሁልጊዜም ተመሳሳይ ምርቶችን እጠቀማለሁ።	1	2	3	4	5

ክፍል 3 የሽማግሌ ስራ

ተራ ቁጥር	ጥያቄዎች	በጣም አልሰማማም	አልሰማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
1	ብዙ ጊዜ በመሸጫ ዋጋ ለመግዛት እጥራለሁ።	1	2	3	4	5
2	ስለ የአጭር ጊዜ ማስታወቂያዎች ለጉዋደኞች እና ለቤተሰቦች ምስክርነት እሰጣለሁ	1	2	3	4	5
3	ምንም ዓይነት የአጭር ጊዜ ማስታወቂያ መኖሩ ያልታሰበ ግዢ እንድፈፀም ይገፋፋኛል።	1	2	3	4	5
4	ምርት በምገዛበት ጊዜ የዋጋ ንፅፅር አደርጋለሁ።	1	2	3	4	5
5	በምን ያህል ዋጋ መግዛት እንዳለብኝ እጠነቀቃለሁ።	1	2	3	4	5
6	ብዙ ጊዜ ታዋቂ ምርቶችን እገዛለሁ።	1	2	3	4	5

በድጋሚ ስለትብብራችሁ ክልብ አመሠግናለሁ።