

**EFFECT OF PROMOTION MIX ON CONSUMER BUYING BEHAVIOR: THE CASE  
OF RETAIL SUPERMARKETS IN HAWASSA CITY**



**THE RESEARCH PAPER SUBMITTED TO HAWASSA UNIVERSITY  
SCHOOL OF GRADUATES STUDIES IN PARTIAL FULFILLMENT OF  
THE REQUIREMENTS FOR THE AWARD OF MASTERS OF BUSINESS  
ADMINISTRATION IN MARKTING MANAGEMENT**

**MBA.THESIS**

**BY: BETELHEM BEYENE**

**MAJOR ADVISOR:-HAILEMARIAM MAMO (PhD)**

**CO- ADVISOR: - ALEMAYEHU HAILU (MBA)**

**DEPARTMENT OF MANAGEMENT  
COLLEGE OF BUSINESS AND ECONOMICS  
HAWASSA UNIVERSITY**

**JUNE 2024  
HAWASSA, ETHIOPIA**

**Approval Sheet**  
**School of Graduate Studies**  
**Hawassa University**

This is to certify that the Thesis entitled” **Effect of Promotion Mix on Consumer Buying Behaviour: The Case of Retail Supermarkets in Hawassa City** ” undertake in partial fulfillment of the requirements for the degree of Masters of art in Marketing management , the regular program of the College of Business and Economics, is carried out by **Betelhem Beyene** . Therefore we recommend that the student can submit Thesis to the department.

Approved by:

1. Name of Major Advisor

Signature

Date

-----

-----

-----

2. Name of co- advisor

Signature

Date

-----

-----

-----

**EXAMINERS' APPROVAL SHEET -1**  
**SCHOOL OF GRADUATE STUDIES**  
**HAWASSA UNIVERSITY**  
**(Submission sheet -2)**

We, the undersigned, members of the Board of Examiners of the final Open defense by **Betelhem Beyene** have read and evaluated thesis entitled “**Effect of Promotion Mix on Consumer Buying Behavior: The Case of Retail Supermarkets in Hawassa City**” and examined the candidate. This is therefore to certify that the thesis has been accepted as partial fulfillment of requirements for the degree **Master of Art in marketing management**.

Name of the Chair person	Signature	Date
Name of Major Advisor	Signature	Date
Name of Internal Examiner	Signature	Date
Name of External Examiner	Signature	Date
SGS	Signature	Date

Final approval and acceptance of the thesis is contingent up on the submission of the final copy of the thesis to the school of graduate studies (SGS) through the school Graduate committee (SGS) of the Candidate’s School.

Stamp of SGS Date-----

N.B:-Use this form to submit the thesis -----correction suggested by examining board.

## DECLARATION

I hereby declare that the thesis entitled “Effect of Promotion Mix on Consumer Buying Behavior: The Case of Retail Supermarkets in Hawassa City. Submitted by me for the award of Master in marketing management from Hawassa University is my original work and it has not been presented for the award of any degree, diploma, fellowship or other similar titles of any other university or institution and that all sources of materials used for this thesis have been dully acknowledged.

By: Betelhem Beyene

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **ACKNOWLEDGEMENT**

Firstly, I would like to thank my Lord, by his precious grace and provision I could achieve all my life ups and downs, Glory to almighty God!

I would like to express my grateful thanks to my advisors: Hailemariam M (PhD) , and Alemayehu H (MBA) for their unreserved supports guiding in valuable and constructive comments and my heartfelt thanks go to them for their kind cooperation and supports as and when I request his assistance. Their professional suggestion is helpful not only for this study but also for my career endeavor. I would also like to extend my special thanks and appreciation to them for their friendly acting, and word by word editing and commenting this Thesis (the proposal, questionnaire and the final Thesis) to bring into the present meaningful structure. I really appreciate their patience and productive supervision.

At last but not least, I would like to express my special appreciation and grateful acknowledgement to all my family members and friends for their patience and genuine cooperation to accomplish this program. Thank you for your love!!!!

## **LIST OF ABBREVIATIONS AND ACRONYMS**

AD:	Advertising
AIDA:	Attention, Interest, Desire and Action
CBB:	Consumer Buying behavior
DS:	Direct Selling
HWCA:	Hawassa City Administrations
PR:	Public Relations
PS:	Personal Selling
SP:	Sales Promotion
SNRS:	Sidama National Regional State
SPSS:	Statistical Package for the Social Sciences
US:	United States

## Table of Contents

APPROVAL SHEET .....	i
EXAMINERS' APPROVAL SHEET -1 .....	i
DECLARATION .....	iii
ACKNOWLEDGEMENT .....	iv
LIST OF ABBREVIATIONS.....	v
LIST OF TABLES .....	ix
LIST OF FIGURES .....	x
ABSTRACT.....	xi
CHAPTER ONE.....	1
1.Introduction.....	1
1.1 Back Ground of the Study.....	1
1.2 Statement of the Problem .....	4
1.3 Research Questions .....	6
1.4 Objectives of the Study .....	6
1.4.1 General Objective of the Study .....	6
1.4.2 Specific Objectives .....	6
1.5 Significance of the Study .....	6
1.6 Scope of the Study.....	7
1.7 Limitations of the Study .....	7
1.8 Hypothesis of the Study .....	8
1.9 Operational Definition of Terms .....	8
1.20 Organization of the Study .....	9
CHAPTER TWO .....	10
2. REVIEW OF RELATED LITERATURE .....	10
2.1 Chapter Overview .....	10
2.2. Theoretical Review .....	11
2.2.1. Promotion Mix Strategies.....	11
2.2.1.1. Advertising .....	12
2.2.1.2 Sales Promotion.....	14
2.2.1.3 Public Relation .....	15

2.2.1.4 Personal Selling .....	15
2.2.1.5 Direct Marketing.....	16
2.2.2 Marketing Communication Foundation.....	17
2.2.2.1 AIDA Theory.....	17
2.2.2.2 Hierarchy of Effects Theory .....	17
2.2.2.3: Importance of Promotional Strategy .....	18
2.2.3 Consumer Buying Behavior: .....	20
2.2.3.1: Concept of Consumer Buying Behaviors: .....	20
2.2.3.2: Consumer Buying Behavior Process:.....	21
2.2.3.3: Factors Influencing Consumer Behavior:.....	22
2.2.3.4: Models of Consumer buying behaviors.....	22
2.3. Empirical Review .....	23
2.4. Conceptual Framework .....	26
CHAPTER THREE: .....	28
3.RESEARCH METHODOLOGY.....	28
3.1 Description of the Study Area.....	28
3.2 Research Design .....	29
3.3 Target Population .....	30
3.4 Sampling Procedure, and Sample Size.....	30
3.4.1 Sampling Procedure.....	30
3.4.2 Sample Size .....	31
3.5 Source of Data.....	31
3.6 Method of Data Collection.....	31
3.7 Data Analysis .....	32
3.8. Validity and Reliability .....	33
3.8.1. Validity .....	33
3.8.2. Reliability .....	33
3.9 Ethical Consideration .....	34
CHAPTER FOUR.....	35
4.RESULTS AND DISCUSSIONS .....	35
4.1 Introduction .....	35

4.2 Respondents Response Rate.....	35
4.3 Demographic Information of the Respondents .....	36
4.4 Descriptive Statistics of Promotional Elements .....	37
4.4.1 Perceived advertising strategy .....	37
4.3.2 Sales Promotion.....	38
4.3.3 Direct Marketing.....	39
4.3.4 Personal Selling .....	40
4.3.5 Public Relations .....	41
4.3.6 Consumer Buying Behavior .....	42
4.4 Inferential Statistical Analysis .....	44
4.4.1 Correlation Analysis.....	44
4.4.2 Multiple Linear Regression .....	47
CHAPTER FIVE .....	56
5. SUMMARY, CONCLUSION AND RECOMMENDATION.....	56
5.1 Summary of Major Finding.....	56
5.2 Conclusion.....	58
5.3 Recommendations.....	59
REFERENCES .....	61
Appendix.....	66

## LIST OF TABLES

Table 3.1: Reliability test results with Cronbach's alpha .....	33
Table 4.1: Survey response rate .....	35
Table 4.2: Socio-demographic characteristics of the study population .....	36
Table 4.3 Respondents' perception on advertising .....	38
Table 4.4 Respondents' perception on sales promotion .....	39
Table 4.5 Respondents' perception on direct marketing .....	40
Table 4.6 Respondents' perception on personal selling .....	41
Table 4.7 Respondents' perception on public relations/ publication .....	42
Table 4.8 perceived response of consumer buying behavior .....	43
Table 4.9: the correlation between dependent variable (consumer buying behavior) and independent variable (promotional mix elements) .....	46
Table 4.10: Variance of inflation factor and tolerance .....	48
Table 4.11: Durbin-Watson Statistics for Independence of Residuals .....	48
Table 4.12 Regression Model Summary .....	52
Table 4.13: ANOVA (Analysis of variance) output .....	52
Table 4.14 Coefficients of the regression model .....	53
Table 4.15 Summary of the overall outcome of the research hypothesis .....	55

## **LIST OF FIGURES**

Figure 2.1 Factors leading to increase promotional efforts .....	19
Figure: 2.2 Factors that influence consumer buying behavior .....	22
Figure: 2.3 Conceptual framework of the study .....	27
Figure 4.1: Histogram of normality test .....	49
Figure 4.2: Linear relationship of independent and dependent variable .....	50
Figure 4.3 Scatter Plot standardized residuals vs predicted values .....	51

## ABSTRACT

*This study aimed to analyze effect of promotional mix elements on consumer buying behavior: the case of retail supermarkets in Hawassa city. The study used both explanatory and descriptive research design to conduct the research. The study used both primary and secondary data sources to accomplish the research. The study used convenience sampling technique to select 384 the representative sample. The questionnaire was used as a tool to collect the research data from the sample respondents. Descriptive statistics such as mean, standard deviation, five point likert scale to analyze the respondent profile and the major packaging elements. Furthermore, the study used correlation analysis, and multiple linear regression model to identify the relationship between the packaging elements and consumer brand preference and their effect. Out of 384 distributed for survey questionnaires, 345 questionnaires were returned giving a rate of 89.9 percent. The result of the study depicted that advertising, personal selling, sales promotion, direct marketing and public relations as promotional mix elements influencing consumer buying decision in retail supermarkets in Hawassa city. The result of Pearson correlation revealed that personal selling( $r=0.578$ ); public relations( $r=0.642$ ); direct selling( $r=0.626$ ); advertising ( $r=0.941$ ); and sales promotion ( $r=0.929$ ) has a significant relationship with consumer buying behavior. The result of Multiple Regression analysis indicates the promotional mix elements contribute significantly in influencing buying behavior of consumers of retail supermarket products by 94.6% and the remaining 5.4% can be contributed by other factors. The regression standardized coefficients for all independent variables, i.e. personal selling, public relations, advertising, sales promotion, and direct selling are 0.065, 0.115, 0.505, 0.407, and 0.105, respectively. The study reveals that advertising (0.505) is the most influential variable impacting buying behavior followed by sales promotion (0.407) and public relations (0.115), respectively. Thus it supports all the hypothesis claiming promotional mix elements have a positive and significance influence on consumer buying behavior. The retail supermarket should develop comprehensive and effective advertising strategy, powerful personal selling system, strengthen public relation, conducive direct marketing atmosphere, create appropriate procedures on sales promotion to enhance its performance through attracting its consumers purchase more products.*

**Key words:** Advertising; Correlation; Direct Selling; Personal Selling; Public Relations; Sales Promotion

# CHAPTER ONE

## 1. Introduction

### 1.1 Back Ground of the Study

In pursuit of better Market performance, organizations are looking for and investing in promotional strategies to enhance output (Ehmke *et al.*, 2016). It is not enough for a business to have good products sold at attractive prices. To generate sales and profits, the benefits of products have to be communicated to customers. In marketing, this is commonly known as “promotion”. Although promotion is not done only for these factors but for other such as to build brand loyalty, to reminds and reassure costumers, to launch a new product and maybe to defend market share by responding to competitors ‘campaigns with their own advertising A business ‘total marketing communications program is called the “promotional mix” and consists of a blend of advertising, personal selling, sales promotion, public relation stool sand direct marketing (Gilbert and Jackaria, 2002).

The organization has to convey the message about the product on offer to its consumers. This helps in sustaining a perennial demand for the product and in suitably positioning it among the target audience. The process of communicating the message is called promotion. It influences the purchase decision of the consumer. The different channels available to the organization for communicating the message constitute the promotion mix. It includes advertising, sales promotion, and public relations. The aim of an organization promotional strategy is to bring existing and potential customers to a state of relative awareness of the organization’s product and a not just that but also to a state of adoption (Payson and Karunanithy, 2016). The promotional mixes (sales promotion, publicity, personal selling, advertising, public relation) have a stage at which it will be most effective. Advertising and publicity are suitable for all stages while the remaining mix can be effective from stage three (Dörnyei, 2007).

Singh (2016) defines promotional mix as “the means use in bringing customers from a state of relative unawareness to a state of actively adopting the product”. It means of communicating with individuals, groups, or organizations to directly or indirectly facilitate exchange of informing and persuading one or more audience to accept an organization’s product. Sinha and

Smith (2000) see promotional mix as “the total marketing communication program of a particular product”. Aaker, (2005) defined promotional mix as “any marketing effort whose function is to inform or persuades actual or potential consumers about the merit a product possess for the purpose of inducing a consumer to either start buying or continue to purchases the firm’s product.” The aim of an organization’s promotional strategy is to bring existing or potential from a state of relative unawareness of the organization’s product to a state of actively adopting them. Several stages of customer’s behaviors have been identified.

According to Wertz (2018), the global retail market has undergone a great global transformation in the last few decades. Nowadays, customers are provided with huge options of consumer brands to choose from thus cultivating brand preferences in their minds. In order to comprehend the main characteristics of demand, selecting, purchasing and consuming, and to examine antecedents of consumer satisfaction, it is vital to understand their behavior. Marketing strategies are the result of the consumer behavior’s investigations, which assist marketers in satisfying consumers (Wongleedee, 2015).

The Retail Sector is comprised of establishments engaged in retailing merchandise, generally without transformation. Retailing is the final step in the distribution of goods to consumers. In the US, 2018 was kind to retail sector led by advancements in digital channels in the market reporting growth every month so far after a record-setting 2017. Retailers must adapt to new shifts in demographics, attitudes and consumer preferences as the face of the market is quickly evolving (Wertz, 2018).

Consumer behavior refers to a series of activities directed toward the acquisition, use and disposal of goods and services occurs (Solomon *et al.*, 2016). Knowledge of consumer behavior is therefore considered to be very essential if organizations seek to gain commercial success. According to Green *et al.* (2014), it is vital to point out that marketing strategies are very important in the long run performance of an organization.

The relationship between consumer behavior as well as promotion strategy is very much emphasized since the success of companies’ marketing strategies depends on how well managers understand consumer behavior (Kotler, 2014). Consumer buyer behavior is said to be the multi-step decision-making process where people take part in it, and the actions consumers take to

satisfy their needs and wants in the marketplace. The study of customer behavior is therefore mainly focused on consumer buying behavior, in that the customer plays three essential roles: user, payer and buyer (Kotler and Armstrong, 2013).

According to Renner (2018), the four gold standards of retail marketing are product, price, place, and promotion. This product can be physical or intangible. As for pricing, in order to optimize sales, a company must find its product's pricing sweet-spot. A firm can have the best product in the world, but if it's out of the customers' reach, the firm is out of luck. This is determined by place in the promotional mix. And lastly promotion, it's all about communicating with the consumers and sparking their interest in the firm's products.

A large portion of Ethiopia's service sector is comprised of retail services. Supermarkets are rapidly penetrating the retail industry especially in urban areas where they have an increasing large share of the market. The expenditure level for the average Ethiopian consumer has risen by as much as 70 per cent in recent years, thus fueling demand and growth in retail malls. This makes Ethiopia Africa's fastest-growing retail market. Supermarket development in Ethiopia is currently in the medium stage where changes are taking place fast (Mena *et al.*, 2016).

In Hawassa city, the fight for market share has taken mainstream supermarkets from the usual commercial areas to residential places. In the retail industry, just like in any other industry, effective marketing is necessary in order to compete in the ever growing industry sector. A lot of effort is required from the retailer since they need to get the product, advertise it, and sell it to customers. This happens through the five promotional mix: advertising, personal selling, sales promotion, public relation stools and direct marketing, and finding the right promotional mix is crucial to the success of any business (Smith, 2019).

This paper will help marketing managers in getting a better understanding about what affects the decision making of consumers and help them to utilize these factors in constructing better marketing strategies. Keeping in mind the importance of understanding consumer behavior, and preference, the present study has conducted with identifying the effect of promotional mix elements on the consumer buying behavior in retail supermarkets in Hawassa City.

## 1.2 Statement of the Problem

Many methods of marketing can and are employed by businesses to gain a stronger hold of their respective markets. Within the supermarket business, where many of the major competitors offer the same or similar products at the same or similar prices, it is necessary for businesses to stand out from each other so that they can maximize profits. Various means of marketing are employed to attract customers and as promotion is both one of the major forms of marketing and in some regards, one of the forms of promotion with the quickest results, it is in the best interest of supermarket stores (as well as business owners in general) to understand effective means of promotion and how promotion affects consumers and consumer behavior (Suresh *et al.*, 2015).

Today, promotion has evolved to encompass the “coordination of all promotional activities (media advertising, direct mail, personal selling, sales promotion, public relations, packaging, store displays, website design, and personnel) to produce a unified, customer-focused message” (Ferrell & Hartline, 2008, p. 282). Because promotions are one of the most noticed of marketing activities, promotions can greatly impact any company's market share and sustainability. It is therefore imperative to understand which promotions consumers prefer and the effect of promotions on customers and customer behavior.

It is very important for supermarkets to deduce what affect promotional activities have on consumer purchasing behavior and how consumers rank promotions relative to each other. Knowledge of how customers rank promotions relative to each other and how those promotions affect consumers can be useful in deciding which promotions made need to be altered and which promotions should be used more frequently. Over the last decade, Ethiopia has seen a surge in the retail sector especially in the capital city, Global agricultural information network report (2016). This growing trend, which is expected to continue into the future, is primarily attributed to the country's double digit growth over the last decade, urbanization, and the expanding population of Addis Ababa, the country's capital.

Over the decades, Ethiopia has seen a surge in the number of retail stores opening in Hawassa City. This growing trend which is expected to continue into the future is primarily attributed to the country double digit growth. Urbanization and expanding population of Hawassa. There is an estimated 0.876 million people living in the ever expanding and developing capital (HWCA,

2021). As a consequence, more and more urban middle class consumers are turning to grocery stores, mini marts and neighborhood kiosks to satisfy their day to day shopping demand. There are a number of factors influencing the buying behavior of consumers.

Many have conducted research on the linkage between sales promotion tools and consumer buying behavior and related subjects in organizations in other countries including, (Ndegwa, 2003) and (Onyango, 2014),Ghana, (Darko, 2012), India, (Soni & Verghese, 2013) and (Manish & Poojae, 2011) ,Thailand, (Yang, 2010),Pakistan, (Muhammad et al, 2012),Malaysia (Hawa, 2016),USA, (Mohamed, 2016) and etc. Although a few, some have conducted researches on the subject matter in Ethiopia as well. Tsegaye (2017) mainly focused on the Role of Selected Promotional Elements in Building Brand Equity: The Case of Commercial Bank of Ethiopia. Abubeker (2017) focused on effect of sales promotion of FCMG on consumer's trial purchase behavior in the case of Unilever Ethiopia. Surafel (2017) looked into the Effect of Sales Promotion Tools on Customer Buying Behavior: The case of Ethiopian Airlines Online customers. This study sought to answer the following question; does promotion mix tools influence consumer behavior of consumers in retail supermarket?

Although there are a few researches conducted on the effect of promotional tools on customers buying behavior in Ethiopia, there is little evidence which suggest a research has been conducted on the subject matter in the retail supermarket (Mena *et al.*, 2016; Tsegaye, 2017). The retail supermarket is from among the highly growing industries in Ethiopia and the competition from within is growing by the day. So, retail supermarket engaged in supply of products in Hawassa city need to pay due attention to the promotional tools they make use of. And this necessitates researching the subject matter, the result of which companies engaged in retail supermarket can use to find promotional tools they can effectively employ so as to attract and retain customers.

Retail supermarket are spending a money for these campaigns, despite the cost associated with promotion strategies, the impact of each tool in affecting buying behavior of consumer is not well examined, those retail supermarket don't know which promotional strategies framework would be most effective and would influence buying behavior of consumers. Therefore, this study thoroughly investigated which was missed by previous researches on addressing the

promotion mix, and their effect on consumer buying behavior in the context of retail supermarket in Hawassa.

### **1.3 Research Questions**

This study has attempted to answer the answered the following basic research questions:

- What are promotional elements influencing consumer buying decision in the study area?
- What are the relationship between promotional mix variables and a consumer buying behavior in the study area?
- What is the extent of effect that promotional mix elements exerted on consumer buying behavior in retail supermarket in Hawassa City?

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

#### **1.4.1 General Objective of the Study**

This study attempts to analyze the effect of promotion mix on the consumer buying behavior of retail supermarket in the context of Hawassa City.

#### **1.4.2 Specific Objectives**

- To identify which advertising influenced consumers buying behavior retail super markets in Hawassa city retail super markets in Hawassa city.
- To examine the effect of personal selling on consumer buying behavior retail super markets in Hawassa city.
- To analyze the extent of effect that sales promotion exerted on consumer buying behavior in retail supermarket in Hawassa City.
- To examine the effect of pubic relation on consumer buying behavior in retail supermarket in Hawassa City.
- To examine the effect of direct marketing on consumer buying behavior in retail supermarket in Hawassa City.

## **1.5 Significance of the Study**

Majority of firms in the retail industry do not emphasize on the importance of promotional activities for their products. Hence, firms in the retail industry can use the findings of his research to draw important inferences and information which the marketing team can use to improve sales performance of their products.

The Ethiopian firms used the findings of this study to identify strategies of introducing courses on marketing to help retail business owners learn how to use the various promotional mix variables to market their products. The findings of this study was also assist the firms and policy formulator's for promotion mix to address the barriers and challenges that hinder effective marketing in order to enhance its use in other sectors.

This study was useful to researchers as it was a foundation for further research on promotional practices on other sectors. The study also provided new ideas to the scholars and the researchers with respect to the impact of marketing mix variables on the business.

## **1.6 Scope of the Study**

The geographical scope of this study is Hawassa City, Ethiopia which is considered an urban area with highly active consumers of retail products. The target population comprised of shoppers from major retail supermarkets in Hawassa City and the focus was on five major retail supermarkets in Hawassa. The time period spent for this study was from November, 2023 to May 2024. The theoretical scope of the study delimited to only one model of promotion that is the promotional mix suggested by Kotler (2008). The study utilized all the five variables in the model that determine marketing decisions i.e. sales promotion, publicity, personal selling, advertising, and public relation. The study used both descriptive and explanatory research design. Moreover, the researcher used qualitative and quantitative approach to accomplish the study.

## **1.7 Limitations of the Study**

It is obvious that every researcher is faced some degree of limitation. While, conducting this study the researcher faced following limitations; the study specifically focused on promotion mix on consumer buying behavior in Hawassa city retail super markets. As it focused on Hawassa

city only five super markets it was difficult to conclude the results of the study in others Hawassa retail super markets of the Sidama regional state and Ethiopia. This study was limited only to five super markets among other retail super markets. Other retail super markets and whole seller were not covers due to time and budget constraint.

## **1.8 Hypothesis of the Study**

The study was postulate the following research hypothesis

H01: There is no significant relationship between advertising and consumer buying behavior.

H02: There is no significant relationship between personal selling consumer buying behaviors.

H03: There is no significant relationship between sales promotion and consumer buying behavior

H04: There is no significant relationship between public relation and consumer buying behavior.

H05: There is no significant relationship between direct marketing and consumer buying behavior.

## **1.9 Operational Definition of Terms**

### **Promotion**

According to Godin (2018), promotion is the element in an organization's marketing mix that serves to inform, persuade, and remind the market of the organizations or its products.

### **Advertising**

Advertising strategy as any paid form of non-personal communication directed towards target audiences and transmitted through various mass media in order to promote and present a product, services or idea. The key difference between advertising and other promotional tools is that it is impersonal and communicates with large numbers of people through paid media channels (Brassington and Pettit (2000)).

### **Sales promotion**

According to Brassington and Pettit, 2000), sales promotion is tactical marketing techniques with mostly short- term incentives, which are to add value to the product or service, in order to achieve specific sales or marketing objectives.

**Public relations**

Public relations cover a range of activities, for example the creation and maintenance of corporate identity and image; charitable involvement, such as sponsorship, and community initiatives; media relation for the spreading of good news as well as for crisis management, such as damage limitation (Strydom, 2004).

**Personal selling** is a two way communication tools between a representative of an organization and an individual or group, with the intention to form, persuade or remind them, or sometimes serve them to take appropriate actions (Tehrani, 2009).

**Direct marketing** is an interactive system of marketing, using one or more advertising media to achieve measurable response anywhere, forming a basis for creating and further developing an on-going direct relationship between an organization and its customers, to be able to create and sustain quality relationship with sometimes hundreds or even thousands of individual customers (Strydom, 2004).

**1.20 Organization of the Study**

The paper was organized into five chapters. The first chapters concentrate on introductory parts of the paper that mainly pinpoints the statement of the problems, research questions, objective, scope, significance, and limitation of the study. The second chapters provide related literature review with specific emphasis to theoretical, methodological and empirical aspects. The third chapter deals with research methodology and design. The fourth chapter includes data presentation and analysis of the descriptive and regression results. The fifth chapter is focus on summary, conclusion and recommendation on the basis of the research outcome.

## **CHAPTER TWO**

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

#### **2.1 Chapter Overview**

This chapter outlines; the theoretical, empirical literature and conceptual frame work on the promotion mix strategies, effects of promotional mix strategies on the customers buying behavior of. The aim of this chapter is to review and study the existing literature and theory that related to this study. The purpose is to assemble theoretical literature to make strong study together with data that had been collected in this study. This chapter begins with the concept business and strategy, marketing mix as promotion is a part of marketing mix, concept of promotion and promotional strategy, importance of promotional strategies, consumer buying behaviors and effect of promotional strategies on consumer buying behavior as all of these topics are related with this study aim.

In the research's approach of the model, we can find two types of approach, they are deductive and inductive. Saunders, Lewis & Thornhill, (2009) indicate deduction as a testing theory and induction as a building theory. A researcher can use deductive approach, in where researcher can develop hypothesis, theory and a research strategy to test the hypothesis. On the other hand, in inductive approach, researcher can collect primary data and analyze them to develop a theory. Moreover, induction owes more to interpretivist and deduction for positivism (Saunders et al 2009). Burney (2008) indicates that- inductive approach generally waves from specific to the general where deductive interweave the inductive approach, it begins with general and finish with specific. Experimental studies show that, inductive conception used for arguments where deductive approach works on rules, principle and laws. Inductive approach helps to collect informal, natural and exploratory data. The researcher determined to go for inductive approach. It assisted researcher to gather related data through questionnaires to achieve the research objectives.

## **2.2. Theoretical Review**

### **2.2.1. Promotion Mix Strategies**

Promotion strategy is the direct way an organization tries to reach its publics. Promotion strategy has remained the only way firms gain competitive edge in the market. Promotion strategy involves the five elements of the promotion mix i.e. advertising, sales promotion, personal selling, public relations, and direct marketing (Czinkota and Ronkainen, 2004). In order to keep up with the competition and changing consumer needs and wants, firms are forced to adopt effective promotional strategies to promote growth beyond borders thus creating awareness and increase usage rates of their products and services. Promotional strategies enable firms to attract and retain customers thus increased growth in terms of return on investments due to expanded client base (Kotler, 2007).

The focus on promotional efforts and development of marketing strategies has remained a challenge to many firms (Straughan, 2000). However, due to the growth of the service sector, it is necessary for any organizations to focus on promoting their services for them to survive in the dynamic business environment (Renner, 2018). Today marketing of organizations providing laboratory service has remained a big challenge. Since services cannot be separated from the person performing or selling them, it is the responsibility of both large and small organizations to

adopt appropriate promotional strategies in order to attract and retain customers (Nicolaud, 1989). Promoting healthcare services using a diversity of communication channels promote attraction and retention of customers (Sanchez and Peinado, 2003).

According to Mena *et al* (2016), Healthcare organizations have been encountering numerous challenges during the past two decades, including competition, recessions and image problems. Additionally, many organizations have been facing mature domestic markets with limited future growth potential, which as a result. However, in the dynamic business environment, organizations have been forced to develop effective promotional strategies in order to survive in the competitive business environment hence achieve growth in all aspects of the organization.

Promotion is according to Brassington and Pettitt (2000) the direct way in which an organization communicates the product or service to its target audiences. The same author have categorized the promotional tools into five main elements; advertising, sales promotion, public relations, personnel selling, and direct marketing. Promotion is the direct way an organization tries to reach its publics. This performed through the five elements of the promotion mix which include; advertising, sales promotion, personal selling, public relations, and direct marketing (Czinkota and Ronkainen, 2004). The role of promotion has been redefined into managing long term relationships with carefully selected customers, including construction of a learning relationship where the marketer attains a dialogue with an individual customer (Dawes and Brown 2000).

According to Brassington and Pettitt (2000), promotion strategy is the direct way in which an organization communicates the product or service to its target audiences. Within the healthcare industry, promotion is used in many different ways (Meidan, 1996). Brassington and Pettitt (2000) has categorized the promotional tools into five main elements; Advertising, Sales promotion, Public relations, Personnel selling, and Direct Marketing.

#### **2.2.1.1. Advertising**

Brassington and Pettit (2000) define advertising strategy as any paid form of non-personal communication directed towards target audiences and transmitted through various mass media in order to promote and present a product, services or idea. The key difference between advertising and other promotional tools is that it is impersonal and communicates with large numbers of people through paid media channels. Meidan (1996) states that a healthcare services organization

can use its advertising for either its short-term or its long-term objectives. The organizations attempting to create a long-term relationship, should build up of its name by using institutional advertising, while a laboratory services organizations interested in promoting its brand name and its differentiated services would use a brand advertising policy. The same author also indicated that the institutional advertising consists of promotion of the firms' image as a whole and promotion of the products offered, with extra emphasis on the specific firm's name organization. The organization seeks through its marketing communications to build awareness and to impress customers looking for the best range of healthcare services, due to the former impression of laboratory services organizations as impersonal institutions with no interest in their customers as people, and of healthcare services as abstract and quite similar the institutional advertising has become more and more important.

Brand advertising follows closely in the footsteps of institutional advertising. Its purpose is to create awareness of the laboratory services organizations' name and to advertise the different services it is offering. Since the firms are serving a mass of people, the problems of brand advertising are to know who to advertise to, and how to advertise (Pettit, 2000). While institutional advertising is directed towards the whole population, the brand advertising of particular products has to be much more selective since it has to show that the consumer will benefit from the service. Furthermore, all the individual campaigns of brand advertising have to be compatible in tone and presentation and match the image the laboratory services organizations has created through its institutional advertising (Mortimer, 2001) .

Mortimer (2001) states that an important part of advertising is to make the service tangible in the mind of the consumer in order to reduce perceived risk and provide a clear idea of what the service comprises. Furthermore she considers it important to advertise consistently, with clear brand image in order to achieve differentiation and encourage word-of-mouth communication. Meidan (1996) suggests that there are two types of advertising channels appropriate for advertising. That is —above-the-line and under-the-line advertising. Above-the-line advertising contains different channels of communication such as television, radio, posters, magazines and newspapers. Under-the-line advertising constitutes a huge part of a healthcare organization advertising activities. It is the invisible advertising of the company including leaflets, pamphlets, explanatory guides and manuals that can be used to support selling of a specific service.

### **2.2.1.2 Sales Promotion**

According to Brassington and Pettit (2000) sales promotion is tactical marketing techniques with mostly short- term incentives, which are to add value to the product or service, in order to achieve specific sales or marketing objectives. Furthermore, Meidan (1996) states that it has two distinctive qualities. Firstly, it provides a —bargain chance since many sales promotion tools have an attention gaining quality that communicates an offer that although they appeal to a wide range of buyers, many customers tend to be less brand loyal in the long run. Secondly, if sales promotions are used too frequently and carelessly, it could lead to insecure customers, wondering whether the services are reliable or reasonably priced.

Schultz,D (1998) indicates that due to conflicting ideas concerning the benefits of sales promotions, organization must base its decision upon relevance and usefulness of sales promotion as well as cost effectiveness. Rust *et al.* (1993) claim that normally, coupons, special offers and other forms of price manipulation are the dominant forms of sales promotion. Thus, price based promotions are difficult and probably dangerous to use for healthcare service markets. This is due to the fact that the price setting is already a difficult process, and that consumers often see lower prices as a result of lower quality.

However, Shez and Parvatiyar (1995) states that sales promotion appear to be most effectively used in combination with advertising. The primary objectives with sales promotion are attract new customers; to increase market share in selected market segments; and to lower the cost of acquiring new customers by seeking to avoid direct price competition organizations.

### **2.2.1.3 Public Relation**

According to Strydom (2004) the essence of public relations (PR) is to look after the nature and quality of the relationship between the organization and its different publics, and to create a mutual understanding. Public relations cover a range of activities, for example the creation and maintenance of corporate identity and image; charitable involvement, such as sponsorship, and community initiatives; media relation for the spreading of good news as well as for crisis management, such as damage limitation.

Moreover, an organization can attend trade exhibitions to create stronger relationships with key suppliers and customers as well as enhancing the organization's presence and reputation within the market (Brassington, 2000). Solomon *et al.*,(2016) states that another part of public relations is the publicity gained through magazines. Healthcare services obtain considerable publicity in so called quality press, such as different healthcare journals. In popular newspaper the publicity is, in contrary to the quality press, often negative from the healthcare firm's point of view.

### **2.2.1.4 Personal Selling**

Tehrani (2009) argue that, personal selling is a two way communication tools between a representative of an organization and an individual or group, with the intention to form, persuade or remind them, or sometimes serve them to take appropriate actions. Furthermore, personal selling is a crucial element in ensuring customers' post- purchase satisfaction, and in building

profitable long-term buyer-seller relationship built on trust and understanding. Verhallen *et al* (1997) states that the increased competition within the fast changing environment of healthcare services has led healthcare organizations to develop and maintain comprehensive relationship with their customers.

Furthermore, Julian and Ramaseshan (1994) state that the long term person to person relationship is an important factor for a retail firms to achieve a competitive advantage. Shez and Parvatiyar (1995) points out that once customer has chosen its laboratory services organizations, he is unlikely to switch to another. Thus, personal selling is probably the most important element in the communication press within the financial services industry. Lee (2002) state that personal selling can be performed either face to face or through technological aids such as the internet.

According to Pride and Ferrel (2012) the relationship between the salesperson and customer is perceived as being of great importance for the marketing of the organizations. Hence, the sales force within the healthcare services industry needs not only to be trained in the art of selling but also to be aware of all the services available and be able to clearly explain what each services offers. Since customers' needs and motivation are likely to be complex, and their ability to assess alternative courses of action without professional assistance is likely to be limited, it is of great significance for the sales force engages and co-operates toward the customer, trying to find a solution to the customer's problem, rather than only persuading him to purchase the products or services (Singh, 2016).

#### **2.2.1.5 Direct Marketing**

According to Strydom (2004)direct marketing is an interactive system of marketing, using one or more advertising media to achieve measurable response anywhere, forming a basis for creating and further developing an on-going direct relationship between an organization and its customers, to be able to create and sustain quality relationship with sometimes hundreds or even thousands of individual customers, an organization needs to have as much information as possible about each one, and needs to be able to access, manipulate and analyze that information, thus, the database is crucial to the process of building the relationship.

## **2.2.2 Marketing Communication Foundation**

Various theories have been suggested by different authors in relation to marketing communication. Some of the theories include; AIDA theory, hierarchy of effects theory, and relationship marketing theory.

### **2.2.2.1 AIDA Theory**

The AIDA (attention, interest, desire and action) model produces a detailed illustration about the entire procedure of how advertising effects consumer behavior and the purchase decisions. It is an acronym, which consists of the factors of attention, interest, desire and action, all of them relevant to the relationship between consumer behavior and advertising. AIDA model is initiatory and simplest (Aaker and Joachimsthaler, 2000). It explains how personal selling works and shows a set of stair-step stages which describe the process leading a potential customer to purchase.

The first element, that is attention, describes the stage in which the brand manages to gain the attention of the consumer through the advertisement that he/she has come into contact with. It could be either positive or negative attention or sometimes, in a worse case, no attention at all. From the advertiser's standpoint, only the first case is a favorable one where the consumer pays positive attention to the advertisement and eventually the brand (Kotler, 2007). Organizations creating attention, interest, desire, and attraction of their products in the market using appropriate channels of communication to reach the mass market thus stimulating demand of existing and new products in the market.

Therefore, adoption of the theory by firms promotes tremendous growth of the companies in terms of client base and revenue (Aaker and Joachimsthaler, 2000). They all have three general stages in common, even though the amount or names of sub-stages might differ: cognitive stage (what the receiver knows or perceives), affective stage (receiver's feelings or affective level), behavioral stage (consumer's action) (Aaker and Joachimsthaler, 2000).

### **2.2.2.2 Hierarchy of Effects Theory**

The Hierarchy of Effects Model was created in 1961 by Lavidge and Gary. This marketing communication model, suggests that there are six steps from viewing a product advertisement (advert) to product purchase. The job of the advertiser is to encourage the customer to go through

the six steps and purchase the product which include; awareness, knowledge, liking, preference and purchase.

Customers see many adverts each day but will only remember the brand of a tiny fraction of products. Knowledge of the customer begins when the product is advertised using various communication channels which include; the internet, retail advisors and product packaging. In today's digital world this step has become more important as consumers expect to gather product knowledge at the click of a button. Consumers will quickly move to competitor brands if they do not get the information they want. The advertiser's job is to ensure product information is easily available (Belch and Belch, 2003).

Liking of the product involves customer willingness to buy a product after information search in the market concerning the product on offer. Preference involves consumers being loyal to a particular brand compared to competitor brands. At this stage advertisers will want the consumer to disconnect from rival products and focus on their particular product. Advertisers will want to highlight their brand's benefits and unique selling points so that the consumer can differentiate it from competitor brands. Conviction to a product is a stage of creating the customer's desire to purchase the product in the market. Advertisers may encourage conviction by allowing consumers to test or sample the product (Buzzell, 2004).

Purchase involves is the final stage that consumers experience in the buying process. The advertiser may want the customer to purchase their product by emphasizing on the benefits of the product to the consumer (Belch and Belch, 2003). This stage needs to be simple and easy, otherwise the customer will get fed up and walk away without a purchase. For example a variety of payment options encourages purchase whilst a complicated and slow website discourages purchases. Companies should identify new ways of increasing purchase habits among consumers. Modern technologies like online purchase and mobile phone technologies should drive competitive companies thus minimizing costs of operation (Alexander and Schouten, 2002).

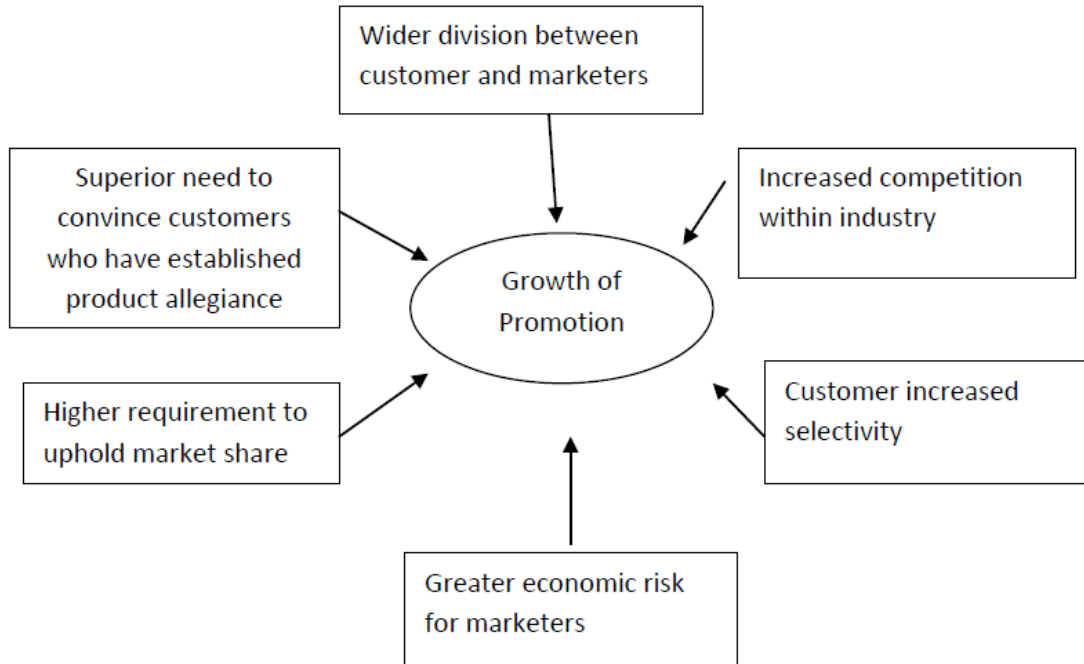
### **2.2.2.3: Importance of Promotional Strategy**

A number of factors are responsible to boost consequence of promotional efforts for an organization. First factor among those is customer's wide variety of choice. Promotion is

essential to persuade these customers to transform their buying habit. Another factor is the rising gap of physical and emotional distance, this means manufacturer use association and channel to provide products information to the customer, and this must be taken in to relation to make a communication strategy. Next factor is the growing competition in the industry. Lastly, the most active factor is technological matters. All of these factors should be accounted to build a proper promotional strategy (Strydom, 2004).

According to Strydom (2004) the factors which increase promotional efforts are: revealed on figure below

Figure 2.1 Factors leading to increase promotional efforts



Source: Strydom (2004)

Promotional activities at intermediary level turn into more noteworthy if the product is extra complex, technological or expensive (Zeithaml & Bitner 2003). While, a business that uses an intermediary frequently cannot handle the ultimate promotions at the intermediary stage, as the intermediary may concern only about its own interests and use a promotional strategy contradictory with the business's purposes. Because, organizations and intermediaries are

frequently hold altered goals and different views of channel performance. (Zeithaml & Bitner, 2003)

Business organizations that sell tremendously demanded products or services regularly increase the authority to influence intermediaries' conclusion. Therefore, the level of product charisma to customers may sway intermediaries' conclusion to participate in the organization's promotional program (Murry and Heide, 1998)

### **2.2.3 Consumer Buying Behavior:**

#### **2.2.3.1: Concept of Consumer Buying Behaviors:**

Armstrong (2009, p.148) suggest that 'Consumer buying behavior refers to the buying behaviors of final consumers-individuals and household who buy goods and services for personal consumption.' Consumer buying behavior can be described as the study of persons, groups or different organizations and their guide of selecting, using, processing, disposing and securing of products, services, ideas or experiences of a particular business organization (Ville, 2012).

According to Peterson (1995) the consumers are constantly showing the moving behavior while they do shopping but there are a number of customers, who are extremely strict to their choice and loyal to the business organization.

These are most frequently experiential that, in fashion industry the exchange cost is small. Even though the moving of customers show pathetic relationship with the business organizations. That might be the reason, why customer satisfaction is declining (Reinartz and Kumar, 2000). For this reason, the business organizations are constantly offerings package of selections to be loyal with them. Moreover, when they change their dealer, they don't need any cost (Sheth and Parvatiyar, 1995).

Rust and Zahorik (1993) stated that- "customers maintenance depends on customer pleasure and satisfaction and some other drivers." Consumer buying behavior has been changed dramatically in the last few decades, especially in the retail and fashion sectors and the main reason is increasing number of competitors, which is making impact of customers moving ration (Reinartz and Kumar, 2000)

Actually consumer buying behaviors is the system of the individuals or groups and it covers lots of field in marketing. Customer satisfaction and loyalty also affect consumer buying behavior.

Moreover, understanding consumer buying behavior is very important in business because it is an important marketing concept to make customer happy and loyal.

A business organization should better understand their customer and their needs and make customers believe that their products and services are better than their competitors. The responses from customer are the result of company's marketing strategies whether it is successful or not. However, a company can be successful in the market if they can use the information and knowledge from the customer properly. With using of the information a business organization can make positioning themselves in the market and find the strength and weakness compare with its competitors (Solomon, 2004).

According to Berry (1969) - there are a number of consequences which are depending on consumer behavior correlated with the stores. To boost the stores images rewarding strategy is very imperative which also shopper loyalty. On the other hand, the difficult consequences make the critical brand image.

#### **2.2.3.2: Consumer Buying Behavior Process:**

Every business needs to be successful in its sector to make profit. Customer value is important to be successful for a business organization. To offer a great customer value, business organization needs to satisfy its customer's needs. If organization has a good understanding of customer buying behaviors, they will be capable to offer a great value to the customers. This is the main reason, how some companies make differentiate themselves from others (Ville, 2012).

Ville (2012) shows the steps of consumer buying process-

1. The first step in this process is consumer identification of needs for a specific service or product.
2. In the second step, Consumers look for related information to make a perfect decision on how to make satisfy them. Such as what product or what kind services they want.
3. After assessment of this product or service related information, the consumers will buy the product or service on which they are determined
4. At last, consumer will try to evaluate the quality and performances of product and service to know whether it was able to satisfy their needs or not. In this stage, consumer may select that

product or service as a permanent option or they can avoid the product or service if they are not satisfied.

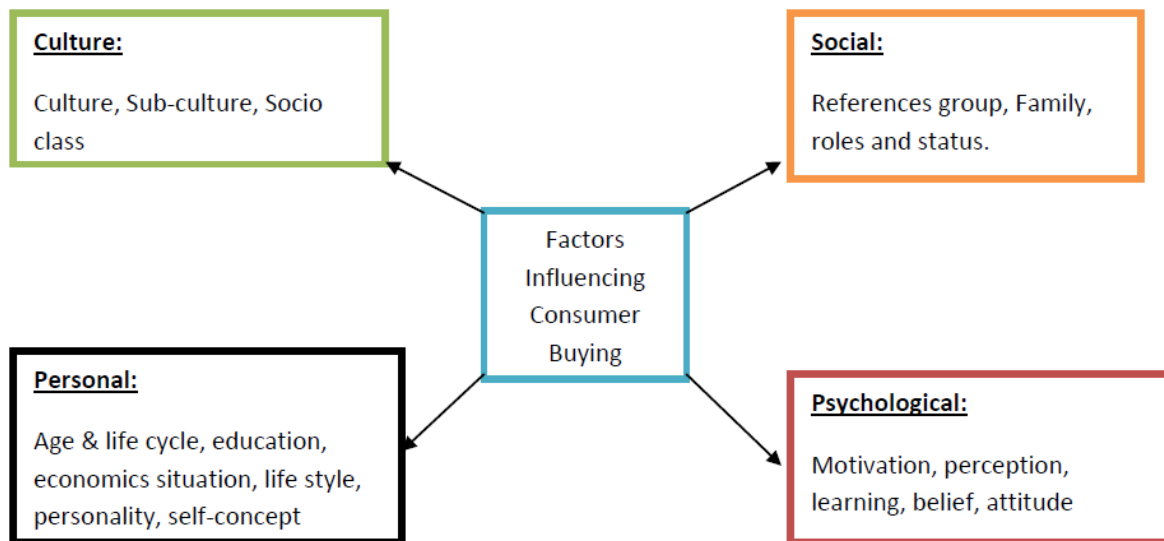
### Consumer Buying Process

Understanding consumer buyer behavior needs more than just investigating buying process. Consumption is a very important part in this case. It continues after buying process. The value of product and service can be justified only after consumption of the products and services. In some case, this process takes long as utility of some product and services can be realize at once and decision of customer to buy this kind of products and services come through a long calculation for future satisfaction. The managers, who really understand the consumer needs, can make a good products value to the customers. This quality help organization to improve relationship with customer and ultimately it makes a business organization profitable (Pride & Ferrell, 2012).

#### 2.2.3.3: Factors Influencing Consumer Behavior:

Consumer buying behavior can be affected by numerous factors. Kumar (2010. P219) indicates some factors which are influencing consumer buying behaviors:

Figure: 2.2 Factors that influence consumer buying behavior



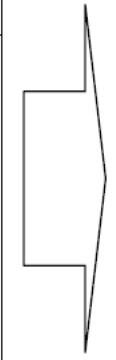

Factors that influence consumer buying behaviour. (Kumar, 2010, p.129)

#### 2.2.3.4: Models of Consumer buying behaviors

On consumer buying behaviors, many prospective authors of marketing studies made some models, which are very useful to understand this concept. These model normally discuss many

stimuli, influence factors, the decision making and result. In this section- Kotlar's, Engel's, Hawkin's models of consumer buying behavior should be mentioned.

**Kotler's Model of Buyer Behavior:**

Marketing Stimuli	Other stimuli		Buyers Decision		Buyers Characteristic	Buyers decision process
Marketing mix *Product *Place *promotion *Place	*Political *Cultural *Technological *Economic		*Choosing of brand *Choosing of products *dealer choice *timing of purchase *amount		*Psychological *personal matter * cultural matter *Social matter	*Problem finding *information *evaluation *decision taking *post purchase behaviour

**Model of Buver Behaviour (Kotler, 2000. P161).**

**2.3. Empirical Review**

Promotion is one of the strategies to attract customers to buy more or try the product or service. The results of the promotion lasts include increased sales and the amount of material used and attract new consumers. For example, the promotion price refers to a temporary price reductions offered to consumers. It is a feature of the seller or the profitability of cash for products or services. Previous studies showed that the sudden sales seen by retailers to consumers concerned about price increase (Kopalle and Mela, 1999, Smith and Gallery, 2000; Jackaria and Gilbert, 2002). Some researchers have reported that the promotion of low income families, while others argue that the promotion of the interests of existing clients as well in all income groups (Montaldo 2006). According to Blackwell *et al* (2001), price discounts play a consumer product if significant influence behavior indirectly attracts a new customer.

Cox and Cox (1990) concluded that promotion in advertising efficiently directed to consumer association that products from this store were low price. Dickson and Sawyar's (1990) in their study found that as consumers perceived purchased products as promoted ones, the value of consumer brand image would be decreased. Corresponding to the findings of Cox and Cox (1990), Grewal, Baker, and Borin (1998), studied the significant effect of store name, brand

name, and price discount on consumer brand value as well as consumer purchase intention. The results found that discount depth was negatively related to perceived quality. That means, the more discount depth, the less perceived quality. The finding inferred that information of price promotion would not absolutely result in positive purchase intention and might damage brand value.

Singh (2016) examined two thousand families; the study product was coffee. The finding of the study suggested that, after promotion, the personal repurchase ratio remained unchanged while the overall repurchase ratio was reduced by impact of sales promotion. This study concluded that the decrease of overall repurchase resulted from the fact that most of the subjects in this study were new brand buyers and brand switchers whose incentives for the purchase were sales promotion. Comparatively, the repurchase ratio would decrease after the promotion period, which also brought about the decrease of overall repurchase. However, this reason did not absolutely contribute to creating a reduction of individual repurchases.

Raghubir and Corfman (1999), in their study taking service products (dental services, health club, and mutual funds) as products of their empirical study and investigated the relationship between price promotions on brand value before using products. They suggested that if consumers who never had purchase experience on a promoted brand or a new promoted brand, they would regard the promoted brand as one with lower quality. The study found that price promotion had a negative impact on consumer brand value before consumers began using a new product. Solomon (2016) also found that price promotion generated negative effects on perceived quality and brand association which were dimensions of brand equity. Owing to price variability which increases consumer uncertainty about brand quality, the decrease of quality perception and increase of considered perceived risk may happen (Saunders *et al.*, 2009).

Renner (2018) showed in their study, senior marketing managers were interviewed to process the survey either in pre-tests or in real survey. They found that brands with higher budget provisions for advertising have more advantages than brands with those to sales promotion in terms of manipulating consumer attitude, brand equity, and market share. Even though many studies stated the negative impacts of sales promotion on brand equity, some researchers still resisted that brand equity was not negatively influenced by sales promotion.

Davis, Inman, and McAlister (1992) assumed that sales promotion has a negative impact on brand value. They directly measure the effect of price promotion on brand value on three brands

and four product categories (microwavable popcorn, saline solution, cereal, mouthwash), with college students as study subjects and the grocery stores on campus as the experimental environment. The measures of brand evaluations contained three elements which were affective, cognitive, and behavior intention and the results found that sales promotion leveraged the ratio of consumption, but it did not create a negative impact on brand value.

Davis et al. (1992) concluded that consumption type in grocery stores was of low involvement consumption type; therefore sales promotion allowed creating immediate and positive effects. However, the promotion content with low involvement consumption would be forgotten by consumers, and accordingly, negative effects of sales promotion on brand equity would not be generated.

Chen, Monroe, and Lou (1998), investigated the influence of price promotion incentive on consumers' perceptions and purchase attitudes, they found that, in the coupon promotion, consumers with no coupons still had to pay money corresponding to the original price to buy the product; therefore, the original price was still an effective price and consumers did not down value the quality of the promoted product. The study also concluded that, in coupon promotion, customers would have perceptions of beneficial price inequity which resulted in influence of perceived value. Furthermore, some customers, in coupon promotion, believed that some people purchased the same products with the original price. Hence, most customers did not lower internal reference prices. These researchers incidental that coupon promotion endured overall a perceived value of promoted products much more than a direct price-off deal did.

D'Astous and Jacob (2002) conducted a three-study research program to calculate what kinds of conditions can gain consumer appreciation of premium - based promotional offers. The development of the study's procedure was made up of a tested typology of premium-based promotions, a qualitative study, and a survey of adult consumers. The results showed that there were positive relationships between consumer gratitude of premium-based promotional techniques and some independent variables, including a high direct degree of premium, positive consumer brand attitude and great interest in the premium, high deal-prone consumer traits, and high obsessive consumption prepositions.

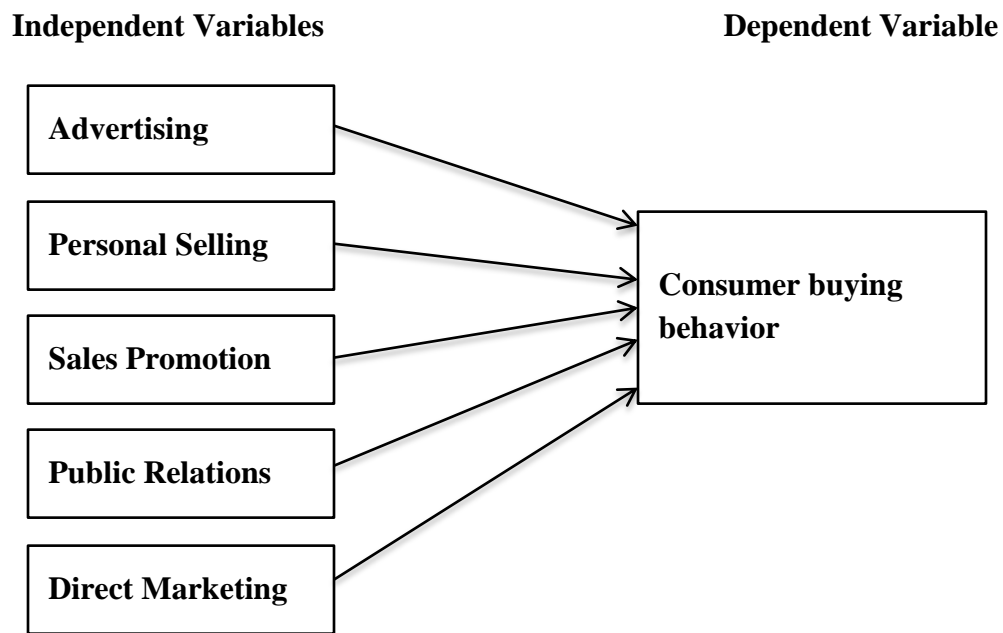
Parker and Pettijohn's (2003) studied the issue about the argument for /against promotional gifts or free samples was particularly to be investigated. The researchers selected physicians in a mid-

western regional health center as the subjects who responded to the questionnaires which centered on the topics about whether promotional gifts or free samples from pharmaceutical representatives would influence their decisions to prescribe, and whether pharmaceutical direct-to-consumer advertising would increase the request possibilities of both drug brand choices and drug category. The findings showed that direct-to-consumer advertising made the rates of both drug class and drug brand choices higher, and the rates of physicians' prescriptions on those drugs also increased. However, most respondents (physicians) reported that the acceptance of gifts or samples did not affect their prescription. When they believed that the generic products were effective for patients, they stuck to the usage of that brand product, without switching to another brand. Daly (1993) reported that promotional gifts (nonmonetary sales promotion) could facilitate in creating a positive perception, supporting a buying decision, strengthening relationships and stimulating interest, the study's finding showed sales promotion appeared not to achieve its goal to strengthening brand relationship with consumers.

#### **2.4. Conceptual Framework**

A key principle of relationship promotional marketing is the retention of customers through varying means and practices to ensure repeated trade from preexisting customers by satisfying requirements above those of competing companies through a mutually beneficial relationship (Albers & Straughan, 2000). Increased profitability associated with customer retention efforts occurs because of several factors that occur once a relationship has been established with a customer (Berglof & Bolton, 2002). The conceptual framework for this study will be designed based on the effect of promotional mix elements on consumer buying behavior in retail supermarkets in Hawassa city.

Figure: 2.3 Conceptual framework of the study



Source: Developed by researcher based on literature review (2023)

## **CHAPTER THREE:**

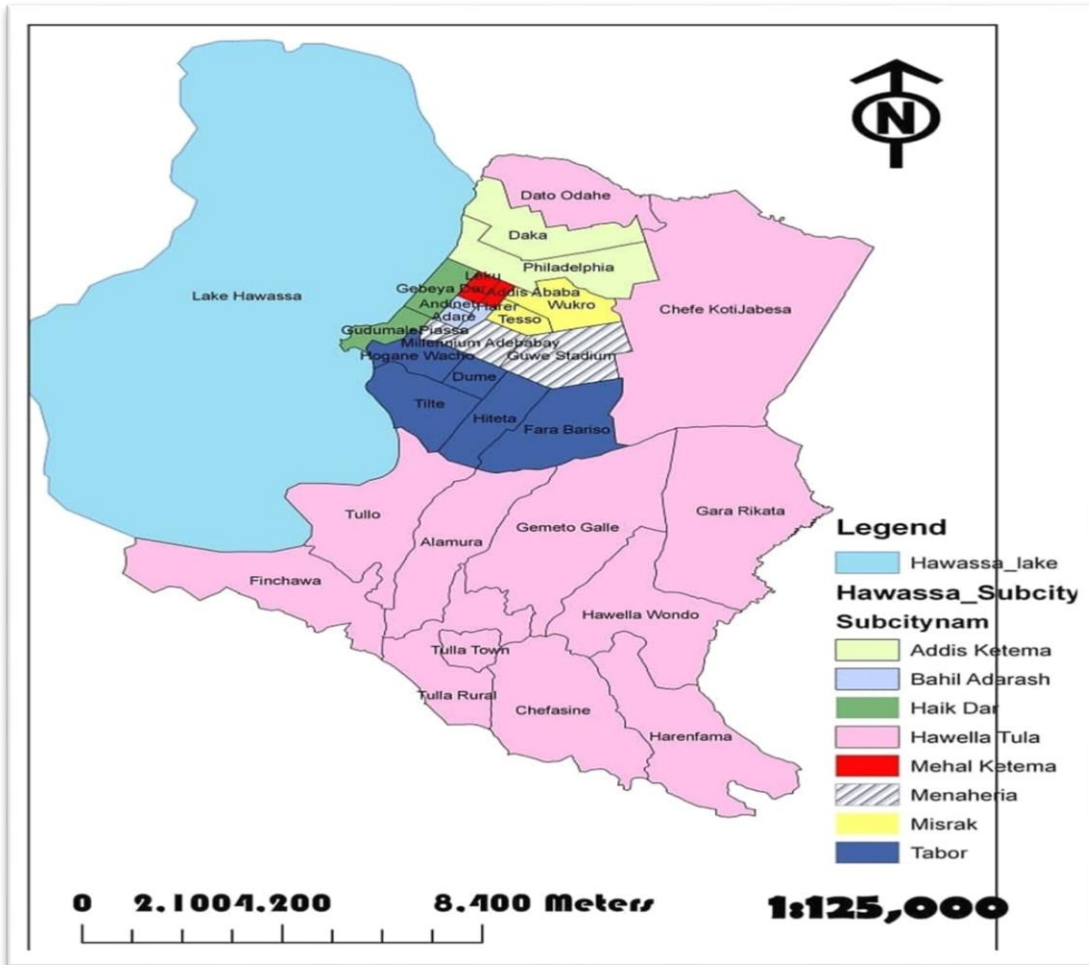
### **3. RESEARCH METHODOLOGY**

This part describes the methodologies that were used in this study: the choice of particular research designs, data type and source of data, research approach, data gathering technique and instruments, sampling and sampling techniques and data analysis techniques along with an appropriate justification associated with each approach.

#### **3.1 Description of the Study Area**

This study was conducted in retail supermarkets which are located in Hawassa City, the Capital City of the Sidama National Regional State (SNRS). It is located in the Great Rift Valley region; 275 km south of Addis Ababa via DebreZeit and 1125 km north of Nairobi. Hawassa currently serves as the capital of Sidama Region. Geographically it lays between 7°3' latitude North and 38°28' longitude east. It is bounded by the lake in the West, Oromia Region in the North, Wondogenet woreda in the East and Shebedino Woreda in the south. Hawassa has a total area of 157.2 sq.km divided into Eight (8) sub cities divided into 32 Kebeles. These Eight sub cities are Hayek Dare, Menehariya, Tadore, Misrak, Bahile Adarash, Addis Ketema, Hawela Tula and Mehalketema sub city (SRFED, 2023).

Figure. 3.1 Hawassa city administrative map



Source: - Adopted from Hawassa City Admin (2023)

### 3.2 Research Design and Approaches

In order to accomplish the researcher the study used both descriptive and explanatory research design. Descriptive research is characterized by the prior formulation of specific research questions and hypotheses. Thus, the information needed is clearly defined. As a result, descriptive research is pre-planned and structured. It is typically based on large representative samples. A descriptive research design specifies the methods for selecting the sources of information and for collecting data from those sources. This study also employed both quantitative and qualitative research methods.

### **3.3 Target Population**

Marczyk (2005) define target population as a group of people that the researcher wants to draw a conclusion about once the research study is finished. Population is a complete set of elements (person or objects) that poses some common characteristics defined by the sampling criteria established by the researcher. The major players in the retail industry establish six major supermarket chains stores are open across Hawassa City. These major stores are: Fantu, Safeway, Friendship, Bambis, Smart, and Loyal supermarkets supply a wide array of products which makes them to be the preferred place to satisfy the shopping demand for these consumer segments in return also making it a better place for this study. The target population (unit of analysis) of this study comprises all individual consumers who are occasional and/or regularly buyers of goods and services in these five major supermarkets.

### **3.4 Sampling Procedure, and Sample Size**

#### **3.4.1 Sampling Procedure**

Sampling involves any procedures that draws conclusion based on measurements of a portion of the entire population. According to Marczyk (2005) a sample is usually drawn because it is less costly and less time consuming to survey than the population, or it may be impossible to survey the entire population. Because of the large number of the sample unit, time and cost constraint, the sample will be drawn from the targeted population by using convenience sampling techniques which is a non-probability sampling. As Stevens (2006) explain statistical methods of establishing sample size are only applied to probability samples. Convenience sampling is where the respondents are selected because they happen to be at the right place and at the right time.

It is used to obtain a sample of element because it is impossible to estimate or calculate the probability of the selection for each element in the population. The researcher just needs to contact the target element in Hawassa who are easily located and willing to participate. Convenient locations include specific places in which the researcher collected the data in these four major supermarkets (Fantu, Safeway, Friendship, and Loyal supermarkets). Most of the time, in small inquiries and researches by individuals, this design may be adopted because of the relative advantage of time and money inherent in this method of sampling. The sample size for

this study was 384. Out of the giant six supermarkets, four of them selected on a simple random basis and distribute questionnaire for each outlet.

### 3.4.2 Sample Size

Sample size is determined using the following formula suggested by Cochran (2003):

$$n = \frac{Z^2 \cdot p \cdot q}{e^2}$$

Where:  $n$  is the desired sample size (if the target population is greater than 10,000);

$Z$  is the standard normal deviate at the required confidence level;

$p$  is the proportion in the target population estimated to have characteristics being measured;

$q = 1-p$ ; and  $d$  is the level of statistical significance set.

Let the  $P$  value = 0.5, the  $Z$ -statistic is 1.96, and the desired error level at the 0.05 level, then the sample size,  $n$ , is:

$$n = \frac{Z^2 \cdot p \cdot q}{e^2} = \frac{(1.96)^2 * 0.5 * 0.5}{(0.05)^2} = 384$$

Therefore,  $n = 384$

### 3.5 Source of Data

The data for this study was obtained from two sources, primary and secondary. The primary data are collected from the research participants (i.e supermarket consumers) through self-administered questionnaire which are adapted from Chaniotakis, Lymperopoulos, and Soureli, (2010). Secondary data was extracted from journals, articles, magazines, newspapers and other relevant publications.

### 3.6 Method of Data Collection

This study used questionnaire as data collection tool. Questionnaires using 5-point Likert scale with anchor of (1) strongly disagree" to (5) strongly agree" can reduce variability in the results that may be differences and enhances reliability of the responses. Besides, it also simplifies coding, analysis and interpretation of data. In the first section, data regarding respondents" age, gender, income, occupational status, marital status, education level and Purchase behavior

attribute (i.e. average monthly shopping expenditure) will be obtained. The second part of the questionnaire requires respondents to rate their perception toward the influence of promotional mix elements on their buying behavior according to their level of importance with the statements.

### **3.7 Data Analysis**

Descriptive statistics are then run which consisted of frequencies, percentages, means, five point likert scale and standard deviation to analyze the data. The study was also used Pearson correlation analysis to establish the relationship between the variables of interest. More specifically, multiple linear regression analysis was used to determine the effect of independent variable on dependent variables. This helped in establishing the inferential significance of the relationship, direction and magnitude between advertising, sales promotion, public relations, personal selling and direct marketing, and consumer buying behavior. The collected data was analyzed through statistical package for social sciences SPSS version 25.

Multiple linear regression model specified as:

$$y = \beta_0 + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \beta_5x_5 + \varepsilon$$

y = the buying behavior of the customers of products from supermarkets

$\beta_0$  = y intercept

$\beta_1$  to  $\beta_5$  = regression coefficients

x1 = advertising

x2 = personal selling

x3 = sales promotion

x4 = public relations

x5 = direct marketing

$\varepsilon$  = error term

Pearson correlation analysis determined if there is a relationship between the promotion mix elements and consumer buying behavior. This includes the nature, magnitude and significance of such relationship. Pearson correlation analysis was conducted at 95% confidence level ( $\alpha = 0.05$ ).

### 3.8. Validity and Reliability

#### 3.8.1. Validity

The clarity of the instrument items to the respondents was established so as to enhance the instrument's validity and reliability. According to Sekaran (2003), validity is the degree by which the sample of test items represents the content the test is designed to measure. To establish the validity of the research instrument the research sought opinions of experts in the field of study especially the researcher's supervisor. Malhotra (2010) mentioned about three types of validity in his study: content validity, predictive validity, and the construct validity. This study addressed content validity through the review of literature and adapting instruments used in previous research.

#### 3.8.2. Reliability

There is a good linear association between the dependent and independent variables used in the study. Reliability refers to the consistency of measurement and is frequently assessed using the test-retest reliability method (saunders, lewis & thornhill, 2009). The reliability tested using cronbach alpha test with a threshold of 0.7. This facilitated the necessary revision and modification of the research instrument.

Table 3.1: Reliability test results with Cronbach's alpha

No	Items Type	No of items	Reliability coefficient
1	Advertising	9	.758
2	Sales promotion	6	.846
3	Public relation	4	.958
4	Personal selling	5	.786
5	Direct marketing	5	.852
6	Consumer buying behavior	16	.771
Overall Reliability Coefficient			.876

Source: - Computed from SPSS.25 (2023)

### **3.9 Ethical Consideration**

Never mention about their ethnicity, political and religious view points and their private concerns. Because these whole things are their personal backgrounds that they don't want to explode. confidentiality was the researcher's concern and duty to keep the respondents safe under psychological discipline.

## CHAPTER FOUR

### 4. RESULTS AND DISCUSSIONS

#### 4.1 Introduction

This chapter presents data analysis, interpretation and discussion of field data. Results were presented and then discussed. Data was coded for analysis and grouped into Tables for easier interpretation. Statistical presentation by using Tables, Figures, percentage, mean, and standard deviation was done. In addition, inferential statistics were used to determine the relationship between the independent and dependent variables.

#### 4.2 Respondents Response Rate.

For the achievement of data collection, the research process was based on customers of supermarkets in Hawassa City. A total of 384 questionnaires were distributed during data collection. There 39 responses that were not returned representing a response rate of 89.9% which was therefore deemed reasonable to the researcher. According to Mugenda and Mugenda (2003) and Babbie (2015), a 50% response rate is sufficient for a descriptive study. Table 4.1 summarizes the respondents 'response rate.

Table 4.1: Survey response rate

	Frequency	Percentage
Filled and returned Questionnaires	345	89.9
Questionnaires not filled	39	10.1
Total	384	100

Source:-Survey result (2023)

### 4.3 Demographic Information of the Respondents

The respondents were asked to indicate their demographic information so as to provide a logical background of the study.

**Table 4.2: Socio-demographic characteristics of the study population**

Variable	Category	Count	Percentage
Sex	Male	221	64.0
	Female	124	36.0
	Total	345	100
Age	20-29	98	28.4
	30-39	205	59.4
	40-49	42	12.2
	Total	345	100
Education status	Primary school	30	8.7
	Secondary school	100	28.9
	Certificate	80	23.2
	Degree	112	32.4
	Masters	23	6.7
	Total	345	100
Occupation	Student	10	2.9
	Government employee	132	38.2
	Self employed	203	58.8
	Total	345	100
Monthly income	<10,000 ETB	75	21.7
	10,000 -15,000 ETB	168	48.6
	>15,000ETB	102	29.5
	Total	345	100

Source:-Survey result (2023)

As shown in Table 4.2 above, 64.0 % of respondents participated in this study were male and the remaining 36% of respondents were female. This reveals that majority of the respondents were male who were involved in buying the products of supermarket in Hawassa city.

Furthermore, the majority of respondents 59.4%, and 28.4% of the respondents who participated in this study were between the ages 30-39, and 20-29 years, respectively. The study has seen that much more importance is giving by 30-39, and 20-29 age groups of people who are the

knowledgeable people who know about importance of buying supermarket products as the age reflects life experience. This indicated that the respondents have adequate buying experience in the supermarkets.

In educational status, the majority (32.4%) of respondents had degree, about 28.9% attended secondary school, about 23.2% of studied respondents had certificate, about 8.7% attended primary school and only 6.7% of participants had master's degree. The education status determines the level of awareness and knowledge in the society. In this study the mostly educated respondents was expect to affect their buying behavior in supermarket products.

Regarding the occupation of respondents; majority of study participants were self-employed (58.8%) followed by government employees (38.2%), and about 2.9% were student employees. The occupation of respondents determines the living status in the community. Thus, the occupation was identified as important characteristic of respondents which determines the customer buying behavior of products in supermarkets.

The result indicated about 48.6% of studied respondents were belongs to monthly income between 10,000 and 15,000 ETB, about 29.5% had monthly income of greater than 15,000 ETB, and about 21.7% had an income of less than 15,000 ETB. The income of respondents was known to be affected the customers buying capacity. Moreover, customer's preference towards the products of supermarkets differs as the amount of their income differs too.

## **4.4 Descriptive Statistics of Promotional Elements**

### **4.4.1 Descriptive statistics for perception of Advertising**

Results of the findings on Table 4.3 indicates that majority of the respondents strongly agreed that the information provided through advertisement was trustworthy (mean 4.33) and appealing (mean 4.29). They also admitted that the messages are informative (mean 3.69) and frequent advertising reminded them to use the supermarkets product (mean 3.85). Analysis of the data indicated that the respondents felt that advertising and using various advertising channels had created awareness of their firm's service hence giving it is a good market position. Persuasion strategies are used was found to have the highest effect on consumer buying behavior with a mean of 3.44 followed by advertising increase awareness with a mean of 3.31. Different

channels are used was third with a mean of 3.27 while advertising is effective on supermarket performance was last with 3.23. However, they disagreed on clarity of the messages to understand easily (mean 2.47). This implies that majority of the respondent gained reliable information through media advertising even though the messages were hard to grasp easily due to the contents are stuffed with business jargons. Overall advertising (grand mean 3.79) as a marketing promotional tool was utilized to disseminate the intended message to the targeted customers even though more efforts were required to improve its effectiveness.

**Table 4.3 Respondents’ perception on advertising**

Description	Mean	Std.
Advertising increase awareness of products and services	3.31	0.473
Different channels are used	3.27	0.556
Persuasion strategies are used	3.44	0.451
Advertising is enhances of supermarkets performance	2.23	0.588
The supermarkets’ advertisement is clear to understand	2.47	.556
The supermarket’s advertising is informative	3.69	.548
The information advertised by the supermarket is trustworthy	4.33	.614
Frequent advertising of the supermarket reminds me to use the service	3.85	.391
The supermarkets use appealing media advertising to promote its products and services	4.29	.485
<b>Grand Mean</b>	<b>3.79</b>	<b>.519</b>

(Source: Survey result, 2023)

NB:- Disagree (1.00-2.00); Low (2.1-2.49); Medium (2.50-3.00), High (2.50-3.49); Very high (3.50-5.00), Al-Sayaad *et al.* (2006, as cited by Bassam, 2013).

### **4.3.2 Sales Promotion**

From the results showed that Selling process, values & beliefs attracts the customers to buy more products with a mean score of 4.98 followed tempted by the frequent sponsorship of social events (mean 3.63), the results revealed that the respondents disagreed on provision of low-cost gifts (impregnated with their logo, moto, slogan, etc.) to motivate them to consider to use their

product service (mean 2.49), organizing holiday events/ campaigns to excel competitors (mean 2.50), offers of sales discounts.

These findings concur with Munge, (2010) who opined that sales promotion can build organization sales. This is because they act as incentive to attract new customers while maintaining the existing ones.

**Table 4.4 Respondents’ perception on sales promotion**

Description	Mean	Std.
Selling process, values & beliefs attracts the customers to buy more products	4.86	0.778
The supermarkets use low cost gifts to motivate me to use the service	2.49	.502
The sales discount during holiday events attracts me more	2.67	.419
The supermarkets offers me attractive packages time to time	2.71	.644
The supermarkets organize events/ campaigns compared to competitors	2.50	.573
Frequent sponsorship of social events by the supermarkets tempted me to visit it	3.63	.482
<b>Grand Mean</b>	<b>2.80</b>	<b>.524</b>

Source: Survey result, 2023

### 4.3.3 Direct Marketing

Direct marketing practices of the supermarkets were perceived positively (grand mean 3.53) as majority of the respondents had inconsistent perception for different activities regarding the direct marketing strategy. They strongly agreed that the supermarkets utilized social medias to promote their firms (mean 4.47) and the quality and competence of their customer service providers persuasive interactive communication (mean 4.31). On the other hand, they denied that the owners of supermarkets used phone calls to send clear message regarding new service offers (mean 2.83) and contacting them through personal emails didn’t help as expected (mean 2.22). The grand mean result indicate that perception of respondents on supermarkets’ direct marketing practices were found to be slightly positive which indicates that the retail supermarkets had a lot

to do on accessing more media to create one-to-one interactive communication channel with the customer that remind them the products/ services offered by a given supermarkets.

**Table 4.5 Respondents’ perception on direct marketing**

Description	<i>Mean</i>	Std.
The supermarket updates me about its services through my personal mail	2.22	0.621
The supermarket uses social media to promote its new services	4.47	0.215
The supermarket uses phone calls to send clear messages regarding new service offers	2.83	0.518
The customer’s service providers interactive communication persuades its customers to purchase	4.31	0.433
Direct marketing practice of the supermarket makes me decide to use its service	3.84	0.523
<b>Grand Mean</b>	3.53	.462

Source: Survey result (2023)

#### **4.3.4 Personal Selling**

Majority of the respondents are strongly believed that sincerity (mean 4.50), friendly relationship (mean 4.43), and knowledge ability (mean 4.27) of the supermarket’s host instilled confidence on customers in which it influenced them to use their services again when needed. Meanwhile, they also admitted that the owners provided customized services for users (mean 3.94) but complained that the hosts didn’t contact them frequently to visit their services in person (mean 2.48). The overall mean scored value (grand mean, 3.94) of personal selling practices was perceived positively for the fact that sales staff personal competence and sincerity have influence customers to visit their facilities again and again when required. This implies that customers seem to demand a skilled host to answer all their inquiries and instill confidence on them.

**Table 4.6 Respondents' perception on personal selling**

Description	Mean	Std.
The host contact me frequently to visit its services	2.48	1.681
The hosts of the supermarket are knowledgeable to instill confidence on customers	4.27	.339
The host of the supermarket offer me customized service which suits my personality	3.94	.509
Sincerity of the supermarket's host influences me to use its services	4.50	.427
The hosts of supermarket create friendly relationship which influenced me to visit the service	4.43	.411
<b>Grand Mean</b>	3.94	.473

Source: Survey result (2023)

#### **4.3.5 Public Relations**

The results revealed that majority of the respondents agreed that the supermarkets disseminated reliable (3.73) and more detailed (mean 3.82) information. They also provided appealing printed materials (mean 3.66) to promote their services. Besides, they also acknowledged the public relation staffs made customers perceive their company's image positively (mean 3.81). The overall public relations/ publicity practices of the supermarket were found to be satisfactory (grand mean 3.76) which implies that the concerned managements were not implementing it in the direction that would result into positive impact to their respective organizations' image.

**Table 4.7 Respondents' perception on public relations/ publicity**

Description	Mean	Std.
The supermarket uses appealing printed materials to promote its services	3.66	.664
Reliable information, disseminated via the public relation, tempted me to use the service	3.73	.508
The supermarket provides more detailed information via its public relation officers	3.82	.617
Information from the supermarket's public relation makes me perceive the brand positively	3.81	.467
<b>Grand Mean</b>	<b>3.76</b>	<b>.564</b>

Source: Survey result (2023)

#### **4.3.6 Consumer Buying Behavior**

The result presented the perceived attributes of respondents towards customers buying behavior in Table 4.8 below.

**Table 4.8 perceived response of consumer buying behavior**

<b>Statement</b>	<b>Mean</b>	<b>Std. Deviation</b>
I purchase products that are on buy- more- products-get-one free offer	4.0603	.97955
Promotion coupons on products influence my buying behavior	4.0130	1.12343
I tend to buy more products on low price sales	2.0514	2.07491
I purchase products sold to me directly	3.4349	1.04497
A sales person's confidence and negotiation influence my buying decision of a product from supermarkets	4.0548	1.06993
A sales person's appearance influences my purchase intentions	4.0904	.95697
A company's constant communication with customers makes me feel comfortable to buy their products	4.0038	.77705
I give priority to products from supermarket that try to maintain a good relationship with me	4.3425	.67796
The kind of information available on a supermarkets determines whether I purchase their products	4.0377	.87851
I purchase products that I have heard or seen advertised on Television/Radio/ Billboard	3.5651	1.09004
I purchase products after an advertisement is run in the media	3.1199	1.21673
The choice of advertising media influences my purchase decisions	2.0966	2.00684
I purchase brands that my friends/family have recommended	4.0377	.80074
I search for products on social media and make purchases	4.5534	1.13708
I am more likely to purchase brands that I have had a memorable experience with	4.7603	.57800
I notice brands that are involved in sponsorship events and buy from them	2.1849	.94526

Source:-Survey result (2023)

On analysis, it was revealed that majority of the respondents agreed that a sales person's confidence and negotiation influence buying decision of a product from supermarket (4.05), they give priority to products from supermarkets that try to maintain a good relationship with them (4.34), the kind of information available on a supermarket determines whether they purchase their products (4.04), they purchase brands that friends/family have recommended (4.04), they are more likely to purchase brands that they've have had a memorable experience with (4.76), they search for products on social media and make purchases (4.55), they purchase products that are on buy- one-get-one free offer (4.06), a sales person's appearance influences purchase intentions (4.09), supermarket's constant communication with customers makes them feel comfortable to buy their products (4.00), and that promotion coupons on products influence buying decisions (4.01). However, respondents could not reach an agreement on whether they tend to buy more products on flash sales (2.05), they purchase products sold to them directly (3.43), they purchase products that they have heard or seen advertised on Television/Radio/ Billboard (3.57), they purchase products after an advertisement is run in the media (3.12).

Additionally, respondents disagreed that choice of advertising media influences purchase decisions (2.09), and that they notice brands that are involved in sponsorship events and buy from them (2.18). This implies that the consumer buying behavior could be explained by sales person's confidence and negotiation influence my buying decision of a product from supermarkets a sales person's appearance influences my purchase intentions, company's constant communication with customers makes me feel comfortable to buy their products, they give priority to products from supermarket that try to maintain a good relationship with me , and the retail supermarkets kind of information available on a supermarkets determines whether they purchase their products.

## **4.4 Inferential Statistical Analysis**

### **4.4.1 Correlation Analysis**

Correlation analysis was used to investigate the strength and direction of relationships between the studied variables. Strength refers to the larger absolute value of the coefficient, the stronger the relationship between the variables. A value of 0 indicates the absence of a relationship whereas direction refers to the sign of the coefficient indicates the direction of the relationship. If

both variables tend to increase or decrease together, the coefficient is positive. If one variable tends to increase as the other decreases, the coefficient is negative.

Pearson correlation analysis was used to provide evidence of convergent validity. Correlations are perhaps the most basic and most useful measure of association between two or more variables. The study conducted correlation analysis to identify the relationship between independent and dependent variable. To interpret the result of correlation analysis the following thumb rule was used provided by Rodger (1988) as:

Correlation coefficient	Interpretation
0.0	No correlation
$\pm 0.01$ to $\pm 0.20$	Very low positive/negative correlation
$\pm 0.21$ to $\pm 0.40$	Low positive/negative correlation
$\pm 0.41$ to $\pm 0.70$	Moderate positive/negative correlation
$\pm 0.71$ to $\pm 0.90$	High positive/negative correlation
$\pm 0.91$ to $\pm 0.99$	Very high positive/negative correlation
$\pm 1$	Perfect correlation

Based on the above assumption, bivariate correlation was computed to analyze the proposed relationship between variables. The Pearson's correlation coefficients illustrated below here on Table: 4.9 confirmed significant positive relationship between all the predictors and the dependent variables at P-value 0.01 level.

**Table 4.9: the correlation between dependent variable (consumer buying behavior) and independent variable (promotional mix elements)**

		Correlations					
		CBB	PS	PR	AD	SP	DS
Consumer buying behavior	Pearson	1	.578**	.642**	.941**	.929**	.626**
	Correlation						
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	345	345	345	345	345	345
Personal selling	Pearson	.578**	1	.223**	.544**	.544**	.412**
	Correlation						
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	345	345	345	345	345	345
Public relations	Pearson	.642**	.223**	1	.617**	.553**	.297**
	Correlation						
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	345	345	345	345	345	345
Advertising	Pearson	.941**	.544**	.617**	1	.878**	.543**
	Correlation						
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	345	345	345	345	345	345
Sales promotion	Pearson	.929**	.544**	.553**	.878**	1	.589**
	Correlation						
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	345	345	345	345	345	345
Direct selling	Pearson	.626**	.412**	.297**	.543**	.589**	1
	Correlation						
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	345	345	345	345	345	345

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

NB:- CBB (Consumer buying behavior); PS(Personal selling); PR(Public relations); AD(Advertising); SP(Sales promotion); and DS(Direct selling)

Source:- Survey result computed by SPSS.25(2023)

From the result of above Table 4.9 it was found that the correlation between personal selling and consumer buying behavior is 0.578. This implies that the relationship between personal selling and consumer buying behavior is positive and significant. The magnitude of relationship between the two variables is moderate and statistically significant.

Regarding the relationship between public relations, direct selling and consumer buying behavior, the result also showed they positive and significant ( $r=0.642$ ;  $0.626$ ,  $P<0.000$ ). The Pearson correlation coefficient of public relations ( $0.642$ ), and direct selling ( $0.626$ ), is located between  $0.41 \leq r \leq 0.70$ . This implies public relation and direct selling has moderate and positive correlation with consumer buying behavior.

The result indicated that the Pearson correlation coefficient of advertising( $r=0.941$ , and sales promotion ( $r=0.929$ ) which is positive and statistically significant with consumer buying behavior at 0.01 level (2-tailed). The Pearson correlation coefficient of both advertising( $r=0.941$ ), and sales promotion ( $r=0.929$ ) is located between  $0.91 \leq r \leq 0.99$ . The magnitude of relationship of advertising and sales promotion with is consumer buying behavior is very high.

#### **4.4.2 Multiple Linear Regression**

Prior to conduct the analysis of Multiple Linear Regression in SPSS.25 a series of assumption were carried out to check the fitness of model. Most statistical tests rely upon a certain assumption about the variables used in the analysis. When these assumptions do not meet the result may not be trustworthy, resulting in a Type I or Type II error, or over or under estimation of significance or effect size. Prior to running the analysis, regression assumptions were checked Field, (2009).

##### **Assumption 1 – Multi co linearity of the variables**

Either Variance of Inflation Factor (VIF) or tolerance can be used to detect multi-collinearity. The rule of thumb is that  $VIF>10.0$  when multi co linearity is a problem. In other ways the reciprocal of VIF is equals to tolerance (Garson, 2012). Tolerance of variable means the acceptable value. This acceptable should be less than or equals to 1.

In this case there was no problem of multi co linearity as the VIF value of all variables is under 10. Moreover, the tolerance of independent variable is less than 1 which indicated that there is no problem of multi-collinearity (Table 4.10).

**Table 4.10: Variance of inflation factor and tolerance**

Promotional mix elements	Collinearity Statistics	
	Tolerance	VIF
Personal selling	.654	1.529
Public relations	.598	1.673
Advertising	.195	5.139
Sales promotion	.207	4.831
Direct selling	.638	1.567

Source:-Computed by SPSS.25 (2023)

**Assumption 2- Independence of Residuals:**

The independence of the residuals can be measured by Durbin-Watson statistics. The value of the Durbin-Watson statistic ranges from 0 to 4. As a general rule, the residuals are independent (not correlated from one observation to the other one) if the Durbin-Watson statistic acceptable range is 1.50 - 2.50 (Muluadam, 2015). For this study Table 4.12, the output value of Durbin-Watson is 2.044; indicating that there is no correlation among the residuals.

Table 4.11: Durbin-Watson Statistics for Independence of Residuals

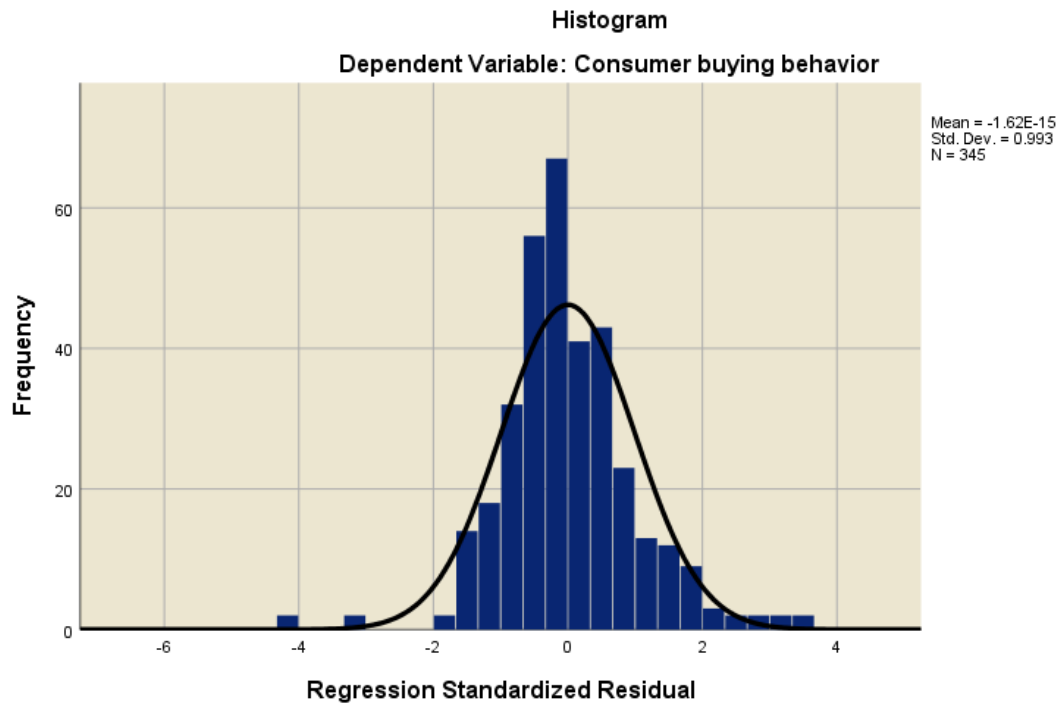
Model	Durbin-Watson
1	2.044

Source:-Computed by SPSS.25 (2023)

**Assumption 3 – Normality Test:**

Normality test states that the normality can be seen on the data distribution when the curve does not pass through either the left or the right (Ghozali, 2006). To check whether the residuals have a normal distribution, scatter plots of residuals against each independent variable and predicted dependent variable were analyzed (i.e. the normal probability plot or normal P-P of regression standard residual and histogram were used). As depicted in Figure 4.1, it shows that the data output is normally distributed.

Figure 4.1: Histogram of normality test



Source:-Survey result (2023)

**Assumption 4 - Linearity Relationship:**

The fourth assumption for computing multiple linear regressions is testing of the linear relationships between dependent and the independent variables. As depicted in following figure, the visual inspections of the scatter plot show there exists a linear relationship between the predictors (independent variables) and the predicted variable (consumer buying behavior).

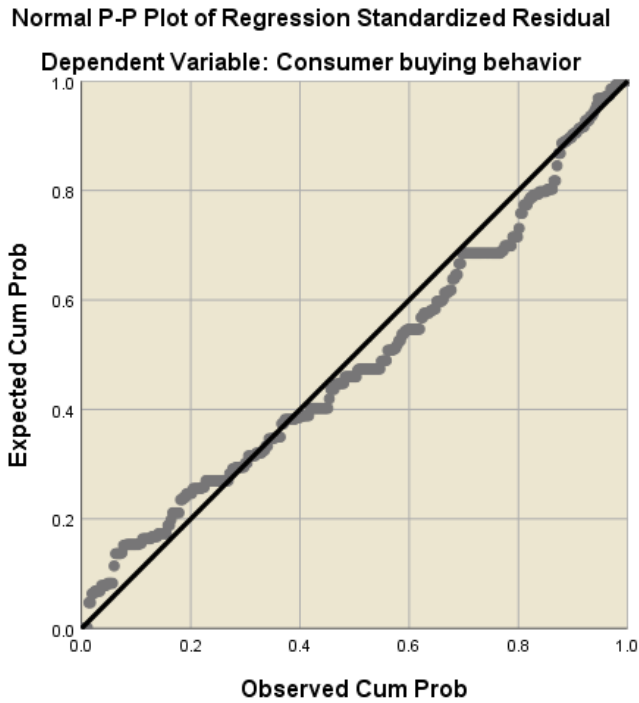


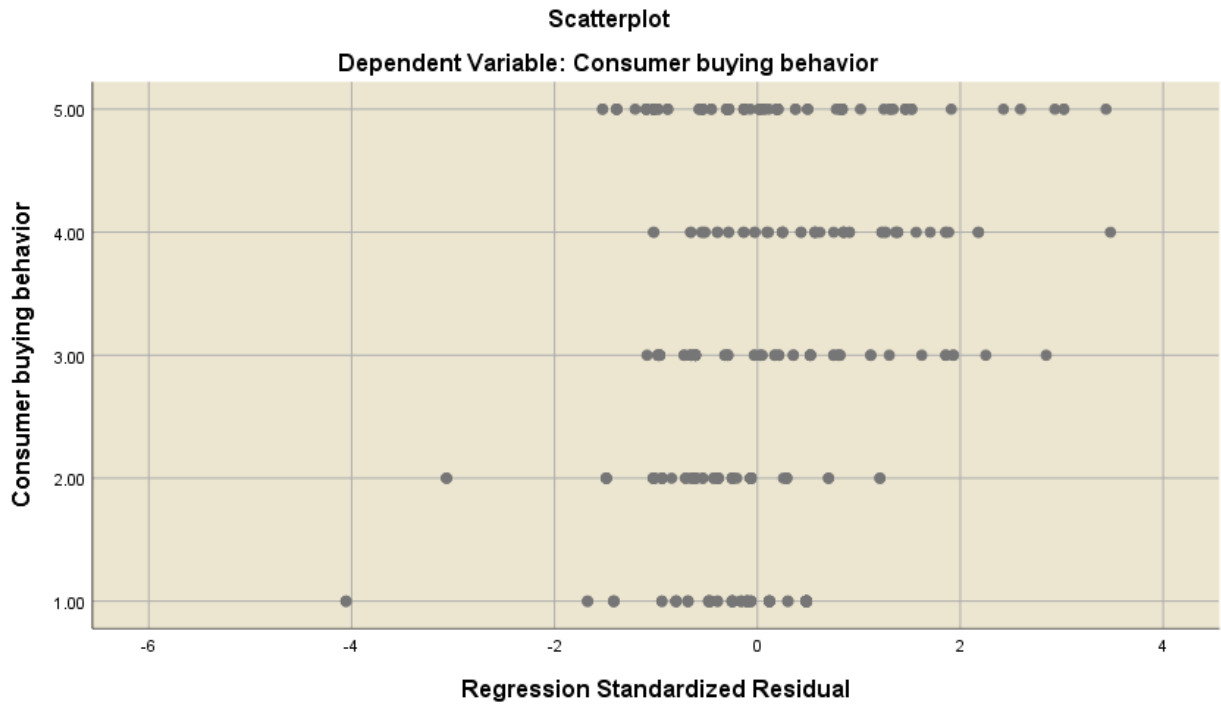
Figure 4.2: Linear relationship of independent and dependent variable

Source:-Survey result (2023)

### Assumption 5- Homoscedasticity

Homoscedasticity test was conducted to see a situation in which the error term is the same across all the values of the independent variables. Accordingly the assumption of homoscedastic is not violated as seen in Figure 4.3 Homoscedasticity by scatter plot standardized residuals

Figure 4.3 Scatter Plot standardized residuals



Source:-Survey result (2023)

Generally, as it is clearly stated in the above section, the five step-by-step pre-model fitting assumption tests were found to be satisfactory.

In order to see the effect of promotional mix elements on the consumer buying behavior, multiple linear regression analysis was employed. Consumer Buying Behavior was used as the dependent variable while factors (Promotional Mix Elements) were used as the independent variables. Table: 4.12 provide the results of the multiple regression analysis. The regression model presents how much of the variance in the measure of consumers purchase behavior is explained by the underlying retail marketing mix elements (the model).

**Table 4.12 Regression Model Summary**

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.973 <sup>a</sup>	.946	.945	.35824	

a. Predictors: (Constant), Direct selling, Public relations, Personal selling, Sales promotion, Advertising

b. Dependent Variable: Consumer buying behavior

Source: Own computation by SPSS.25 (2023)

As Table 4.12 shown above, the model or the predictor variables have accounted for 94.6% (R square) of the variance on the dependent variable. The remaining 5.4% are explained by other factors out of this model. Compared to coefficient of determination or R-square, Adjusted R-square is more reliable in measuring a regression model's goodness of fit. The main disadvantage of using coefficient of determination or R-square is more to do with bias of number of independent variables included into the model, which implies that the more independent variable added into the model, the more R-square increasing. Worst of all, this condition does not take into consideration whether independent variable included is significant or insignificant influencing dependent variable. Meanwhile, that situation will not apply in the case of using Adjusted R-square (Pallant, 2010).

**Table 4.13: ANOVA (Analysis of variance) output**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	765.421	5	153.084	1192.810	.000 <sup>b</sup>
	Residual	43.507	339	.128		
	Total	808.928	344			

a. Dependent Variable: Consumer buying behavior

b. Predictors: (Constant), Direct selling, Public relations, Personal selling, Sales promotion, Advertising

Source: Own computation by SPSS.25 (2023)

Similarly, the ANOVA table shows the overall significance/acceptability of the model from a statistical perspective. As the significance value of F statistics shows a value of 1192.81 and p-value (.000), which is less than  $p < 0.05$ , the model is significant. This indicates that the variation explained by the model is not due to chance. As it is stated earlier in this chapter, this study aims to identify the most contributing independent variables in the prediction of the dependent variable. Thus, the strength of each predictor (independent) variable influence on the criterion (dependent) variable can be investigated via standardized Beta coefficient. The regression coefficient explains the average amount of change in dependent variable that is caused by a unit of change in the independent variable. The larger value of Beta coefficient that an independent variable has, the more support to the independent variable as the more important determinant in predicting the dependent variable.

**Table 4.14 Coefficients of the regression model**

		Coefficients <sup>a</sup>				
Model		Unstandardized		Standardized	T	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.369	.059		6.216	.000***
	Personal selling	.065	.017	.060	3.822	.000***
	Public relations	.115	.017	.109	6.705	.000***
	Advertising	.505	.032	.456	15.969	.000***
	Sales promotion	.407	.030	.377	13.618	.000***
	Direct selling	.105	.017	.100	6.327	.000***

a. Dependent Variable: Consumer buying behavior

Source: Own computation by SPSS.25 (2023)

According to Table: 4.14, all independent variables contribute significantly for the regression model at p-value less than 0.05. The regression standardized coefficients for all independent variables, i.e. personal selling, public relations, advertising, sales promotion, and direct selling

are 0.065, 0.115, 0.505, 0.407, and 0.105, respectively. Thus it supports all the hypothesis claiming promotional mix elements have a positive and significance influence on consumer buying behavior. The study reveals that advertising (0.505) is the most influential variable impacting buying behavior followed by sales promotion (0.407) and public relations (0.115), respectively.

## **Hypothesis Testing**

One of the most commonly used methods in statistical decision making is hypothesis testing. In general, a hypothesis test is a process in which we assume an initial claim to be true and then test this claim using sample data. Ordinarily, the initial claim refers to a population parameter of interest such as the population mean.

Hypothesis tests include two hypotheses: the null hypothesis (denoted by  $H_0$ ) and the alternative hypothesis (denoted by  $H_1$ ). The null hypothesis is the initial claim and is often specified using previous research or common knowledge. The alternative hypothesis is what we may believe to be true or hope to prove true. The alternative hypothesis is sometimes referred to as the research hypothesis.

The decision-making process for a hypothesis test can be based on the probability value (p-value) for the given test.

- ✚ If the p-value is less than or equal to a predetermined level of significance, then we reject the null hypothesis and claim support for the alternative hypothesis.
- ✚ If p-value is greater than the  $\alpha$ -level, we fail to reject the null hypothesis and cannot claim support for the alternative hypothesis.

Based on the literature reviewed the following five hypotheses were developed for this research. Since, coefficients of the all predictor variables are statistically significant at less than five percent; the null hypotheses related with all independent variables are rejected. Here below Table: 4.15 provides the hypothesis test result with its justification for either accepting or rejecting the hypothesis.

**Table 4.15 Summary of the overall outcome of the research hypothesis**

Hypothesis	Result	Reason
H1: Personal selling has statistically significance influence on consumer buying behavior	Ho: Rejected H1: Accepted	$\beta = 0.065, P < 0.05$
H2: Public relations has statistically significance influence on consumer buying behavior	Ho: Rejected H2: Accepted	$\beta = 0.115, P < 0.05$
H3: Advertising has statistically significance influence on consumer buying behavior	Ho: Rejected H2: Accepted	$\beta = 0.505, P < 0.05$
H4: Sales promotion has statistically significance influence on consumer buying behavior	Ho: Rejected H2: Accepted	$\beta = 0.407, P < 0.05$
H5: Direct selling has statistically significance influence on consumer buying behavior	Ho: Rejected H2: Accepted	$\beta = 0.105, P < 0.05$

Source: Own computation by SPSS.25 (2023)

## CHAPTER FIVE

### 5. SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.1 Summary of Major Finding

In this study, the researcher finds out the results based on the data presentation and data analysis by using correlation, multiple linear regression and percentage analysis. Based on the result made in the fourth chapter, the research indicates the finding. The research was carried out to measure the effect of promotional mix elements on the consumer buying behavior who buys goods and services from retail supermarkets in Hawassa city. Further its objective was to identify which promotional elements influenced consumers buying decision, measure the relationship between promotional mix variables and a consumer buying behavior, and analyzes the extent of effect that promotional mix elements exerted on consumer buying behavior in retail supermarket in Hawassa. Certain tools were used to identify the effect of promotional mix element on buying behavior.

Information provided through advertisement was trustworthy (mean 4.33) but clarity of the messages to understand easily (mean 2.77) is under question. Except frequent sponsorship of social events (mean 3.63), majority of the respondents disagreed on provision of low-cost gifts, offers of sales discounts (mean 2.67) or attractive products of supermarkets packages (mean 2.71) during the holidays or other social events. Overall, the sales promotion practices of the supermarkets were perceived negatively (mean 2.80).

The respondents strongly agreed that the supermarkets utilized social Medias to promote their companies (mean 4.47) and the competence of hosts' interactive communication (mean 4.31). On the other hand, they denied that the owners of supermarkets used phone calls to send clear message regarding new service offers (mean 2.83) and contacting them through personal emails didn't help as expected (mean 2.22).

Majority of the respondents are strongly believed that sincerity (mean 4.50), friendly relationship (mean 4.43), and knowledge ability (mean 4.27) of the supermarkets' host instilled confidence on consumers.

The results revealed that majority of the respondents agreed that the supermarkets disseminated reliable (3.73) and more detailed (mean 3.82) information. All sub variables of promotional mix elements (i.e.: advertising, personal selling, sales promotion, direct marketing and public relations) are significantly correlated with consumer buying behavior.

From descriptive statistics researcher can understand that consumers of retail supermarkets disagree on advertising, personal selling, sales promotion, public relations and direct marketing offered in their promotion mix for consumer buying behavior. Still these promotion mix practices need improvements so that consumer will bring the better result that as the retail supermarkets expected obtained of profit from its consumers.

Regression analysis indicates the promotional mix elements contribute significantly in influencing buying behavior of consumers of supermarket products in Hawassa at 94.6% and the remaining 5.4% can be contributed by other factors.

## **5.2 Conclusion**

The study analyzed the effect of promotional mix on consumer buying behavior in retail supermarkets in Hawassa city. The study found that, promotional mix elements are a key differentiator to enable the retail supermarkets to gain a competitive advantage in the market. Based on the conceptual framework and measuring instrument employed there are five factors which are identified and measured. With regard to achieved results of correlation and conformation can conclude that there is a relationship between promotion mix factors (advertising, sales promotion, personal selling, and public relation) and customer purchase in the retail supermarket. It means that using good and effective of promotion mix factors (advertising, sales promotion, personal selling and public relations) for increasing customer purchase can play an important role marketing strategies.

Among the promotional factors, the finding provides evidence that consumer buying behavior is significantly influenced by factors such as advertising, personal selling, sales promotion, direct marketing and public relations. This implies that retail supermarket uses promotional mix elements to disseminate product information, ideas to increase sales, and to attract their consumers buy identified products. Good Public relations established between the supermarkets and its client has immensely contributed to the consumer buying behavior of the firm. Personal selling plays a major role in the growth of market share and sales, decrease of costs and making supermarkets customer relations. When competition is strong and the customers are confronted with brand decision in the market, it ends up essential for the retail supermarkets to understand the main point that can draw in the centralization of purchasers to their outlets.

### 5.3 Recommendations

From the data analyzed interpretations and findings of the study the following recommendations would be of benefit to the growth and performance of the retail supermarkets.

- The retail supermarkets should develop comprehensive and effective advertising strategy to enhance its performance through attracting its consumers purchase more products. The formation of a successful advertising procedure is regularly the assignment of an organization administration group. By passing on an exhaustive advertising procedure will make a more engaged, far reaching way to deal with showcasing. It is urgent, in any case, that the procedure to be multi-faceted, sensible and executed reliably after some time. The organization administration needs to guarantee that the advertisers in charge of scattering the organization message are given the vital help.
- The supermarkets should center around the creating powerful personal selling systems. Personal selling is critical to organizations advertising items that require a long deals cycle. The personal selling systems bolster a travel through a purchasing procedure that includes various stages, including distinguishing proof of a need towards advancement of a detail.
- The organization/ supermarkets must develop a public relations procedure since its instrumental to affecting the public picture of an association. A decent methodology can help construct compatibility with clients, and the overall consumers.
- The supermarkets/organization needs to create appropriate procedures on sales promotion since this can enable the association to enhance its money related execution; selling bigger measures of items builds incomes. Sales promotions may influence wary purchasers to make a buy, conceivably creating client steadfastness and prompting long haul relationships. Sales promotions likewise enable associations to free themselves of surplus stock maybe because of an off base sales conjecture, for example.

## **Future Research**

Every research has certain limitations therefore it is necessary to acknowledge them before moving on to generalizations of findings. As the convenience sampling was used, bias may exist. Notably, the research focused only on retail promotional mix variables. Future research should incorporate personal factors (e.g. demographics and psychographics) and macro environment stimuli (e.g. economic and socio-cultural variables) to explain consumer buying behavior. Finally, data collection in different geographic areas would be useful for increasing sample representativeness and clarifying regional differences in consumers 'purchase behavior towards goods and services.

## REFERENCES

- Aaker, D (2005). *Strategic Market management*. New Jersey: John Wiley & Sons. p4.  
ag.arizona.edu/classes/rnr321/Ch3.pdf
- Armstrong, G. Harker, M. Kotler, P & Brennan, R (2009) *Marketing: an introduction*. Essex:  
Pearson. P148
- Berry, L. (1969). *The Components of Department Store Image: A Theoretical and Empirical  
Analysis, Journal of Retailing*, 45 (1), pp. 3-20
- Brink, E & Kelley, W (1963) *The management of promotion: behavior and demand stimulation*.  
Englewood: Prentice-Hall.
- Burney, A. (2008) *Inductive and deductive research approach*.
- Czaplewski, Olson, A & Eric M. (2003). *Adaptive strategies of tobacco firms subsequent to the  
1998 master settlement agreement: an examination of emergent tobacco promotional mix  
efforts... . 9 (1), P3-17.*
- Crane, F (1993) *Professional Services Marketing: Strategy and Tactics*. New York: The Haworth  
Press
- Dörnyei, Z. (2007). *Research methods in applied linguistics*. New York: Oxford University  
Press.
- Drucker, P (2012). *The practice of management*. Oxford: Heinemann.
- Ehmke, C., Fulton, J., & Lusk, J. (2016). *Marketing's four P's: first steps for new entrepreneurs*.  
Purdue University, Purdue Extension.
- Engle, J.F., Blackwell, R.D., & Miniard, P.W (1995) *Consumer behavior*, 8th ed. USA: Dryden  
press. P.155
- Ferrell, O. Hartline, M & Lucas. G (2002) *Marketing Strategy*. 2nd ed. London: Thomson  
Learning. P1.
- Gelder, D & Woodcock, P (2003) *Marketing and Promotional Strategy*. Cheltenham: Nelson  
Thomas Ltd. [Online]
- Gilbert, D. C., and Jackaria. N. (2002). The Efficacy of Sales Promotions in UK Supermarkets:  
A Consumer View. *International Journal of Retail and Distribution Management*, 30(6),  
pp. 315-322.

- Gilbert, D.C. and Jackaria, N. (2002). The efficacy of sales promotions in UK super markets: a consumer view. *International Journal of Retail & Distribution Management*, Vol. 30 (6), pp. 315-22, *Journal of Product & Brand Management*, Vol. 13 (5), pp. 303.
- Global agricultural information network (2016), “Assesments of commodity and trade issues”: Addis Ababa, Ethiopia. Public report <https://www.ukessays.com/essays/marketing/sales-promotion-effect-customer-buying-1998.php?vref=1>.
- Green, K., W., Inman, R.A., Birou, L.M. & Whitten, D. (2014). “Total JIT (T-JIT) and its impact on supply chain competency and organizational performance”, *International Journal of Production Economics*, 147 (1), pp. 125-135.
- Gupta, S (1988), —*Impact of Sales Promotions on When, What, and How Much to Buy*”, *Journal of Marketing Research*, Vol. 25, November, pp. 342-355.
- Hughes, G & Fill, C. (2007). *Redefining the nature and format of the marketing communications mix*. . 7 (1), 45-57.
- Harris, T.L. (1991) *The Marketers Guide to Public Relations*. New York: John Wiley and Sons
- Hawkins, D.I., Best, R.J & Coney, K.A (2001) *Consumer behavior*, 8th ed. New York: McGraw Hill. P.26
- Ireland. R, Hoskisson. R & Hitt. M (2012). *Understanding Business Strategy: Concepts Plus.3E*. USA: South-western Cengage Learning.
- Jennings. M (2012) *Business: Its Legal, Ethical, and Global Environment*. Mason: South-western Cengage Learning.
- Kopalle, P. & Mela, C. (1999). The dynamic effect of discounting of sales: Empirical analysis and normative pricing implications. *Marketing Science*, 18(3), 317-332.
- Kotler, P. & Keller, K. (2006). *Marketing management*. (12th ed). Pearson Education Plc Ltd, India.
- Kotler, P. (2003). *Marketing management*. (11th ed.). New Jersey: Prentice Hall.
- Kotler, P. (2014) *Marketing Management: Person Prentice Hall*, Upper Saddle River.
- Kotler. P., & Armstrong., G (2013). *Principles of Marketing.15thEd*.USA, USA: Pearson Hall.
- Kumar, N (2004). *Marketing as Strategy*. USA: Library of congress. P1.
- Kumar, A & Sharma, R (1998) *Marketing Management*. New Delhi: Atlantic publisher. P360
- Kumar, P (2010) *Marketing of Hospitality and Tourism services*. New Delhi: McGraw Hill. P219. [Online]

- Koekemoer, L (ed) (2004) *Marketing Communication*. Cape Town: Juta and Co Ltd.
- Kourdi, J (2009) *Business Strategy: A Guide to Taking Your Business Forward*. 2nd ed. London: Profile Books.
- Kotler, P, Armstrong, G, Wong, V & Saunders (2008). *Principles of Marketing*. 5th ed. Essex: Pearson. 53
- Kotler, P. and Keller, k. l. (2008) *Marketing Management (in Croatian)*, 12th ed. Zagreb: Mate. P594
- Kotler, P (2000) *Marketing Management: Millennium edition*. USA: Pretence Hall. P161
- Lamb, C., Hair, J., & McDaniel, C. (2009) *Marketing 10e*. USA: South-western Cengage.
- Mangal, S. K. (2002). *Statistics in psychology and education*. New Delhi: PHI Learning Private Limited.
- Murry, Jr. J.P., & Heide, J.B. (1998). *Managing promotion programme participation within manufacturer – retailer relationships*. *Journal of Marketing*, 62, 58–68
- McDaniel, C & Gates, R (1998) *Marketing Research Essentials*. 2nd ed. London: Thomson Learning
- McCalley, R (1996) *Marketing Channel Management: People, Products, Programs, and Markets*. West port: Praeger Publisher. P188
- Macrury, I (2009) *Advertising*. Oxon: Routledge
- Makoto, A. (2009). "Counting Your Customers" *One by One: A Hierarchical Bayes Extension to the Pareto/NBD Model...* 18 (3), p541-553. [Online]
- Nilsson, F., & Rapp, B., (2005) *Understanding Competitive Advantage: The Importance of Strategic Congruence and integrated control*. New York: Springer.
- O'Sullivan, A & sheffrin .S (2003) *Economics: Principle in Action*. UK: Prentice Hall
- Payson, S. P., & Karunanithy, M. (2016). Impact of Marketing Mix on Buying Behavior-A Case Study of Motorbike Buyers in Jaffna District. *Marketing*, 1009, 0-872.
- Proctor, T (2003). *Essential of Marketing Research*. 3rd ed. UK: Pearson . P17.
- Peterson, R.A. (1995). *Relationship Marketing and the Consumer*, *Journal of the Academy of Marketing Science*, 23(4), pp. 278–281 [Online]
- Pride, W & Ferrell O.C (2012) *Marketing*, 2nd ed. Mason: South-western Cengage. P192. [Online].

- Reinartz, W.J. and Kumar, V (2002) The Mismanagement of Customer Loyalty, *Harvard Business Review*, 80(7), pp. 86–94. [Online]
- Renner, E. (2018, March 22). *The 4 Key Principles of Successful Retail Marketing*. Retrieved from <https://www.repsly.com/blog/consumer-goods/what-is-retail-marketing>.
- Rust, R.T., Zahorik, A.J. & Kordupleski, R.E (1993) Why improving quality doesn't improve quality (or Whatever happened to marketing?), *California Management Review*, 35(3), p82-95 [Online]
- Saunders, M., Lewis, P. & Thornhill, A (2009) *Research Methods for Business Students*, 5th ed, UK: Pearson.
- Schultz, D (1998) *Sales Promotion Essentials*, 3rd ed. USA: McGraw Hill.
- Sheth, J.N., Parvatiyar, A. (1995). Relationship in Consumer Markets: Antecedents and Consequences, *Journal of the Academy of Marketing Science*, 23(4), pp. 255–271. [Online]
- Singh, M. (2016). Marketing mix of 4P's for competitive advantage. *IOSR Journal of Business and Management*, 3(6), 40-45.
- Solomon, M., Bamossy, G., Askegaard, S., & Hogg, M. (2016). *Consumer Behavior, A European Perspective* (6th ed).
- Solomon, M.R (2004) *Consumer Behavior Buying Having and Being*. UK: Pearson Prentice Hall. P80-85
- Strydom, J(ed) (2004) *Introduction to marketing*. Cape Town: Juta and Co Ltd.
- Suresh, Ramanathan and Sanjay, K.Dhar. (2015). The Effect of Sales Promotions on Size and Composition of the Shopping Basket: Regulatory Compatibility from Framing and Temporal Restrictions. *Journal of Marketing Research*.
- Tehrani, N (2009) *Contemporary Marketing Mix for the Digital Era*. 2nd ed. Blomington: Author House.
- Ulwick. A (1999) *Business Strategy Formulation: Theory, Process and the Intellectual Revolution*. Westport: Quorum Books
- Ville, N (2012). *Consumer Science: Consumer Behavior*.
- Wertz, J. (2018, November 28). *5 Trends That Will Redefine Retail in 2019*. Retrieved from <https://www.forbes.com/sites/jiawertz/2018/11/28/5-trends-that-will-redefine-retail-in-2019/#32f8821d6526>.

Whittington, R (2001). *What is Strategy?* 2nd ed. London: Thomson Learning. P2.

Wongleedee, K. (2015). Marketing mix and purchasing behavior for community products at traditional markets. *Procedia-Social and Behavioral Sciences*, 197, 2080-2085.

Zeithaml, V.A., & Bitner, M.J. (2003). *Service marketing: integrating customer focus across the firm*. New York: McGraw-Hill/Irwin.

## APPENDIX

### HAWASSA UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS, SCHOOL OF GRADUATE STUDIES

#### DEPARTMENT OF MARKETING MANAGEMENT

##### Survey Questionnaire

Questionnaire to be filled by customers of retail supermarket in Hawassa

**Dear Respondent,**

My name is Betelhem Tafesse and I am a graduating class currently enrolled at Hawassa University College of Business and Economics, School of Graduate Studies. I am conducting a research on *The Effect of Promotional Mix on Consumer buying behavior: The Case of retail supermarkets in Hawassa city* as a case study for a partial fulfillment of the requirements for the degree of Master of Marketing. How promotional mixes are currently implemented and to what extent they affect the customers buying behavior for longer period. Please be honest in filling this questionnaire, as the results of this study can be used as a basis for further study. Your confidentiality will be protected, and any information collected in this Study will be granted with full confidentiality.

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

#### Part I. General Information

1. Gender Female  Male
2. Age (years old) 18 - 30  31 - 45  46 - 60  Above 60
3. Education background: Primary school  Secondary school  Certificate   
Degree  Masters
4. Occupation: Students  Government employee  Private employee
5. Monthly income <10,000 ETB  10,000 -15,000 ETB  >15,000ETB

6. Preferred Media Broadcast (TV/Radio/Billboard)  Sponsorship of Events

Website (Social Media)  Publications (Fliers/Magazines/Brochures)  Physical Presentation Others,  please specify \_\_\_\_\_

**Part II. Study Questions Related to promotional mix elements, and consumer buying behavior**

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

Questions about advertising

Description	SDA	DA	N	A	SA
	1	2	3	4	5
The supermarket uses media advertising for its services					
The supermarket’s advertising is more informative					
Trustworthy information is advertised by the supermarket					
Frequent advertising of the retail supermarket reminds me to use the service					
Overall advertising practices of the supermarket influenced me to prefer the service					

**Questions about sales promotion**

<b>Description</b>	<b>SDA</b>	<b>DA</b>	<b>N</b>	<b>A</b>	<b>SA</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
The supermarket uses low cost gifts to motivate me to use the service					
The sales discount during holiday events attracts me more					
The supermarket uses attractive packages as a tool for promotion					
The supermarket organizes events as sales promotion					
The overall sales promotion activities of the supermarket tempt me to go there					

**Questions about direct marketing**

<b>Description</b>	<b>SDA</b>	<b>DA</b>	<b>N</b>	<b>A</b>	<b>SA</b>
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
The supermarket updates me about its services through my personal mail					
The supermarket uses social media to promote its new services					
The supermarket uses phone calls to send clear messages regarding new service offers					
The supermarket hosts interactive communication persuades its customers to purchase					
Overall direct marketing practice of the supermarket makes me decide to use its service					

### Personal selling

Description	SDA	DA	N	A	SA
	1	2	3	4	5
The supermarket uses appealing printed materials to promote its services					
Reliable information, disseminated via the public relation, tempted me to use the service					
The supermarket provides more detailed information via its public relation officers					
Information from the supermarket's public relation makes me perceive the brand positively					

### Public relations/publicity

Description	SDA	DA	N	A	SA
	1	2	3	4	5
If I need attractive product, I prefer to go to this retail supermarket nearby in Hawassa city					
I would like the treatment of this supermarket in particular					
I can tell more positive sides of this supermarket for its supply of good product					
I have more faith in this supermarket because of its reputation					
I recommend this supermarket to my intimates as the service is trustworthy					

### Perceived response of consumer buying behavior

Statement	SDA	DA	N	A	SA
I purchase products that are on buy- one-get-one free offer					
Promotion coupons on products influence my buying					

decisions					
I tend to buy more products on flash sales					
I purchase products sold to me directly					
A sales person's confidence and negotiation influence my buying decision of a product from supermarkets					
A sales person's appearance influences my purchase intentions					
A company's constant communication with customers makes me feel comfortable to buy their products					
I give priority to products from supermarket that try to maintain a good relationship with me					
The kind of information available on a supermarkets determines whether I purchase their products					
I purchase products that I have heard or seen advertised on Television/Radio/ Billboard					
I purchase products after an advertisement is run in the media					
The choice of advertising media influences my purchase decisions					
I purchase brands that my friends/family have recommended					
I search for products on social media and make purchases					
I am more likely to purchase brands that I have had a memorable experience with					
I notice brands that are involved in sponsorship events and buy from them					

Thank you for your cooperation!