Addis Ababa University

School Of Commerce

THE EFFECT OF ADVERTISING ON SALES VOLUME,

WITHIN BEER INDUSTRY IN CASE OF ADDIS ABABA CITY

BY:

GETYE MEKONNEN

MAY, 2019

ADDIS ABABA, ETHIOPIA

1

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ID No. GSD/9157/09

ADVISOR: GETIE ANDUALEM (Ph. D)

A THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY, SCHOOL OF COMMERCE OF GRADUATE STUDIES IN IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ART IN MARKETING MANAGEMENT

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DEPARTMENT OF MARKETING MANAGEMENT

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DECLARATION

I, Getye Mekonnen, hereby declare that this thesis titled, ''The effect of Advertising on sales volume, within beer industry in case of Addis Ababa city 'is my original work. I have carried out the present study in dependently with the guidance and support of the research advisor, Getie Andualem (Ph.D.). Any other research or academic sources used here in this study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other institution.

_____   _____

                Name   Signature

ADDIS ABABA UNIVERSITY   MAY, 2019

ENDORSEMENT

This thesis has been submitted to Addis Ababa University, School of Commerce graduate Studies for examination with my approval as a university advisor.

Getie Andualem (PhD   _____

Advisor   Signature

ADDIS ABABA UNIVERSITY, ADDIS ABABA   **MAY, 2019**

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Getye Mekonnen

List of Acronyms

SSPS – Statistical Package for social science

ANOVA – Analysis of Variance

VIF – Variance Inflation Factor

LIST OF TABLES

LIST OF FIGURES

Abstract

The purpose of this study was to examine the effect of advertising on sales volume within beer industry in case of Addis Ababa city. The study focused on four determinants namely; advertising media factor, advertising message factor, advertising source factor and advertising receiver factor which affect sales volume in beer industries. The study used quantitative research approach to have a better insight and gain a richer understanding about the effect of those factors on sales volume in beer industry and the researcher has employed explanatory research design to objectively answer the research questions. Both probability and non-probability sampling were used in the sampling technique. Purposive sampling, which are of non-probability sampling, were used to select outlets among the total number of outlets legally registered in Addis Ababa city. Simple random sampling technique, which is of probability sampling, was used to select the respondents among the total number outlet owners and/or managers found from the selected outlets. For achieving the study objective, 384 sample respondents were selected and out of these 381 respondents were properly respond the questioner data and collected in 5-point Likert scale questionnaire with closer assistance of the researcher. The data, then, analyzed through descriptive and inferential statistics using linear regression. By the findings, out of the proposed four factors in affecting sales volume in beer industry in case of Addis Ababa city, the four factors namely; advertising media factor, advertising message factor, advertising source factor and advertising receiver factor were found to be statistically significant. Furthermore, on the basis of the research findings, appropriate recommendations along with implications for further studies have been forwarded.

Key words: *Beer industry, Advertising Media Factor, Advertising Message Factor, Advertising Source Factor, Advertising Receiver Factor, Sales Volume*

TABLE OF CONTENTS   PAGE NO.

13

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The purposes of sales volume and market share are prominent in many firms. The business performance and economic profit of the firm can be summarized in sales volume. One of the most important aims of firms is to enhance sales volume and market share to achieve greater scale in its operations and improve profitability due to this the managers always want to expand their market share (Fizebakhsh, 2002). Furthermore, Sales volume is the core interest of every organization and is based on sales and profit. When volume goes up profits rises and management in organizations is made easier. However, poor product communication to the final consumers could give competitors an edge in terms of loyalty to brands, sales volume and high market share (Sujuyigbe et al., 2013).

Advertising is any paid massage presented through various media, such as television, radio, magazines, newspaper, or billboards by an identified source. According to Bruktawit (2017) cited from Shah and d' Souza (2009), advertising is used to persuade and inform people for purchase of product which can include notice, information, and public announcement or for the sale of product. And also, it defines as "paid form of non-personal presentation and promotion of ideas or products by an identified sponsor". They further add that purpose of marketing communication is to make buyer to visit a store try a product, purchase it regularly and recommend it to the friends. However, advertising core purpose is not only to persuade and to inform but also to create relationship in order to generate sales.

Various writers have viewed advertising from different perspectives. Advertising is a tool of marketing for communicating ideas and information about goods and services to an identified group, which employs paid space or time in the media or uses another communication vehicle to carry its message. It openly identifies the advertiser and his relationship to the sales effort (Wanoff, 1997). Advertising can also be defined as any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor (Bennet, 2006).

Advertising is a non-personal communication paid for by an identified sponsor who is relayed through various media with the aim of influencing people's behavior towards the advertiser's products and services at the lowest possible cost. (APCON, 2002).

Frank (2005) defined advertising as the aim to persuade people to buy. Advertising is the dissemination of information concerning an idea, service or product to compel action in accordance with the intent of the advertiser. Advertising is a controlled identifiable information and persuasion by means of mass communication media (Borden, 2007).

Advertising is the non-personal communication of marketing-related information in a target audience, usually paid for by in order to reach the specific objectives of the sponsor. (Bennett, 2006). Advertising is a message paid for by an identified sponsor and delivered through some medium of mass communication. It is not neutral; it is not unbiased; it says: I am going to sell you a product or an idea'. (Rusell, Rusell and Lane 2006).

Going by the various definitions considered above, advertising is an indicator of the growth, betterment and perfection of the business environment. Not only does advertising mirror the business environment, it also affects and gets affected by our style of life. It is not at all surprising that advertising is one of the most closely scrutinized of all business institutions. In today's environment, advertisers are closely examined by the target audience for whom the advertisement is meant for in the society. (Kazmi, 2005).

According to David et al.(2009), advertisement do have various objectives these include need recognition, identifying buyers, brand building, evaluations of alternatives , exposure, awareness, attitude change, profit, decision to purchase, and customer retention. Advertising plays a vital role in marketing consumers' purchasing decision. Thus, advertising has become increasingly important to business enterprises both large and small and important factor in the campaigns to achieve such societal-oriented objectives.

While advertising may have several objectives, ultimately marketing and business executors want to know, "how advertising has contributed to sales and ultimately to the company's bottom line?" understanding and quantifying the benefits of advertising is a problem as old as advertising itself. The problem stems from the many purposes advertising serves; building awareness of products, creating brand equity and generating sales. Each of these objectives are not easily measured or

related to the advertising that may have affected it. There has been an explosion in media alternatives from the traditional standbys of television, radio and prints in to a broader spectrum of both offline and online options, with the internet clearly being the most visible example of this change. The choices within each medium have also expanded in an attempt to reach more targeted audience. Modern advertising is largely a product of the twentieth century; however, communication has been a part of the selling process ever since the exchange of goods between people started. (Kazmi, 2005). Historically, maximizing performance has largely been an exercise in uncertain intuition and gut feel' for marketers, especially when they are under mounting pressure to account for their actions and spending. Thus, the major concern of this study is to examine the effect of advertising on sale volume within beer industry in Ethiopia in case of Addis Ababa city.

1.2 Background of the Industry

Beer is the world widely consumed alcoholic beverage of several dominant multinational companies, and many thousands of smaller producers. More than 133 billion liters are sold every year (Mulugeta et al., 2017). There is great advantage for beer market due to the demographic structure in Africa. The continent has the largest young working age group in the world. Sub-Saharan African countries are showing the highest economic growth, and population growth in the world (Doo, 2015). South Africa has the second largest brewery company in the world that is SABMiller. It has operation in large number of African countries including Ethiopia (Lobo, 2016). Diageo and Heineken are the other multinationals operating in Ethiopia beer market.

1.2.1 Advertising in Ethiopian context

In Ethiopia, advertising in general is believed to have begun in the 19th century, during the reign of Emperor Menellik II. At the time, advertisements used to be announced at main squares and streets using the "Negarit", a traditional war-drum. Although media consumer advertising started sprouting during Emperor Haile Selassie time, the handful of agencies doing advertising as well as the activity itself disappeared with the fall of the monarchy and seizure of political power by the "Derg", a military junta, in 1974. The years from the mid-1970s to the early 1990s are characterized by severe restriction on any forms of advertising; with the exception of a few government censored advertisements, consumer service advertising ceased to exist altogether.

17

However, following the ousting of the "Derg" and the coming to power of the Ethiopian Peoples' Revolutionary Democratic Front (EPRDF) in 1991, advertising practices began to flourish once again (Henok, 2012).

Nonetheless, this new era of deregulation and unchecked liberalization, heralded an unprecedented expansion of product advertising, including alcoholic beverages in the media, without developing socially responsible practices. The main deterrents of progress were lack of distinct government authority fully responsible for advertising, absence of a comprehensive advertising regulation and underdevelopment of the sector itself. For example, over the years, the authority dealing with advertising changed several times; from the Ministry of Information to a private marketing company and back to the same ministry. However, it could be boldly argued, that since the mid-1990s, no clear forms of advertising regulation seemed to exist in Ethiopia. Perhaps not surprisingly, this in turn has resulted in the various media taking liberties with advertising. Fortunately, the need for regulation was recognized in the year 2010 (EBA, 2010).

The Ethiopian Broadcast Authority (EBA) (2010) took the initiative to restructure advertising for general merchandise including regulations governing alcohol advertising and sponsorship in the media. With regard to its control, since the advertising industry in Ethiopia is still in its embryonic stages; there are neither seasoned professionals in the field nor such a professional association, to establish a self-regulatory mechanism will be problematic. Further, organizing an independent institution for the purpose creates burden on the nation.

Based on experiences gleaned from some countries and in view of the tangible situation, the preferred approach would be for the EBA to take charge of advertising along with its existing jurisdiction of controlling media services. If the task is undertaken by an organization already working on issues closely related to advertising, and therefore experienced at that, would ensure better execution than if it had by other institutions (EBA, 2010).

The whole rationale for regulations governing alcohol advertising revolve around avoiding messages that could be seen as encouraging excessive consumption, claiming health/therapeutic properties, social and sexual success, and remaining conscious at all times, of the age of characters depicted in advertisements and avoiding messages appealing to and aimed at minor. However,

there are only "some controls" on alcohol advertising in Ethiopia, to protect the young and vulnerable from unfair influences encouraging drinking alcohol. In addition, there is a considerable dearth of research, in this regard, in Ethiopia. This study, therefore, aims to explore and document alcohol advertising practices in the Ethiopian context to offer insights on the status quo and possible future directions (Henok, 2012).

1.2.2 Beer Consumption in Ethiopia

According to the Statistical Abstract of 2011, produced by Access Capital, breweries in Ethiopia produced 1.56 million hectoliters of beer during 2010 and this represented 37% of all beverage produced by commercial producers. It was second to soft drinks which produced 2 million hectoliters during the same period and this represented 48%. The rest included wine and other alcoholic spirits. There are hard facts that indicate that beer market in Ethiopia has been growing and the breweries are also making profits from their operations. Good instances are that Meta Beer factory and Harrar Beer that has undertaken substantial expansion projects (Robel, 2013).

There are five breweries in Ethiopia namely BGI Group (Societe des Brassiere et Glaciers International), Dashen, Harrar, Meta and Bedele Factories. Harar Brewery Produces Stout beer named Hakim Stout and also Harrar Soft, a nonalcoholic beer intended for the predominantly Muslim population of the area. Because of its proximity to Addis Ababa, 75%- 80% St. George Brewery is draft beer and uses kegs and barrels in addition to St. George beer, BGI Produces Bati and Castel, which was initially intended to export market (Robel, 2013). In addition beers brand name in Ethiopia are Meta , Bedele, Dashen, Jano, Habesha, Harrar ,Walia Raya, St. George Beer , St. George Amber, Zebidar Beer, Heineken, Castel, Hakim Stout, Garden Bräu Ebony and Garden Bräu Blondy.

1.3 Statement of the problem

From empirical literature reviews of previous studies have shown that to increase the beer sales volume discussed about customer brand preferences and selectively see with only selective advertising factors focused in business organizations, instead it is no longer focus on different advertising factors and instead of doing in city or country wise. Considering this trend, this study discusses and focuses on varieties of advertising factors that is focused in Addis Ababa city to examine the effect of beer sales volume within beer industry.

In addition, globally researches have been made on various previous studies focused on different advertising factors that affect sale volume performance according to the characteristics of their Owen customer. For instance, Yang et al. (2007) used one factor which is social reference group and some others used two factors such as Singh et al.(2012) used that celebrity endorsement and type of advertising media, Adeole et al.(2005) used that types of advertising media and Age of consumers, as the two factors for the study purpose. Furthermore Vivekananthan (2010) used those three factors such as information, communication, and comprehension.

Also, Tendon (2011) used that four factors such as source of awareness (advertising & sales promotion), Age, Gender, and Education. Gezachew (2012) also used that four factors such as features of advertisement, contents of advertising message, types of advertising media and reference group influence. As the above literatures written by different scholars indicates, studies which were conducted on the impact of advertisement on sales volume performance by taking two factors; however, some studies were conducted by taking three and four factors or variables. Each study used that only specific factors; they may not comprise all factors that exactly indicate the impact of advertisement on sale volume performance.

However, the study feature is diverse from developing countries due to the characteristics of government regulation, culture of the business, people attitude and economic growth. Thus, the researcher has taken the above gaps in to account for the study and this study might be differ with above other countries empirical studies due to the above-mentioned reasons. Therefore, it is important to conduct another study in order to understand the key factors that affecting customer's loyalty.

Measuring the effectiveness of advertising has become a hot issue for most companies, especially in the tight economic environment. That makes top management at many companies asking their marketing managers, "How do we know that we're spending the right amount on advertising?" and "what return are we getting on our advertising investment?" (kotler& Armstrong, 2013).

To sum up, as far as the researcher knowledge, the previous studies doesn't include the four advertising factors like advertising media, message, source and receiver factors in a single research paper; but this paper includes. And no significant research for the knowledge of student researchers that informs about the effect of advertisement on sale volume performance within beer industry in case of Addis Ababa City context. Prior studies, like Salelaw et al (2015), Gosa (2016), they didn't mainly concentrate on the effect of advertising on sales performance in beer industry. Hence the research will try to determine and identify the effect of advertising on sale volume performance within beer industry in case of Addis Ababa City.

1.4 Research Questions

This research addresses the following research questions:

1. Dose the type of advertising media has impact on sales volume within beer industry?
2. Can contents of advertising message have an effect on sales volume within beer industry?
3. Does source of advertising have an influence on sale volume within beer industry?
4. Does receiver Variation have an impact on sales volume within beer industry?

1.5 Objective of the Study

1.5.1 General Objective

The general objective of the study is to examine the effect of advertising on sale volume within beer industry in case of Addis Ababa City.

1.5.2 Specific Objectives

- ➢ To identify advertising media factors impact on sales volume.
- ➢ To examine the content of advertising messages influence on sales volume.
- ➢ To examine the source of advertising impact on sales volume.
- ➢ To determine the impact of receiver variation on sales volume.

1.6 Research Hypotheses

Based on the research objectives set above, the following hypotheses were formulated to be tested

H_1: Type of advertising media has positive and statistically significant effect on sales volume.

H_2: Advertising message has positive and statistically significant effect on sales volume.

H_3: Advertising source has positive and statistically significant effect on sales volume.

H_4: Receiver variation has positive and statistically significant effect on sales volume.

1.7 Scope of study

The study focused on effect of advertising on sale volume within beer industry in case of Addis Ababa City particularly in Lideta and kirkos sub city. It will provide a conceptual and theoretical appraisal on advertising and factors which determine sale volume in beer industry in case of Addis Ababa City. The study used four independent variables i.e. Media factor, Message factor, Source factor and Receiver factor as independent variable measurement and sales volume as dependent variable. As the result, these variables could explain the topic properly by referring previous empirical works. Finally the study will collect data through questionnaire; the research will consider the responses to be gained from outlet's owners or/and managers who will be willing and able to give the required information as base of analysis.

1.8 Significance of the study

Many parties will be benefited from the findings that emerged from the results of the study and these are the following organ that will be benefited;

Government: Government might be concerned in knowing which companies operate successfully or failed to take the necessary measures so as to avoid crises of the bankruptcy in these companies.

Investors: Investors could be fascinated in such studies in order to protect their investment, and directing it to the best investment.

Management: Administration could be interested in identifying indicators of success and failure to take the necessary actions to improve the sales performance of the company and choose the right decisions.

Academician: academicians could have a chance to know the advertising role on Beer Company's sales performance which supports students to be familiar with it and find out a solution on their teaching and learning process. Moreover, this research have significant role to play in shading light on how to better understand what variables that have an impact on beer companies of sales performance.

Customers: Customers may possibly involve in knowing the ability of beer companies to provide a better beer product based on the indicators of success of the companies.

Additionally, this study will have a paramount importance in providing a better ground for beer company's sales managers, business professionals, business initiatives and policy makers. Moreover, the research will also contributes an insight point as a stepping stone for further study in the area to future researchers.

1.9 Limitation of the Study

The absence of adequate studies and organized data especially empirical literatures, i.e. both qualitative and quantitative data regarding the study variables which would be useful to lay a more relevant factual base for the study was the major issues that were encountered the study. Besides, Questionnaires were not fully returned and some of the customers were not willing to fill the questionnaires properly and timely.

1.10 Organization of the study

The research paper will be organized in to five chapters. Chapter one is an introduction part where back ground of the study and the Industry, statement of the problem, basic Research equation, objectives of the study, Research Hypotheses, scope of the study, significance and limitation of the study are presented. Chapter two is review of literature in which theories, empirical evidence and conceptual frame work are identified. Chapter three contained research methodology where research design, research approach, population, sampling method, sample size, sources of data, instruments, data analysis technique and model specification were covered. Chapter four will focus on the results and discussion in which the findings results that are interpreted. Finally, Chapter five presents the conclusions, summary of major findings, forwarded recommendations and directions for future researches.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This section presented theoretical and empirical review on factors of advertising on sale volume performance with in beer industry in case of Addis Ababa city. Accordingly, the first part presented theoretical literature about different factors of advertising that affecting sale volume performance with in beer industry and also explained about sale volume theory. The second part discussed about various empirical studies. The gaps in existing literature described in the third part and the conceptual framework depicted in the fourth part along with hypothesis and variable determination.

2.1 Theoretical Review

2.1.1 Definition of advertising

According to Mahindra, (2003) the word advertising originates from a Latin word advertise, which means to turn to. The dictionary meaning of the term is "to give public notice or to announce publicly". Advertising may be defined as the process of buying sponsor-identified media space or time in order to promote a product or an idea. The American Marketing Association, Chicago, has defined advertising as "any form of non-personal presentation or promotion of ideas, goods or services, by an identified sponsor." As stated by Mahindra, (2003), Advertisement is a mass communicating of information intended to persuade buyers to buy products with a view to maximizing a company's profits. The elements of advertising are: it is a mass communication reaching a large group of consumers, it makes mass production possible, it is non-personal communication, for it is not delivered by an actual person, nor is it addressed to a specific person, it is a commercial communication because it is used to help assure the advertiser of a long business life with profitable sales, advertising can be economical, for it reaches large groups of people. This keeps the cost per message low, the communication is speedy, permitting an advertiser to speak to millions of buyers in a matter of a few hours and advertising is identified communication. The advertiser signs his name to his advertisement for the purpose of publicizing his identity.

2.1.2   Concept of Advertising

Advertising is a non-personal paid form where ideas, concepts, products or services, and information, are promoted through media (visual, verbal, and text) by an identified sponsor to persuade or influence behavior. The non-personal component means that advertising involves mass media (e.g., TV, radio, magazines, newspapers) that can transmit a message to large groups of individuals, often at the same time and there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising) (Kotler & Keller, 2012). Advertising is best-known and most widely discuss form of promotion and a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers (Niazi1et al, 2012).

Advertising is an unavoidable component of our everyday lives. No matter where we are, advertising is with us- educating us, enticing us to buy new products and services, begging us to stop activity such us drug use, and persuade us to support some worthy cause or political candidate. Marketers use advertising for its cost-effectiveness with large audience. It has been established that customers are more likely to consider buying and using certain brand of what they can remember the brand name and something about its attributes or benefits (Kotler and Armstrong, 2003; Belch & Belch 2009).

According to Wijaya (2012) a modern definition of advertising includes other important factors, such as media, audience, and goals. Advertising was defined in the journal as a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) and provide information about product (goods, service, and ideas). This definition has five basic factors: is usually paid by the advertiser, the sponsor is identified, generally reaches a broad audience of potential consumers, seeks to inform and also persuade or influence consumers, and the message is conveyed through many different kinds of mass media and also now interactive types of media.

According to Kotler and Keller (2012) Advertising is Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor via print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, videodisk, CD-ROM, Web page), and display media (billboards, signs, posters).

2.1.3 Origin and development of advertising

It has been wrongly assumed that the advertising function is of recent origin. Evidences suggest that the Romans practiced advertising; but the earliest indication of its use in this country dates back to the middle Ages, when the use of the surname indicated a man's occupation. The next stage in the evolution of advertising was the use of signs as a visual expression of the trade's man's function and a means of locating the source of goods. This method is still in common use. The seller in primitive times relied upon his loud voice to attract attention and inform consumers of the availability of his services. If there were many competitors, he relied upon his own personal magnetism to attract attention to his merchandise. Often it became necessary for him to resort to persuasion to pinpoint the advantages of his products. Thus, the seller was doing the complete promotion job himself. Development of retail stores, made the traders to be more concerned about attracting business. Informing customers of the availability of supplies was highly important. Some types of outside promotion were necessary. Signs on stores and in prominent places around the city and notices in printed matters were sometimes used (Mahindra, 2003).

When customers were finally attracted to the store and satisfied with the service at least once, they were still subjected to competitive influences; therefore, the merchant's signs and advertisements reminded customers of the continuing availability of his services. Sometimes traders would talk to present and former customers in the streets, or join social organizations in order to have continuing contacts with present and potential customers. As the markets grew larger and the number of customers increased, the importance of attracting them also grew. Increasing reliance was placed on advertising methods of informing about the availability of the products. These advertising methods were more economical in reaching large numbers of consumers. While these advertising methods were useful for informing and reminding and reminding, they could not do the whole promotional job. They were used only to reach each consumer personally. The merchant still used personal persuasion once the customers were attracted to his store (Mahindra, 2003).

The invention of hand press increased the potentialities of advertising. By Shakespeare's times, posters had made their appearance, and assumed the function of fostering demand for existing products. Another important event was the emergence of the pamphlet as an advertising medium. The early examples of these pamphlets disclose their sponsorship by companies want to generate goodwill for their activities. The low cost of posters and handbills encouraged a number of publishers to experiment with other methods (Mahindra, 2003).

2.1.4   Importance of Advertising

According to Agrawal (2012), advertising is stated as is a relatively low-cost method of conveying selling messages to numerous prospective customers; it can secure leads for salesmen and middlemen by convincing readers to request more information and by identifying outlets handling the product. Advertising has become increasingly important to business enterprises both large and small and important factor in the campaigns to achieve such societal-oriented objectives.

Advertisement do have various objectives these include need recognition, identifying buyers, brand building, evaluations of alternatives , exposure, awareness, attitude change, profit, decision to purchase, and customer retention. Advertising plays a vital role in marketing consumers' purchasing decision. Some of them are, to introduce new product: one of the roles of advertising is to inform consumers about the existence of a new product in the market i.e. creation of awareness (David et al., 2009).

Advertising not only informs us about products, it also provides us with free television and radio programmers' because money advertisers spend for commercial time pays for production costs. Advertising also covers the major costs of producing newspapers and magazines. Newspapers, magazines and radio are especially attractive to local advertisers. However, television offers many advantages to a national advertiser but it's expensive. But few media besides television allow advertisers to reach so many people with such impact. Marketers must choose which media and which programs can be used to reach the audience and what they desire. Different kinds of advertising are used by various organizations to reach different market targets (Philip, 2005).

Young (2005) stated that in an effort to improve managing and gain audience attention, advertisers create branding moment that will resonate with target markets, and motivate audiences to purchase the advertised product or service, advertisers copy test their advertisement before releasing them to the public.

Major categories of advertisement used by various organizations include the following: Retail advertising: Advertising to consumers by various retail stores such as supermarkets and small stores. Trade advertising: Advertising to wholesalers and retailers by manufacturers to encourage them to carry their products. Industrial advertising: Advertising from manufacturer to other manufacturers knows as "business-to-business" advertising. Institutional advertising: Advertising designed to create an attractive image for an organization, rather for a product.

Product advertising: Advertising for a good or service to create interest among consumers, commercial and industrial buyers. Advocacy advertising: Advertising that supports a particular view on an issue (e.g. an ad in support of fake food and drug control). Such advertising is also known as cause advertising. Comparison advertising: Advertising that comprises competitive products. Interactive advertising: Customer- oriented communication that enables customers to choose the information they receive, such as interactive video catalogs that allows customers select items to view. Online advertising: Advertising messages that are available by computer when customers want to receive them.

2.1.5 Purpose of advertising

Advertising plays a vital role in marketing consumers' purchasing decision and promotion to particular. Most consumers have the erroneous impression that promotion is synonymous with advertising and vice-versa. The partnership between producers and consumers through advertisement is solely aimed at achieving certain mutually beneficial objectives. There are;

To introduce new product: One of the roles of advertising is to inform consumers about the existence of a new product in the market i.e. creation of awareness. Persuade customers to buy: Advertising helps in arousing the customer's interest and by so doing persuades them to buy the product (Adekoya, 2011).

As described by Adekoya (2011), creation of demand: Advertising stimulates demand by constantly reminding potential consumers about the availability of the product in the market. To change consumer belief: Advertisement is a very good instrument that can be used to change consumer mindset about a product or service. Hence, help to tap into their buying power and influence their thoughts. To create brand loyalty: The demand of the consumers can be maintained by constantly arousing their interest on a particular product and this will ultimately create brand loyalty. Develop large market: Advertising create large market segment which leads to the development of larger market. To promote the image of the firm: Advertising builds a corporate image for a company.

2.1.6 Advertising Media

There are many advertising medias such as newspapers (local, national, and free trade), magazine and journals, television (Local, national, Terrestrial, Satellite) cinema, outdoor advertising (Such as posters, Billboards bus sides) (Armstrong and Kotler, 2003)

2.1.7 Print Media Advertising

Newspaper, Magazine, Brochures, and Fliers, the print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. The print media must be able to attract large numbers of readers or a very specialized audience to be of interest to advertisers. Magazines and newspapers have been advertising media for more than two centuries; for many years, they were the only major media available to advertisers. With the growth of the broadcast media, particularly television, reading habits declined. More consumers turned to TV viewing not only as their primary source of entertainment but also for news and information. But despite the competition from the broadcast media, newspapers and magazines have remained important media vehicles to both consumers and advertisers (Biruktawit, 2017).

2.1.8 Outdoor advertising

It has probably existed since the days of cave dwellers. Both the Egyptians and the Greeks used it as early as 5,000 years ago. Outdoor is certainly one of the more pervasive communication forms, particularly if you live in an urban or suburban area (Belch & Belch, 2003).

Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshows organized by the company. The billboard advertising is very popular; it however has to be really terse and catchy in order to grab the attention of the passersby. The kiosks not only provide an easy outlet for the company products but also make for an effective advertising tool to promote the company's products. Organizing several events or sponsoring those makes for an excellent advertising opportunity (Omcreddy, 2010).

The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field. For instance, a company that manufactures sports utilities can sponsor a sports tournament to advertise its products (Omcreddy, 2010).

2.1.9 Broadcast Advertising

Television, radio and the internet, broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often

depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel on which the advertisement is going to be broadcasted. The radio might have lost its charm owing to the new age media; however the radio remains the choice of small-scale advertisers. The radio jingles have been very popular advertising media and have a large impact on the audience, which is evident in the fact that many people still remember and enjoy the popular radio jingles (Merugu, 2009).

Television Advertising: According to Keller (2008), Television is generally acknowledged as the most powerful advertising medium as it allows for sight, Sound and motion and reaches a broad spectrum of consumers. The wide reach of TV advertising translates to low cost per exposure.

Radio Advertising: Radio advertising is available on national network and on local markets. Radio advertising specifically has been considered important in the following regards namely cheapness, penetration, transmission times, human voice and that it does not enforce serious attention (Jefkins and Yadin 2000). Thus radio advertising is cost effective as it appeals to the mass market which results in cost economics. The ability to reach multitudes of targeted audience makes this broad cast method economic and above all its application of the human voice has given it leverage over other passive and static media for advertising which include print, outdoor and other form of direct mail advertising.

O'Guinn, Allen and Semenik (2000) argue that radio advertising has the greatest reach and frequency as it can reach customers in their homes, vehicles, offices and even when they are outside their homes. They also realized that beyond its being cheap this broadcast method has a high degree of audience selectivity which may be based on geography, demography and other socio-economic classification parameters. So as one type of advertising radio advertising has also impact on brand preference.

Internet Advertising
The Internet is used by online and offline companies to promote products or services. Paid search placements, also known as cost-per-click advertising, is where you bid a certain amount to present your link and text message to users of search engines like Google and Yahoo. Benefits of internet advertising are; relatively cost effective; advertising can target specific types of viewers by positioning an ad banner on related web sites. Messages can be timely because editing the content is often easy and instantaneous (Bergh et al., 1999).

2.1.10 Lottery Advertising

Celebrities are people who enjoy public recognition by a large share of a certain group of people. Whereas attributes like attractiveness, extraordinary lifestyle or special skills are just examples and specific common characteristics that are observed and celebrities generally differ from the social norm and enjoy a high degree of public awareness. As companies invest large sums of money in celebrity endorsement contracts, any celebrity endorsement relationship must contribute to larger marketing strategies (Erdogan and Kitchen, 2008).

Accordingly, campaigns involving celebrities are believed to bring more positive results if they are properly integrated than traditional non-integrated campaigns (Bertrand and Todd, 2002; Rogers, 1997).

According to a celebrity endorser is "any individual who uses his or her public recognition on behalf of a consumer good by appearing with it in an advertisement" (McCracken, 2001). Accordingly, it has been confirmed by scholars and marketers that celebrity endorsement is a very effective marketing tool, as celebrities have considerable influence on consumers' attitudes and purchase intentions (Hsu et al., 2002).

2.1.11 Sales

According to stein (2006) it is believed that the right sales approach consists of sales training that supports a company's sales methodology and related processes. Designing or adopting sales methodology is critical, without this methodology in place; training is a tactical attempt to a larger problem. The selling methodology must be developed based on the company's unique situation in their market, their customers , how the customers buy ,the complexity and price levels of the products and services the company offers ,competitive pressures , reporting requirements ,the participation partners and the skill level of their current sales people.

In the past years some organizations have found that their sales process are becoming more challenging while the performance of some of their sales professional who were past stars are deteriorated. Selling complex products and services, versus selling commodities has always been more difficult and sales professionals must have different skill sets (Lungazo, 2011).

Most companies recognize that the world and their buyers buying processes probably have changed forever. But some companies have not recognized the need to make change in their sales force. In dealing with falling or declining sales, it is advisable to invest in some short term training to upgrade the skills of sales and customer service staff. If you cannot afford to fire experience, train the staff you can afford. This is an investment you cannot afford to miss. Find training that produces results tailored to get to your situation. It can be seminars or distance learning that does not require time away from the property or the job (verret, 2004).

According to Hardesty (2006), sales training programs encompass a variety of necessary components, things like company policies, sales paper work, customer relationship management, sales force automation orientation, sales processes, company services, sales skill training and product features and benefits. Further urges that, even when companies do decide that sales training is a step in the right direction, they do not always proceed forward for the right reasons in the right order, or in a way that results in them, driving more sales revenue companies have learned how to employ sales training as a strategic tool.

Those that are leaders in the industry, offering their stake holders maximum return on their input are able to quickly adapt to changing market conditions. ,are respected by their customers ,and provide rock solid ,consistent sale performance .the sales people that work for those companies are motivated ,stay at their jobs longer and are proud to help in recruiting their friends who have been successful selling for other companies. This therefore leads to improved sales performance (Hardesty, 2006).

Sales in business terms are the actual sales in money values, a company receives after necessary collections are made from different sales channels of the original total production put on the market. It is sales that stimulate production in a company and consequently profits which are affected by various factors some of which are controllable like quality and others are uncontrollable like competition and general price changes (Lungazo, 2011)

2.1.12 Sales performance

Sales performance is an integrated frame work that enables organizations to plan and model sales strategies and ensure timely execution of sales initiatives while ensuring both front line sales people and decisions-markers have visibility into performance . Sales performance represents the next generation of best practices for sales (Michael D, 2006).

Sales performance also refers to the total amount of firm's output sold to the market especially on monthly or annually basis .this is affected by many factors including customer relationship, marketing management of the firm and sales force skills and motivation and even the pricing of the goods and services (Amanda, 2002).

Sales revenue is the total amount of money that the firm gets from the sale of all its goods and services in a given period of time. This is usually six months or a year if a firm produced only one product or service, the sales revenue will be the price of the product multiplied by the number of products sold. In the case of more than one product or service the revenue from each needs to be added together. The figure for sales revenue in profit and loss account does not necessarily mean that the firm has received all the money because although they may have sold that quantity of the product, they may still be owed some of the money as debtors. Sales performance refers to consistent and satisfactory turnover of goods and services produced and put on the market by an organization or company. It is the sole economic goal of companies to have as much goods sold on the market. This facilitates the rate of goods turn over and consequently revenue and increased production (Baker, 2001).

2.1.13 Sales process

A sales process is a systematic approach involving a series of steps that enables a sales force to close more deals, increase margins and make more sales through referrals. Actively using and desire to become willing to implement a sales process could lead to more sales. Normally a sales process involves the following key steps; prospecting qualifying , proposal /presentation, handling objections ,closing sale and follow-up for repeat business –referrals (Dvora ,2008).

2.1.14 Effective sales process

An effective sales process has elasticity to accommodate extraordinary situations. Is your company prepared to meet a certain spike in demand for their products or services? Effective sales processes stand the rigors of changing times and market conditions and produce the best possible results in most circumstances. Companies have to be flexible and change with the changing environment and different consumer needs so as to be able to offer consumers what they need, when they need it. An effective sales process produces sales results with unerring precision as a manufacturing unit produces finished products, it should therefore be evaluated to gauge performance of both the staff and organization. Thus considers constant monitoring and supervision of organizational activities.

A sales process can be viewed as an integrated method where man power refers to the sales force, the product or service is the raw material, strategy refers to sales plans and methods, and technology refers to the latest communication and sales technologies (Lungazo, 2011).

2.1.15 Outcomes of sales processes

The outcome of a sales process can be explained by a series of steps that are systematic and not haphazard. Random acts produce random and uncertain results. In sales, random acts can be used occasionally, but systematic and well defined best practices can assure predictable results. The steps include; predictable out comes, repeatable activities, and tangible results. Predictable outcomes are desired and predictable through a series of action that could lead to more sales and higher margins. Respectable activities are the ones that have to be done over again by any sales person within the organization. Tangible results are the outcomes that can be measured and compared. Relevancy for others that is a good sales process may be cloned to suit other organizations and they may emulate a successful sales process model. A group of companies may apply a particularly productive sales process to all or some of its divisions (vakratsas et al., 1999).

2.1.16 The outcome of the selling process

Identifying and qualifying ;leads to take in to account only those prospects that truly have the potential to buy according to their importance , to assign the right resources to each of them .successful sales people spend more time with their top revenue producing accounts. This implies that the customer with the uniqueness of the product /service and your company, talk about the need of the customer and develop customized value proportions to solve their business use , convince the customer that your company is the one that can take care of the need and non can do it better than you. States that profitability of a business is the justification of good performance and says that, profits of a business are the end results of operations and an indicator of good performance. Therefore, profit is a basic yardstick with which the success of the business can be measured. It is a reward for enterprise innovation and taking risks (Griffith, 2001).

The sole reason for setting up a business is creation of customer, not profit .profit is as a result of coincidence during business operations. contends that business do not carry on their activities solely with an eye of achieving the highest possible profits but business have placed a high value on the growth of sales and willing to accept lower profits in order to gain the stability provided by large sales (Hampton, 2001).

2.1.17 Relationship between advertising and sales performance

The essence of advertising is to increase sales revenue hence improving sales performance. Advertising combines with a host of other influences to determine what contribution advertising makes to the buyer's purchase decision. The retailer john Wanamaker is said to have remarked that he knew that only half of his advertising was effective but he was unable to know which half it was. It is through advertising or other forms of promotion that brands in different market segments can effectively tell people in the market that a product is intended specially for them. (David et al, 2008).

The significance of advertising is to let customers know that an established brand is still around and it has certain characteristics, uses and benefits. Effective advertising can increase sales of advertisers products, and by so doing increase their profits. Advertising provides consumers and other prospects with information about different products that are available to them. This enables consumers to compare and choose between the products and encourages competition. Competition encourages companies to be more price and quality conscious so as to retain customers and clients. The decision to advertise implies a decision to compete in a new and aggressive way with in the market. This means the provider will no longer rely too solely upon personal sales man ship to gain distribution. Instead he implies his readiness to and intention of speaking directly to consumers in abroad countries. The decision to advertise also helps the marketer to expand his share in the market. Advertisement helps in development and expansion of the market and the consumer acceptance of the product (Cambridge international college training manual, 2000).

Dunn 1968 points out that the market needs and conditions are changing; therefore there is need for creativity in selling. This will show the company what to produce so as to satisfy the needs of the users. When companies produce such a commodity and they advertise, there is an automatic high response in consumption. It found out that advertising has a greater potential of building awareness of people hence obtaining a high preference in the market share because a big percentage of the population has one or more of the mass medium such as radios and television. This fact introduces the advertised company to many people (Lungazo, 2011).

Pride F et al (2001) observes that advertising often stimulates demand thus stimulating sales. For advertising to have a direct relationship with sales revenue, the entire market mix must be viewed by the customer as the right one. He states that companies advertise in order to compete in a new

and aggressive way with in the marker, to increase their market share through increased customer, utilize the low-cost way of teaching customers to create marketing approaches.

Jefikins (2004) has stated that in a competitive society there is not only competition between rival advertisers but choice between their rival products and services. Also people forget very easily and therefore the biggest advertiser in the world will get bankrupt very easily if he stopped advertising. And also, he recognizes that many scholars have heard different views on the effect of advertising on sales performance. However, most of them agree that effective advertising will eventually increase revenue. Companies advertise to create familiarity with or of a product, which helps to create confidence in it. If a product is simply made available, it is important to inform people of its existence.

When there is adequate awareness through advertising, high patronage will be achieved which will result to an increase in sales volume, productivity and profit level of organizations. Sales volume is the core interest of every organization and is based on sales and profit. When volume goes up profits rises and management in organizations is made easier. However, poor product communication to the final consumers could give competitors an edge in terms of loyalty to brands, sales volume and high market share. Advertising campaign cannot be solely responsible for recorded increase in its sales after campaign. However, advertising gives the knowledge about the product and creates the idea in minds of prospective consumers about it. Advertising influences consumer buying behavior and has a significant effect on sales turn over (Abah et al., 2015).

2.2 Empirical Review

The study has reviewed various empirical studies that are related with the effect of advertising on sale volume performance within beer industry in case of Addis Ababa city by incorporating various empirical studies conducted in developed countries, emerging market countries and African countries.

2.2.1 Cross Country Study
U.S.A

As per Julie (2004), study conduct on alcohol promotion and the marketing industry which is prepared for Association to Reduce Alcohol Promotion in Ontario, the analysis describes the critical elements of the marketing mix, and makes a clear distinction between advertising and

marketing. Advertising is an important part of the marketing mix; however, there are several other tactics and tools employed by marketers in the industry to influence consumer behavior and to build strong brands. The paper reviews current trends in the alcoholic beverages industry generally, drawing specifically on some examples from the global beer industry. In the fight to increase market share, marketers will alter their marketing strategies in response to industry trends, seeking synergies that may exist between sponsorship and promotion. The paper also discusses the use of bottle labels for marketing alcohol products as an example of the overlap of product and promotion. This leads into a discussion of the relationship between advertising and packaging and how they are used to encourage selection of certain brands over others. Advertising trends, such as sexually explicit content and low-carb and health conscious media messages are also addressed. These are variables in the marketing mix.

The last section discusses the current guidelines concerning marketing and promotions and the position taken by various public health groups such as ARAPO (Association to Reduce Alcohol Promotion in Ontario) in response to the current trends and tactics used in alcohol marketing and promotion with specific attention to recommendations to regulators (Julie, 2004).

Pennsylvania

According to Jon (2004), studied on beer advertising and marketing update; beer advertising is a topic that has frequently attracted the attention of industrial organization economists. This update reviews major events, data trends, and research for each of three issues: (1) the importance of advertising and product differentiation for structural change in the brewing industry; (2) the manner and extent to which brewers can strategically alter market shares using advertising; and (3) the social costs of beer advertising and marketing, including advertising bans, targeting of underage youth, and recent changes in the three-tier system of alcohol distribution. Major legal decisions pertaining to commercial speech and other regulations also are discussed.

India

Sneha (2015) conducted on Causality Relationship between Advertising Expenditure and Sales: A Study of Indian Service Sector, Advertising plays a major role in marketing for the companies. The conventional approach suggests that advertising by the company helps in increasing the sales. This article investigates the relationship between advertising expenditure and sales with reference

to Indian service sector. It is analyzing the long-run and short-run properties of the sales–advertising expenditure relationship for 106 companies. Data from year 2000 to 2012 have been used. Augmented Dickey–Fuller test (ADF), Engle–Granger two-step co-integration, Granger causality test and the vector error correction model (VECM) have been used to test the relationship. The results of the five groups based on the size of the companies showed varied results. The companies in the first and second quintiles were analyzed using error correction models since the variables were found to be co-integrated. For the companies in the third, fourth and fifth quintile, the variables were not co-integrated, and these were analyzed using VAR. The causality between sales and advertising expenditure was tested using Granger causality test. The results show that the relationship between advertising expenditure and sales varied with the size of the company. The larger companies showed a bidirectional relationship between advertising and sales, whereas in smaller companies a long-run increase in sales led to a decrease in advertising expenditure.

United Kingdom

Erik (2013) studied on advertising and concentration in the brewing industry, the opening of the markets in East Asia and Eastern Europe in the 1990s changed the structure of the beer markets and in the following years a large wave of mergers and acquisitions took place. The paper tracks the development in industry concentrations from 2002 to 2012, discusses some of the main drivers behind this development and points to economies of scale in advertising as a main pay-off from mergers and acquisitions. Using firm-level data both from the American market and the world market, the estimations verify significant economies of scale in marketing and distribution costs. Based on information from the annual reports of the eight largest breweries, the estimation proved a reduction in these costs of ten percent when doubling the size of the brewing groups.

2.3   Conceptual framework and Hypothesis
2.3.1 Conceptual Framework

Depending on the previously assessed related literatures, the researcher has selected the under explained factors as measurement scales for the study under investigation to determine the effect of advertising on sales volume within beer industry, The following conceptual framework is developed for this study. In developing the conceptual model, the concepts were taken from

39

various conceptual frameworks developed by different researchers. Types of advertising media are adopted from Adeolu (2005), Singh et al.; Michael (2012), and Chandrima (2009). Source of advertising is also adopted from Gezachew (2012) and Yang et al. (2007). Finally, Characteristics of advertising messages is adopted from Vivekananthan (2010), Haghirian and Madlberger (2005) and Ling (2010). The framework shows that the independent variables such as Media factor, Message factor, Source factor and Receiver factor and the dependent variable is sales volume.

Figure 2.1: Conceptual framework of the research
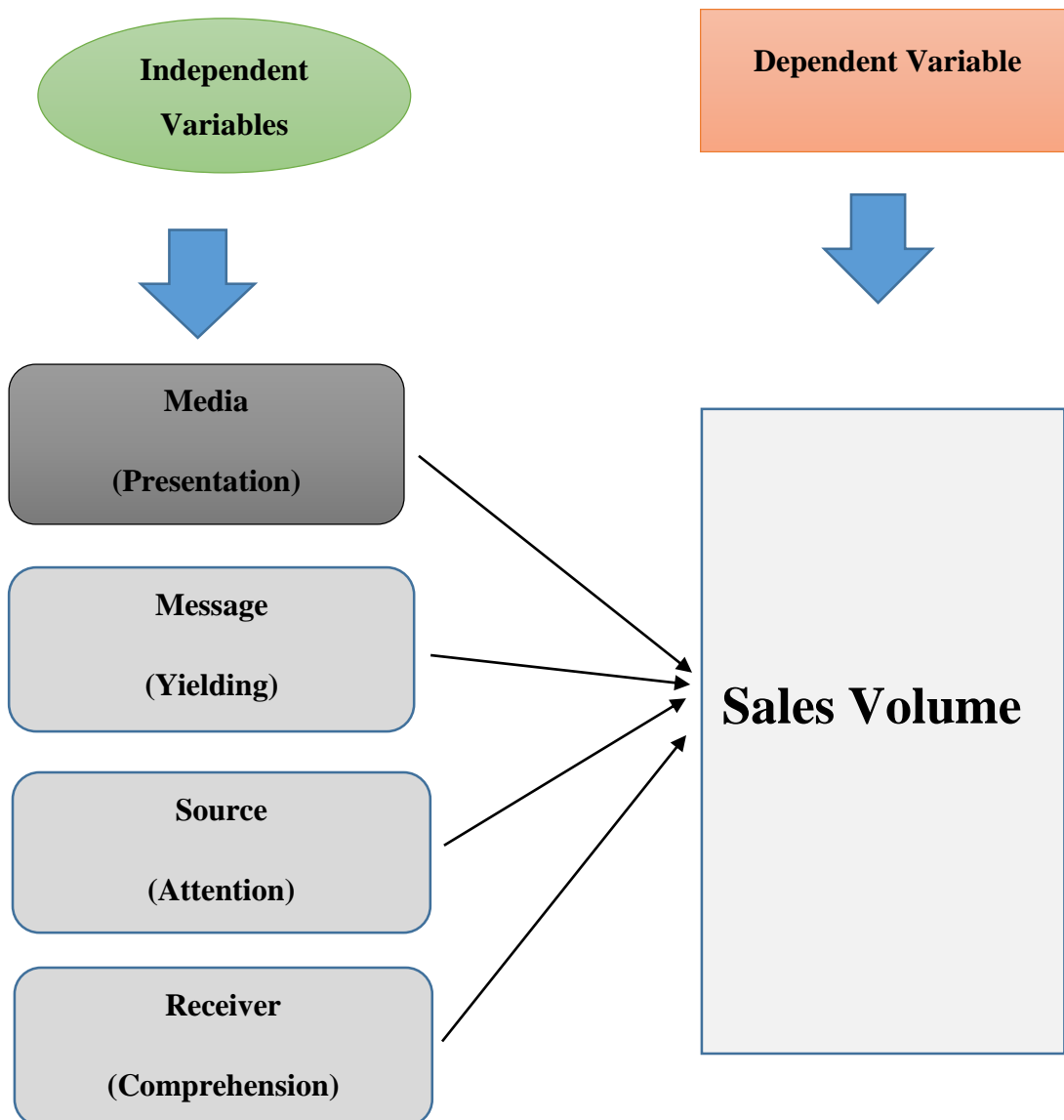
Source: - Compiled by the researcher mainly based on Salelaw et al (2015), Bruktawit (2017) and Abah et al (2015)

2.3.2 Hypothesis and Variable Determination

Advertising Media: Corbetta, P. (2001) stated that advertisement media play a vital role to transfer information to consumers about the existence and benefits of products and services, and to persuade consumers to buy them. Moreover, Kotler et al (2005) claim that advertising media aim at getting target consumers through preferred and acceptable broadcasting. It initiates consumers to either think or react to the product or brand. Advertisements media as well as its structure play a vital role in the process of commercial communication. In line with, Corbetta, P. (2001) discussed that advertisement media has positive impact on sales volume.

H_1: Type of advertising media has positive and statistically significant effect on sales volume.

Advertising message: An average consumer belongs the quality of advertising message content or the attractiveness of the content. The sum of quality and attractive advertising message has a vital role for the overall sales of the product and services. Supporting this view is Engel, Kollart and Blackwell (2001). According to, Corbetta, P. (2001) discussed that advertising message has positive impact on sales volume.

H_2: Advertising message has positive and statistically significant effect on sales volume.

Advertising Source: According to Belk (2004), Source may be defined as those transmitters of an advertisement particular to a time and place of observation which have demonstrable and systematic effects on behavior emotionality of viewer ships. Consumers evaluate advertising on the acceptability of the advertising source trust worthiness. (Vazguez et al, 2002). According to, Amadi et al (2013) discussed that advertising message has positive impact on sales volume.

H_3: Advertising source has positive and statistically significant effect on sales volume.

Advertising Receiver: Bruktawit, A. (2017), argues that advertising watchers and listeners are different in their age, behavior, education, attitude and the likes so that advertising should consider and answer who is the target and what type of advertising will be best for different advertising receivers. Consumers do have the inherent ability to figure out the content of advertising quality. Significantly, products with high targeted have higher satisfaction rates from their consumers. As per Olga (2015) discussed that advertising receiver has positive impact on sales volume.

H_4: Receiver variation has positive and statistically significant effect on sales volume.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter deals with research methodology used to carry out the research. The chapter is organized in eleven sub sections. In its first part there is a research design, then after it presented subsequently about research approach, population, sample and sampling technique, data type, sources and instruments, data analysis, model specification, validity and reliability and ethical consideration will be present.

3.1 Research approach

When conducting a research, there are different ways of approaching the problem. According to Creswell (2009), there are three approaches of research; quantitative, qualitative and mixed. The following discussions briefly presents the basic features of these research approaches. Quantitative research is a means for testing objective theories by examining the relationship among variables (Creswell, 2009). On the other hand, qualitative research approach is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem with intent of developing a theory or pattern inductively (Creswell, 2009). Finally, mixed methods is an approach in which the researchers emphasize the research problem and use all approaches available to understand the problem (Creswell, 2003).

Hence, based on the above discussions of the three research approaches and by considering the research problem and objective, this study has used quantitative research approach. Therefore, to have a better insight and gain a richer understanding about effect of advertising on sales volume within beer industry in case of Addis Ababa City, the quantitative method will be supplemented by the qualitative method of inquiry in which quantitative type of data will be collected through structured questionnaire from the selected outlet owners or/and managers.

3.2 Research design

Cooper, et al. (2003) discussed that explanatory studies unlike descriptive studies, go beyond observing and describing the condition and tries to explain the reasons of the phenomenon. Thus, explanatory research design will be used in this research because the study will undertake to examine the effect of advertising on sales volume performance and identify those factors that significantly influence on sales volume performance in case of beer industry in Addis Ababa which is appropriate for the objective of the study.

3.3 Population of the study

A research population can be defined as a well-defined collection of individual or objects (unit of analysis) which are known to have similar characteristics that the researcher wishes to study. The unit of analysis may be an individual, object, organization, country or any other entity that the researcher wishes to draw scientific inference about (Mark, et al., 2007). Hence, the target populations of the study will be owners or/and managers of beer served outlets those are legally registered in Addis Ababa city. In Addis Ababa there is ten sub cities but, due to time and resource constraint the researcher will have select only two of them namely, kirkose sub city and lideta sub city to be include as target population.

3.4 Sampling design

The research is conducted using both probability and non-probability sampling. Purposive sampling technique, which is non-probability sampling, was used to select the outlets and respondents among Outlet owners and/or outlet Manager respectively. Random sampling technique will be used to select the respondents among the total number of owners or/managers of outlets found from the selected sub cities.

3.5 Sample Size

Determining sample size varies for various types of research designs and there are several approaches in practice. The different strategies to calculate sample size include using census for small population, using a sample size of similar study, using published tables and using formula. A general rule, one can say that the sample must be of an optimum size i.e., it should neither be excessively large nor too small (Kothari, 2004). The target population for this research has an infinite number of owner or/and managers of beer served outlets selected sub city. Thus, a large population's sample size is determined with the help of the following formula (Saunders et.al, 2007):

$$n = \frac{Z^2 PQ}{e^2}$$

Where,

$n=$ is the minimum sample size required

$p=$ is the proportion belonging to the specified category which is 0.5

$q=$ is the proportion not belonging to the specified category which is 0.5

$z=$ is the z value corresponding to the level of confidence required which is 1.96

$e=$ is the desired level of precision which is 0.05.

Thus, the minimum sample size $= \frac{(1.96)^2 \ (0.5) \ (0.5)}{(0.05)^2} = 384$

Therefore, from these 384 outlets or beer sellers like bar, grocery, restaurant… the questionnaires will distribute for 192 from each sub city to the Outlet owners or/and managers (sometimes the owner and manager is one person) will be included.

Many researchers commonly increase the sample size to compensate for no response risk, for persons that researcher is unable to contact. Sampling error is inversely related to the size of the sample i.e., sampling error decreases as the sample size increases and vice-versa (Kothari, 2004).

3.6 Data source and types

Data will be collected from both primary and secondary sources. Primary data is a type of data, which is collected and accumulated specifically for the research project at hand. This will be collected from sources such as questionnaire and interviews. Secondary data involves the collection of information from studies that other researchers have conducted on a given issues or phenomenon (Creswell, 2009). Therefore, to achieve the objectives of this study, primary sources of data will be gathered from 384 outlet owners or/and managers in Addis Ababa selected two sub cities. Based on the research objectives, a five-point Likert-scale questionnaire will be distributed to the selected 384 outlet owners or/and managers.

3.7 Data collection procedures

The researcher will collect primary data from selected respondent using five-point Likert-scale questionnaire and from both sub cities. It is focused on the managers of the outlets, the owners of the outlets or sometimes both the owner and the manager are the same person. It is very simple to get one of in an outlet because of the nature of the business.

3.8 Research Model

The objective of this study is to examine the effect of advertising on sale volume within beer industry in case of Addis Ababa City. Accordingly, to test factors advertising that affecting sale volume within beer industry in case of Addis Ababa City, the researcher will estimate a linear regression model in the following form.

$$SV = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$$

Where,

SV = Sale volume

α = Constant

β = Coefficient of estimate

X_1 = advertising media

X_2 = advertising massage

X_3 = advertising source

X_4 = advertising receivers

ε = the error term

3.9 Data analysis method

The questionnaires distributed, collected, coded and analyzed using the statistical package for social science (SPSS 20). The data are analyzed using both descriptive and inferential statistics. Descriptive analyses include frequency of distribution (to interpret demographic variables of respondents) and mean (to find the mean sores of independent and dependent variables) and inferential analysis will be sued for hypothesis testing that include correlations and regression. In addition, it will be supported by qualitative analysis using unstructured interview.

To examine the relationship between sales volume and independent variables, Pearson correlation will be used. Multiple Regression analysis will be used to test hypotheses and identify significant factors of advertising that influence sales volume of beer industry. Multiple regression analysis will be used to examine the relationship between four independent variables and one dependent variable (sales volume).

3.10 Validity and Reliability

3.10.1 Validity

Validity is concerned with whether the findings are really about what they appear to be about (Sounders et. al., 2003). Validity defined as the extent to which data collection method or methods accurately measure what they were intended to measure (Sounders et. al., 2003). Numbers of different steps are taken to ensure the validity of the study:

- Data will be collected from the reliable sources, from respondents who have experience in using the product of beer and work related with beer product.

- Survey question will be made based on literature review and frame of reference to ensure result validity.

3.10.2 Reliability Test

Reliability is the degree to which the measure of a construct is consistent or dependable (Bhattacherjeend, 2012). Measurement reliability of a scale may be obtained by one of the following methods: test-retest, alternative forms and internal consistency. To measure internal consistence cronbach's alpha is the most widely used measure to assess the reliability. In this study Cronbach's coefficient alpha will be executed. Cronbach's coefficient alpha is an estimator of internal consistency. Alpha coefficient ranges in value from 0 to 1. The higher the score, the more internally reliable the generated scale is. Cronbach's coefficient alpha value over 0.7 is believed to be acceptable reliability coefficient (Pallant, 2005).

Table 3.1 Cronbach Alpha Coefficient for all variable

Cronbach's Alpha[a]	N of Items
.855	5

Source: Own Survey, computed in SPSS, version 20

Table 3.2 Cronbach Alpha Coefficient for each variable

	Pilot Sample	Total Sample
Sales Volume	.082	.728
Advertising Media Factor	.084	.810
Advertising Message Factor	.077	.982
Advertising Source Factor	.092	.831
Advertising Receiver Factor	.082	.809

Source: Own Survey, computed in SPSS, version 20

3.11 Ethical consideration

In order to keep the confidentiality of the data to be given by respondents, the respondent will not be requiring to write their name and assure the anonymity and confidentiality of their response. The purpose of the study will be disclosed in the introductory part of the questionnaire. Furthermore, the researcher did to avoid misleading or deceptive statements in the questionnaire and the questionnaires are handed out up on their consent only.

CHAPTER FOUR

DATA PRESENTATION AND INTERPRETATION

This chapter deals with the results and analysis of the findings and it contains three sections. The first section presented descriptive and correlation analysis on variables of the study; the second section presented fulfillment of the assumptions; the third section laid down the results of regression analysis that constitute the main findings of this study.

The primary focus of the study was on the effect of advertising on sales volume within beer industry in case of Addis Ababa city. Therefore, this chapter presents the analysis of responses that were received via questionnaires distributed to selected 384 outlet's hotel managers and/or owners. The researcher was able to get back three hundred eighty-one (381) out of the 384 questionnaires administered which gives 99.22% response rate. This was done in order to obtain a larger response rate. At the end, all the returned questionnaires were successfully processed for the analysis.

Hence, in this chapter, the data collected from respondents were analyzed and interpreted using quantitative analysis which involves analysis of the demographical information of respondents and the descriptive as well as inferential statistics employed to test the hypothesis and to investigate the influence of independent variables on the dependent variable. A total of 381 questionnaires were personally handed to the respondents with close follow up and guidance in filling the questioners. All respondents completed the questionnaires in suitable form. Several questions were asked related about the effect of advertising on sales volume within beer industry in case of Addis Ababa city.

The basic assumptions are effects of advertising namely advertising media factors, message factors, source factors and receiver factors influence on sales volume. A multiple regression modeling approach was proposed as an effective method for studying the relationships. The result of this multiple regression model is analyzed and discussed in this chapter. The statistical analysis of this study was done by SPSS software, version 20. And the results of the study were shown in descriptive and inferential section. In descriptive section, tables and statistics were including where as in inferential section and the result of multiple liner regression was also analyzed.

4.1 Descriptive statistics

4.1.1. Demographic Profile

The questionnaire included a segment on outlet's owners and/or managers profile, as an assortment of demographic and other factors which likely to influence sales volume within beer industry in case of Addis Ababa city. The demographic profile of the respondents is described in the under table.

Table 4.1: Demographic Profile about owner and/or manager of outlet from selected three hundred eighty-one outlets

GENDER		
	Frequency	Percent
MALE	329	86.4
FEMALE	52	13.6
Total	381	100.0

AGE		
	Frequency	Percent
18-30	62	16.3
31-45	201	52.8
46-60	107	28.1
ABOVE 60	11	2.9
Total	381	100.0

CURRENTEDUCATIONLEVEL		
	Frequency	Percent
PRIMARY	24	6.3
HIGH SCHOOL	156	40.9
DIPLOMA	113	29.7
BA DEGREE	66	17.3
MASTER DEGREE	19	5.0
ABOVEMASTERS DEGREE	3	.8
Total	381	100.0

OCCUPATION

	Frequency	Percent
OUTLET OWNER	121	31.8
OUTLET MANAGER	194	50.9
OWNER AND MANAGER	66	17.3
Total	381	100.0

Source: Own Survey, computed in SPSS, version 20

As shown from the above table the sample customers were mostly in the age group of 18-30 and 31-45 years which covers 69.1% of the total respondents and the gender distribution which covers 86.4% for male and 13.6% for female. The respondents were predominantly high school and diploma holders which cover 40.9% and 29.7% respectively. Coming to the occupation of the respondents, much of the respondents were outlet owner and outlet manager which covers 31.8% and 50.9% respectively from the total sample respondents under consideration.

4.1.2. Best beer advertisement

As described in the following table, majority of respondents select best beer advertisement of Walia beer, Habesha beer, Dashen beer and St. George beer, which covers 29.1%, 28.1%, 16.0% and 15.0% respectively. In contrast, Meta beer and Harrer beer are less consumed than the above listed brands by containing 7.1% and 4.7% correspondingly.

Table 4.2: Best beer advertisement

	Frequency	Percent
ST. George Beer	57	15.0
Walia	111	29.1
Dashen	61	16.0
Meta Premium	27	7.1
Habesha	107	28.1
Harrer	18	4.7
Total	381	100.0

Source: Own Survey, computed in SPSS, version 20

4.1.3. Frequency of how often watch the beer advertising

Further the researcher has also described about the frequency of how often watch the beer advertising from selected beer brands. Most of respondents watch the beer advertisement daily and frequently (more than once a week) as indicated on table 44.1% and 30.7% respectively. However, as specified below 3.9% and 2.4% of few respondents acquired once a month and rarely (once every 2 months) respectively.

Table 4.3: Frequency of how often watch the beer advertising

	Frequency	Percent
DAILY	168	44.1
FREQUENTLY(MORETHAN ONCE A WEEK)	117	30.7
REGULARLY (ONCE PER WEEK)	72	18.9
OCCASIONALLY(ONCE PER MONTH)	15	3.9
RARELY(ONCE EVERY 2 MONTHS)	9	2.4
Total	381	100.0

Source: Own Survey, computed in SPSS, version 20

4.1.4. Which of the following/s available and mostly open in this outlet?

As shown below on table 4.4 sample outlets were mostly available and open television and open television and radio in their outlet which are contained 42.5% and 26.0% respectively. Nevertheless, some of the respondents do not have both television and radio and some have only radio which are contained 8.1% and 23.4% correspondingly.

Table 4.4: Availability and mostly open in this outlet

	Frequency	Percent
TELEVISION	162	42.5
RADIO	89	23.4
BOTH TELEVISION AND RADIO	99	26.0
DON'T HAVE BOTH	31	8.1
Total	381	100.0

Source: Own Survey, computed in SPSS, version 20

4.1.5. Kindly, indicate your experience in the Beer sales

As described in the following table, majority of respondents, which covers 38.6% of the total respondents were experienced six to ten years, 23.9% of respondents have eleven to ten years' of beer sales experience and the least beer sales experience is 7.6% respondents have less than a year familiarity with it. In addition to this, a small number of respondents those who have from one up to five years' experience and over fifteen years' experience were enclose 21.8% and 8.1% respectively.

Table 4.5: Beer sales experience

	Frequency	Percent
LESS THAN A YEAR	29	7.6
1-5 YEARS	83	21.8
6-10 YEARS	147	38.6
11-15 YEARS	91	23.9
OVER 15 YEARS	31	8.1
Total	381	100.0

Source: Own Survey, computed in SPSS, version 20

4.1.6. Your outlet beer sales or customers are mostly to

As illustrated in the following table, 46.7% of the outlet's customers are young peoples. The remaining elders and teen agers are most beer takers from the outlets which cover 29.1% and 24.1% respectively.

Table 4.6: Beer sales or customers are mostly to

	Frequency	Percent
TEEN AGERS	92	24.1
YOUNG PEOPLES	178	46.7
ELDERS	111	29.1
Total	381	100.0

Source: Own Survey, computed in SPSS, version 20

4.1.7. Mean and Standard deviations

Descriptive statistics (mean and standard deviations) of the respondents' scores were computed and analysis has been done by comparing these mean scores and standard deviations among respondents. The reason for using descriptive statistics is to compare the different factors that affect sales volume within beer industry in case of Addis Ababa city by using the means and standard deviations values.

Table 4.7 Mean and Standard deviations

Variables	N	Mean	Std. Deviation
Sales Volume	381	3.5123	0.35300
Advertising Media Factor	381	3.4798	0.33519
Advertising message Factor	381	3.5276	0.33905
Advertising Source Factor	381	3.5623	0.37986
Advertising Receiver Factor	381	3.5533	0.33090

Own Survey, computed in SPSS, version 20

The standard deviation 0.353indicates that there was moderate variability in sales volume in the data. The table also suggests that all sales volume determinant rated as above satisfactory. As far as the mean values are concerned, out of the determinant advertising media factor (mean of 3.47), advertising message factor (mean of 3.52), advertising source factor (mean of 3.56) and advertising receiver factor(mean of 3.55) have relatively major roles on sales volume. As the above table depicted, all explanatory variables play a fundamental role for sales volume in selected three hundred eighty four outlets.

4.2 Correlation Analysis

Pearson correlation test was conducted to know the degree of relationship between the independent variables i.e. advertising media factor, advertising message factor, advertising source factor andadvertising receiver factor, and dependent variable i.e. sales volume. Based on the questionnaires which were filled by the outlet owners and/or managers selected from three hundred eighty four outlets in Addis Ababa, the results of the correlation analysis between these variables are shown in table below.

Table 4.8 Correlation Analysis

		Sales Volume	Advertising Media Factor	Advertising Message Factor	Advertising Source Factor	Advertising Receiver Factor
Sales Volume	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	381				
Advertising Media Factor	Pearson Correlation	.801	1			
	Sig. (2-tailed)	.000				
	N	381	381			
Advertising Message Factor	Pearson Correlation	.802	-.116	1		
	Sig. (2-tailed)	.000	.000			
	N	381	381	381		
Advertising Source Factor	Pearson Correlation	.737	-.308	.206	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	381	381	381	381	
Advertising Receiver Factor	Pearson Correlation	.642	.092	.409	-.080	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	381	381	381	381	381

Source: Own Survey, computed in SPSS, version 20

As the results shown in Table 4.8, the independent variables (advertising media factor, advertising message factor, advertising source factor and advertising receiver factor) are significantly and positively correlated with the dependent variable: (advertising media factor (Pearson Correlation = 0.801, p<.001), advertising message factor (Pearson Correlation = 0.802, p<.005), advertising source factor (Pearson Correlation = 0.737, p<.001), and advertising receiver factor (Pearson Correlation = 0.642, p<.005).

The results of correlation analysis show positively and significantly correlated with the dependent variable i.e. sales volume at 99 percent confidence level (P<0.01).

The finding on table 4.8 above further indicates that the highest significant relationship is found between advertising message factor and sales volume (Pearson Correlation = .802, p < 0.05), however the lowest statistically significant relationship is found between advertising receiver factor and sales volume (Pearson Correlation = .642, P < 0.05).

4.3 Inferential Analysis

Like the descriptive statistical methods, i.e. demographic and other related factors, the scale typed questionnaire has been entered to the SPSS software version 20 and inferential statistics methods such as: simple correlation and multiple regression methods has been employed to test the hypothesis.

4.3.1. ANOVA Test

Table 4.9 ANOVA

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	203.666	4	39.167	201.341	.000[b]
1	**Residual**	66.686	376	.124		
	Total	247.352	380			

Source: Own Survey, computed in SPSS, version 20

The significant level in ANOVA table shows that the combination of variables significantly predicts the dependent variable. ANOVA that tests whether the model is significantly better at predicting the outcome than using the mean as a best guess; specifically, the F-ratio represents the ratio of the improvements in prediction that results from fitting the model, relative to the inaccuracy that still exists in the model.

For these data, F is 201.341, which is significant at $p<0.001$. This result tells us there is less than 0.1% chance that an F-ratio is larger would happen by chance alone. Therefore, it can be said that the regression model results in significantly better prediction of sales volume.

4.3.2. Assumptions Testing in Multiple Regressions

The basic assumptions should be satisfied in order to maintain data validity and robustness of the regressed result of the research under the multiple regression models. Hence, this study has conducted the assumption tests such as, multi-Collinearity, linearity, homoscedasticity and normality.

55

Multi Collinearity

Multi Collinearity is checked using correlations between the variables in the model. Independent variables show at least some relationship with dependent variable (above 0.9 preferably). In this case all of the scales (advertising media factor, advertising message factor, advertising source factor and advertising receiver factor) with sales volume correlate substantially (0.997, 0.993, 0.998, and 0.996) respectively. It can be seen from the table these requirements are validated and there is no issue of Multi Collinearity.

Collinearity diagnostics on the variables as part of the multiple regression procedure is done using tolerance and variance inflation factor (VIF). Tolerance is an indicator of how much of the variability of the specified independent is not explained by the other independent variables in the model. If this value is very small (less than 0.10), it indicates that the multiple correlation with other variables is high, suggesting the possibility of multi Collinearity (Pallant, 2010) furthermore, the other value given is the VIF, which is just the inverse of the tolerance value (1 divided by tolerance). According to Pallant (2010), VIF values above 10 would be a concern, indicating multi Collinearity.

Table 4.10 Collinearity Diagnosis

Model	Collinearity Statistics	
	Tolerance	**VIF**
(Constant)		
Advertising Media Factor	.997	1.003
Advertising Message Factor	.993	1.008
Advertising Source Factor	.998	1.002
Advertising Receiver Factor	.996	1.004

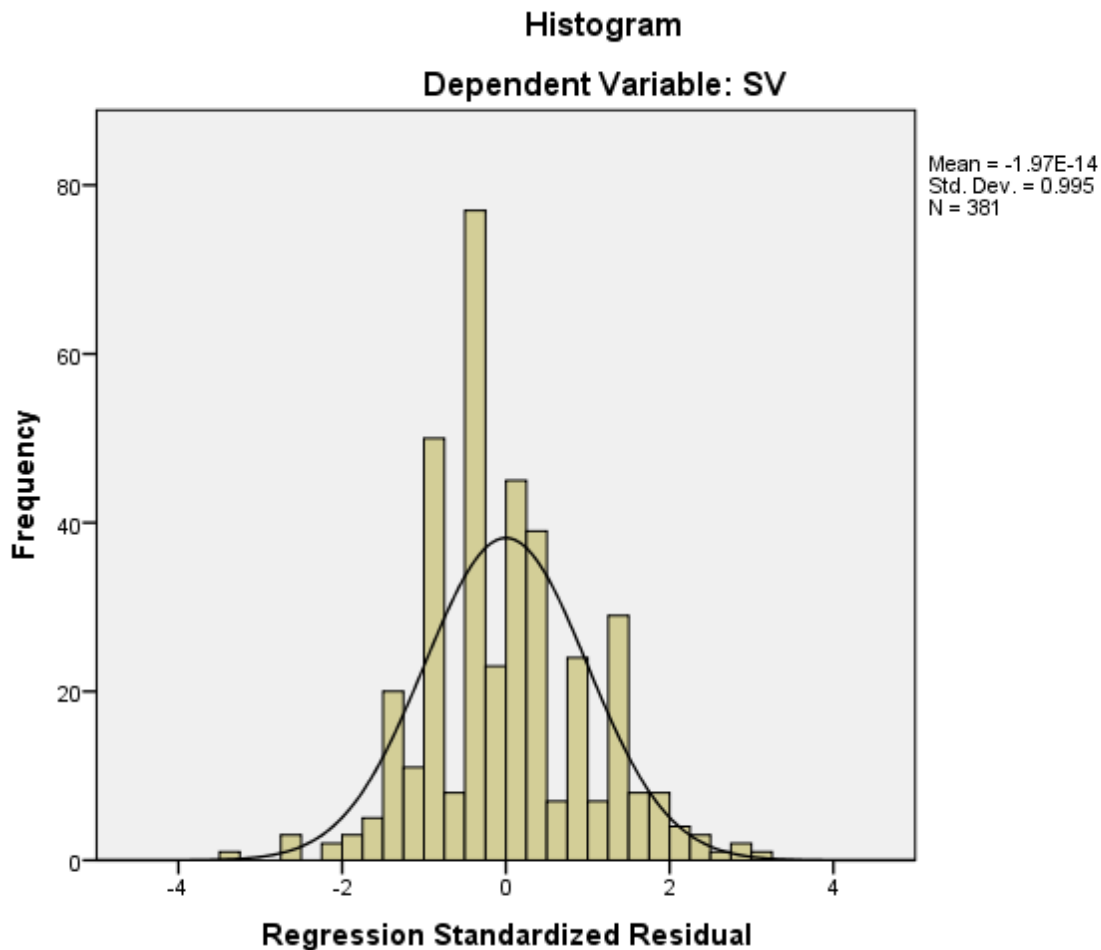*Source: Own Survey, computed in SPSS, version 20*

The result shows that the tolerance value for each independent variable is (0.997, 0.993, 0.998, and 0.996) respectively which are not less than 0.10; therefore, multi Collinearity assumption is not violated. This is also supported by the VIF value, which is 1.003, 1.008, 1.002 and 1.004 which is well below the cut-off 10 as shown in the coefficient table.

Normality, linearity of residuals: one of the ways that these assumptions can be checked is by inspecting the residuals scatter plot and the normal probability plots of the regression standardized residuals that were requested as part of the analysis. These are presented in normal P-P Plots of regression standardized residuals graph. In normal probability plots the points will lie in reasonably straight diagonal line from bottom left to top right. This would suggest no major deviations from normality. The finding from normal P-Plot reveals no violation of normality assumptions.

Test of Normality

The study used both methods of assessing normality; graphically using Normal Probability Plot (P-P) graph and using Skewness and Kurtosis numerically. Figure 4.1depictedthat the scores are normally distributed.

Figure 4.1: Frequency Distribution of Standardized Residual

Source: Own Survey, computed in SPSS, version 20

Test of linearity

In the Normal Probability Plot it will be hoped that points will lieina reasonably straight diagonal line from bottom left to top right. This would suggest nomaj or deviations from normality. The study applied Normal P-P Plot of regression Standardized Residual (See Figure 4.2) to test linearity. Since the points were symmetrically distributed around a diagonal line, linearity pattern was observed. Hence, the straight line relationship between the residuals and the predicted dependent variable scores depicted that linearity was achieved.

Figure 4.2: Normal Point Plot of Standardized Residual
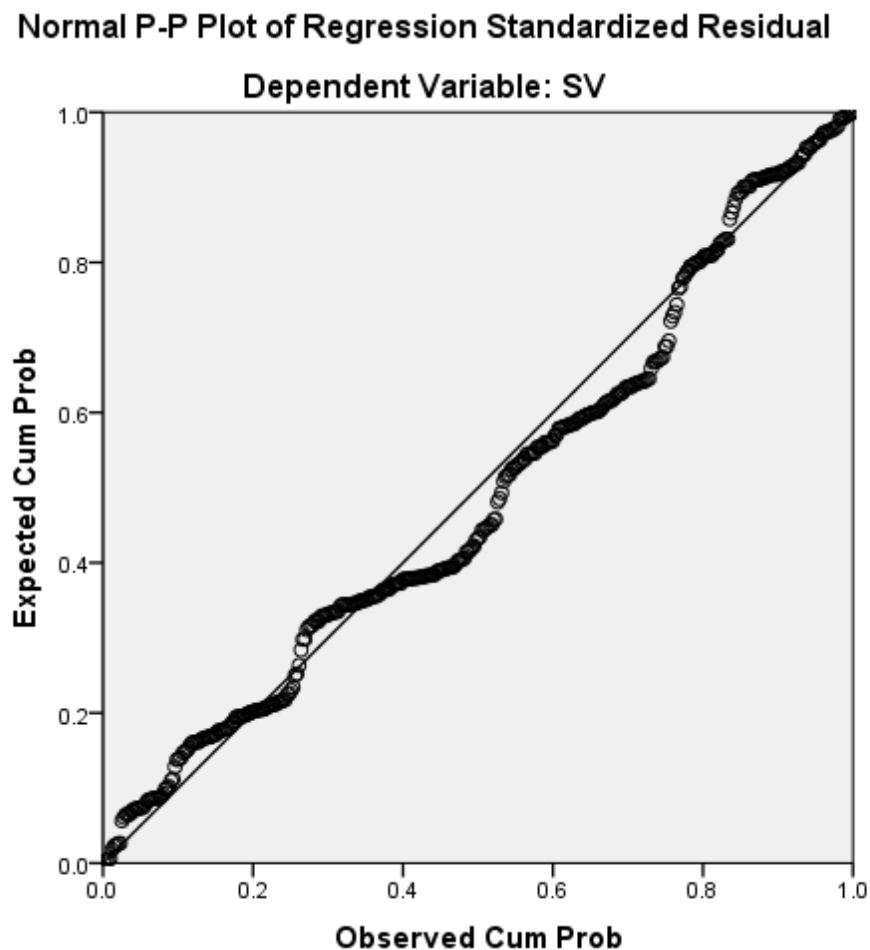
Source: Own Survey, computed in SPSS, version 20

Kurtosis and Skewness

As Field (2009) and Garson (2012) noted, many statistical procedures assumed that the sampling distribution is normally distributed and so, if the sample data are approximately normal then the sampling distribution will be also. In this regard, it is useful to test for normality of the sample data. Therefore, it was checked for the data to see if they are normally distributed through quantify aspects of a distribution (i.e. skewness and kurtosis) and presented as follows.

Table 4.11 Kurtosis and skewness

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Advertising Media Factor	381	.242	.125	.429	.249
Advertising Media Factor	381	.180	.125	-.167	.249
Advertising Media Factor	381	.270	.125	.558	.249
Advertising Media Factor	381	.237	.125	-.637	.249
Sales Volume	381	.212	.125	-.356	.249

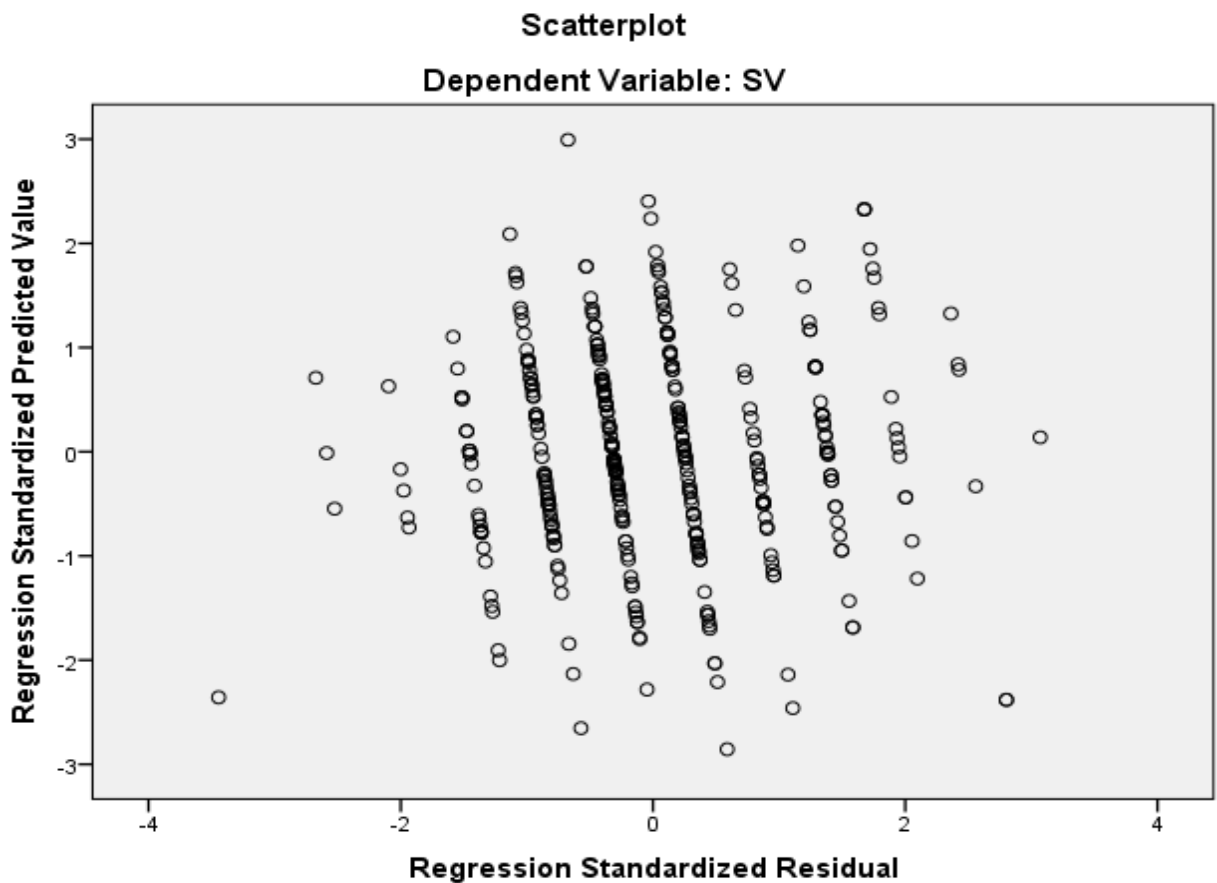*Source: Own Survey, computed in SPSS, version 20*

According to Garson (2012), as a rule of thumb, for normality skew should be within the +2 to -2 range, when the data are normally distributed. Some statisticians also prescribe +1 to -1 as a more stringent criterion when normality is critical. In this regard, as shown in the above table, the skew value is perfectly fit within the limit and ranges between 0.180 and 0.270. Thus, in this research, is said to be normally distributed.

Furthermore, as Garson (2012) suggests, kurtosis should be within the +2 to -2 range when the data are normally distributed, while some statisticians prescribe +1 to -1 as a more stringent criterion when normality is critical. Taking both options in to consideration, when we look at table 4.11, the kurtosis value is perfectly fit within the limit and ranges between 0.558 and -0.637. Therefore, it can be explained that, abnormality of the data distribution cannot be a problem for this study.

Homoscedasticity

Homoscedasticity is the extent to which the data values for the dependent and independent variables have equal variances, as Saunders, et al. (2009) noted. Based on the explanation by Field (2009), at each level of the predictor variables, the variance of the residual terms should be Constant which means the residuals at each level of the predictors should have the same variance, therefore checking for this assumption is helpful for the goodness of the regression model. Field (2009) suggested that it should plot the standardized residuals, or errors (ZRESID) on the Y axis and the standardized predicted values of the dependent variable based on the model (ZPRED) on the X axis to get the homoscedacticity result.

Figure 4.3: Scatter Plot of Standardized Residual

Source: Own Survey, computed in SPSS, version 20

According to Garson (2012), homoscedasticity help as to check for the relationship under investigation is the same for the entire range of the dependent variable and lack of homoscedasticity is shown by higher errors (residuals) for some portions of the range, which can be seen on the scatter plot. In this regard, as Field (2009) describes, the graph of *ZRESID and *ZPRED should look like a random array of dots evenly dispersed around zero, if the assumption of homoscedasticity has to be met. Likewise, as shown in the above figure, the points are randomly and evenly dispersed throughout the plot and there are no obvious outliers on this cloud of dots which are spaced around zero. Therefore, it can be concluded that the assumptions of random errors and homoscedasticity have been met.

4.3.3. Multiple Regressions Analysis

Regression model was applied to test how far determinants have effect on the sales volume. Coefficient of determination R^2 is the measure of proportion of the variance of dependent variables about its mean that is explained by the independent or predictor variables. It is conducted to investigate the effect of independent variable on the dependent variable and identify the relative significant influence; i.e. Independent variable (advertising media factor, advertising message factor, advertising source factor and advertising receiver factor) to the dependent variable; i.e. sales volume in beer industry in case of Addis Ababa city. Higher value of R^2 represents greater explanatory power of the regression equation. The proposed hypotheses were tested using multiple regression analysis. The results of the regression analysis are depicted in the following table.

Table 4.12 Regression coefficient analysis of the model

Model	Un-standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.834	.375		10.219	.000
Advertising Media Factor	.046	.054	.043	1.845	.009
Advertising Message Factor	.061	.054	.058	1.135	.017
Advertising Source Factor	.071	.048	.077	1.496	.006
Advertising Receiver Factor	.057	.055	.053	1.041	.028

Source: Own Survey, computed in SPSS, version 20

H₁: Advertising media factor has positive and statistically significant effect on sales volume.

The result of multiple regression analysis of the above table clearly indicates that an advertising media factor has significant influence on sales volume ($p<0.01$). Besides, the value of beta in advertising media factor ($\beta=.043$) shows the positive effect of on sales volume. This implies that a one unit increase in advertising media factor results in 0.043 unit increase in sales volume in beer industry. Thus, the above proposed hypothesis is accepted.

H₂: Advertising message factor has positive and statistically significant effect on sales volume.

The result of multiple regression analysis of the above table clearly indicates that in advertising message factor has significant influence on sales volume ($p<0.05$). Besides, the value of beta in advertising message factor ($\beta=.058$) shows the positive effect of on sales volume. This implies that a one unit increase in advertising message factor, a 0.058 unit increase in sales volume in beer industry. Thus, the above proposed hypothesis is accepted.

H₃: Advertising source factor has positive and statistically significant effect on sales volume.

The result of multiple regression analysis of the above table clearly indicates that in advertising source factor has significant influence on sales volume ($p<0.01$). Besides, the value of beta in advertising source factor ($\beta=.077$) shows the positive effect of on sales volume. This implies that a one unit increase in advertising source factor, 0.077 unit increase in sales volume in beer industry. Thus, the above proposed hypothesis is accepted.

H₄: Advertising receiver factor has positive and statistically significant effect on sales volume.

The result of multiple regression analysis of the above table clearly indicates that in advertising receiver factor has significant influence on sales volume ($p<0.05$). Besides, the value of beta in advertising receiver factor($\beta=.053$) shows the positive effect of on sales volume. This implies that a one unit increase in advertising receiver factor, a0.053 unit increase in sales volume in beer industry. Thus, the above proposed hypothesis is accepted.

Table 4.13 Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.719	.714	.754	.35237	.714	201.341	4	376	.000	1.827

Source: Own Survey, computed in SPSS, version 20

Overall, the given table revealed that all independent variables accounted for about 71.4% of the contribution for sales volume (adjusted R^2 = 0.704). Thus, 75.4% of the variation in sales volume can be explained by four determinant and other factors may limit contribution of those determinant to the sales volume which accounts for about 24.6%, as shown in the table. From the above finding the study can develop the following regression model

$SV = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$

$SV = 0.834 + 0.043 X_1 + 0.058 X_2 + 0.077 X_3 + 0.053 X_4 + \varepsilon$

Where,

SV = Sales Volume

α = Constant

β = Coefficient of estimate

X_1 = Advertising Media Factor

X_2 = Advertising Message Factor

X_3 = Advertising Source Factor

X_4 = Advertising Receiver Factor

ε = the error term

4.4 Discussion of Findings

Advertising Media Factor

According to the regression result of advertising media factor has a positive relationship with sales volume of beer industry in Addis Ababa city by a coefficient estimate of 0.043. This means that holding other independent variables constant and when one percent increases in advertising media, consequently it improves sales volume by 4.3% and the p value of advertising influences 0.009 reveals that it is statistically significant at 1% level of significance. Accordingly, the result supports the working hypothesis that advertising media has positive and statistically significant effect on sales volume. Thus, this outcome is consistent with prior study of Engel, Kollart and Blackwell (2001) and Amadi et al (2013). That point out the positive significant effect of advertising on sales volume in beer industry.

Hence, the possible reason is associated with informing consumers about the existence and benefits of products and services through best selected media, used to persuade consumers to buy them and it increases the sales volume. Moreover, it has an aim at attaining target sales volume to either by increasing customers or react the sales person to the product or brand. As a method of achieving sales volume goals, advertisement media as well as its structure and acceptability play a vital role in the process of commercial communication. Thus, due to this reason it has positive and statistically significant effect on sales volume.

Advertising Message Factor

According to the regression result of advertising message factor has a positive relationship with sales volume of beer industry in Addis Ababa city by a coefficient estimate of 0.058. This means that holding other independent variables constant and when one percent increases in advertising message, consequently it improves sales volume by 5.8% and the p value of advertising message is 0.017 reveals that it is statistically significant at 5% level of significance. Accordingly, the result supports the working hypothesis that advertising message factor has positive and statistically significant effect on sales volume. Thus, this outcome is consistent with prior study of Engel, Kollart and Blackwell (2001) and Amadi et al (2013) that point out the positive significant effect of advertising message on sales volume in beer industry.

Hence, the possible reason is associated with prominent/attractive advertising message endorsing customers, and the use of quality message to the customer obviously increase the attracting of their attention and understanding the product and the brand perfectly. Advertisement message also a best tool to beer sales and marketers and advertiser make substantial use of potential advertising message to influence consumers brand preference that increases the beer sales volume. As the result, it has positive and statistically significant effect on beer sales volume.

Advertising Source factor

According to the regression result of advertising source factor has a positive relationship with sales volume of beer industry in Addis Ababa city by a coefficient estimate of 0.077. This means that holding other independent variables constant and when one percent increases in advertising source, consequently it improves customer loyalty by 7.7% and the p value of consumer's situational variation is 0.006 reveals that it is statistically significant at 5% level of significance.

Accordingly, the result supports the working hypothesis that advertising source factor has positive and statistically significant effect on sales volume. Thus, this outcome is consistent with prior study of Vazguez et al (2002) and Amadi et al (2013) that point out the positive significant effect of advertising source on sales volume in beer industry.

Hence, the possible reason is associated with advertising source change the customer attention to the brand positively when it properly selected and manage according to the environment in which the consumers exist. A valuable source may be defined as those exists particular to a time and place of attracting positive observation which have demonstrable and systematic effects on behavior and consumers evaluate the brand through it. Hence, it has positive and statistically significant effect on sales volume.

Advertising Receiver factor

According to the regression result of advertising receiver factor has a positive relationship with sales volume of beer industry in Addis Ababa city by a coefficient estimate of 0.053. This means that holding other independent variables constant and when one percent increases in advertising receiver, consequently it improves sales volume by 5.3% and the p value of product quality is 0.028 reveals that it is statistically significant at 1% level of significance. Accordingly, the result supports the working hypothesis that advertising receiver factor has positive and statistically

significant effect on sales volume. Thus, this outcome is consistent with prior study of Kotler and Armstrong (2007) and Olga (2015) that point out the positive significant effect of advertising receiver factor on sales volume in beer industry.

Hence, the possible reason is associated with, advertising receiver should be parallel to the aired advertising that easily understand and increase the customer's perception. Viewers or listeners have higher satisfaction rates when the advertising is to them than compared to poor plan advertising to all. So that based on selecting best advertising to the targeted customer increases the beer sales volume of the outlet. Thus, due to this reason it has positive and statistically significant effect on sales volume.

Generally, the overall result is depicted in the following table.

Table 4.14 Summary of the overall outcome of the research hypotheses

Hypothesis	*Result*	*Reason*
H1: Advertising media factor has positive and statistically significant effect on sales volume.	**Accepted**	**$\beta=0.043$, p<0.01**
H2: Advertising message factor has positive and statistically significant impact on sales volume.	**Accepted**	**$\beta=0.058$, p<0.05**
H3: Advertising source factor has positive and statistically significant effect on sales volume.	**Accepted**	**$\beta=-0.077$, p<0.01**
H4: Advertising receiver factor has positive and statistically significant effect on sales volume.	**Accepted**	**$\beta=0.053$,** p<0.05

Source: Own Survey, computed in SPSS, version 20

To summarize, all hypothesis developed based on the research objective and the conceptual framework, were tested. Moreover, aiming in validating the hypothesis testing, several assumptions were checked. Accordingly, the hypotheses were tested through appropriate statistical procedures and the results obtained from the statistical analysis are said to be successful in achieving the desired objective and in answering the research questions.

CHAPTER FIVE

SUMMARY, CONCULSION AND RECOMMENDATION

The preceding chapter presented the results and discussion, while this chapter deals with summary, conclusion and recommendations based on the findings of the study. Accordingly, this chapter is organized into three subsections.

5.1 Summary of findings

The research general objective was to examine the effect of Advertising on sales volume within beer industry in case of Addis Ababa city. The study used three hundred eighty-four samples of outlets and distributed questioners for three hundred eighty-four respondents. Out of these; three hundred eighty-one (381) were only properly filled and respond for the study. In line with this, it carried out by constructing a regression model using SPSS through testing relevant assumptions that were adopted from primary sources of data to have well-built quantitative analysis.

The advertiser's goal is to increase sales volume of the goods or services by drawing people's attention to the company and showing them in a favorable light. The mission of advertiser is to reach prospective customers and influence their awareness, attitudes and prefer their brand that is used to increase the sales volume of the company. Most companies spend a lot of money to advertising to increase sales volume by keep individuals (markets) interested in their attractive and interested beer advertising. To increase in their sales volume, they need to understand the effect of media factor, message factor, source factor and the viewers and listeners properly and giving more attention and time before preparing and aired though different medias.

The overall result obtained from the regression model indicates that the advertising media factor, message factor, source factor and receiver factor have positive and significant impact on sales volume. The dependent variable is sales volume and independent variables are advertising media factor, message factor, source factor and receiver factor in order to attain the objective of the study.

5.2 Conclusions

The study specifically examines the effect of advertising on sales volume within beer industry in case of Addis Ababa city.

➢ The result indicates positive and significant association between advertising media and sales volume which implies that an increase in advertising media inevitably lead to enhance sales volume by attracting more potential beer consumers watching and listening comfortably. The correct and right advertising media is easy to listeners and viewership to attract and understand about the existence and benefits of the beer products and services; it facilitates to easily capture beer consumers to buy and to increase sales volume too.

➢ Advertising message has also positive and significant association with sales volume. This implies that a quality advertising message, definitely lead to an increase in sales volume by transferring the perfect and important message. It refers that best advertising message that is focused on the quality, benefits, important, funny and have jungles and music of the products attract more consumers and that increases the sales volume.

➢ Advertising source has positive and significant effect on sales volume. This implies that using attractive, educated, celebrity, and the like advertising expertise increase the attention and trustworthiness of the advertising. Source, certainly lead to go up in sales volume. It refers that being like him or her in the minds of beer consumers and used the same product which is used by the advertising sources. So, the advertising source quality affects the sales volume also.

➢ The result indicates positive and significant association between advertising receivers and sales volume which implies that the satisfaction of advertising receivers definitely leads to enhance sales volume caused by high quality perceptions have higher satisfaction rates compared un fit advertising to the potential customers. So, focusing on the target beer customer can influence positively the sales volume.

In general, advertising media factor, message factor, source factor and receiver factor have positive and significant association with sales volume.

5.3 Recommendation

The findings of the study showed that the advertising media factor, message factor, source factor and receiver factor are significant drivers of sales volume. Hence, focusing and taking the necessary action on these variables could improve the probability containing the effect on sales volume. Based on the findings which are obtained from regression and questionnaires, the researcher has drawn the following recommendations.

➢ An advertising media factor has a positive and significant effect on sales volume, so that the beer industries have to advertise in the correct and best advertising media to transfer the need through advertising. Selecting an acceptable media from different types of Medias is mandatory to get the attention of consumers that bring a better sales volume. It facilitates the communication of consumers easily because of they are accept it.

➢ The analysis indicated that message factor has positive and significant effect on sales volume. The beer industries have to find and consult professional advertising message writers to express easy, understandable, content full, to the point and communicative message to their customers for the reward of getting a better sales volume to their beer company.

➢ The finding explained that advertising source factor has positive and significant effect on sales volume. Consequently, the beer industries have to focus on the proper source which is educated, knowledgeable, attractive and trustworthy celebrities which are easily associated with the customer or to the peoples. Selecting best source to the advertising has a positive outcome to the increment of the beer sales volume.

➢ The result disclosed that advertising receiver factor has positive and significant effect on sales volume. Accordingly, the beer industries have to know their target viewers or listeners to meet the target customer attention. Different advertising can focus different receiver that have receiving capacity and style. Finally, it leads to increase the overall beer sales volume.

Therefore, beer industries should effectively consider the above determinants by performing more work on those factors to have a prominent customer who loyal for the brand preference.

5.4 Direction for future research

➢ This study was conducted solely in Addis Ababa and the composition of the sample may not be analogous to the whole outlets in Ethiopia. Therefore; additional studies in different regions of the country are needed to investigate the hypotheses.

➢ Moreover, this study investigates the dimensions of effective advertising that have major effects on sales volume in beer industry. Variables included in the study were not exhaustive and future researches should be carried out to determine the effect of other variables which are not identified in the present study but affect sales volume regarding beer industry.

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Appendix

Appendix-A - An English Questionnaire for outlet owners or/and managers

Addis Ababa University, School of Commerce

Marketing Management - Post Graduate Program

Dear Respondent,

This questionnaire is designed to carry out a research on effect of Advertising on sales volume within beer industry in case of Addis Ababa city and its main purposes are: to find the effect of Advertising on sales volume within beer industry in case of Addis Ababa city and as partial fulfillment of the requirements for the degree of Marketing Management.

The data will be used only for academic purpose and your response is not forwarded to other 3rdparty and it is kept confidential, please answer each question with no fear of consequence. No need of writing your name

I thank you in advance for your cooperation.

Please feel free to contact me @ any time for further clarification if any!

Getye Mekonnen

Tell: +251911652278

Email: getyeok@yahoo.com

If you have any question regarding the questionnaire please contact me using the above-mentioned address.

Part I

Background Information

Please put (✔) mark in front of your choice box that express yourself

1. Gender: ☐ Male ☐ Female

2. Age: ☐ 18-30 ☐ 31-45 ☐ 46-60 ☐ Above 60

3. Current education level:

☐ Primary School ☐ High school ☐ Diploma ☐ BA degree

☐ Master Degree ☐ above Master

4. Occupation:

☐ Outlet Owner ☐ Outlet Manager ☐ Outlet Owner and Manager

5. Please select the best beer advertisement that most increase your beer sales.

ST. George Beer advertising ☐   Castle beer advertising ☐

Walia beer advertising ☐   Zebidar beer advertising ☐

Dashen beer advertising ☐   Harrer beer advertising ☐

Meta Premium beer advertising ☐   Raya beer advertising ☐

Bedele beer advertising ☐   Balageru beer advertising ☐

Habesha beer advertising ☐   Jano beer advertising ☐

6. How often you watch the beer advertising

| | Rarely (once every 2 months) | | occasionally (once per month) |

| | Regularly (once per week) | | frequently (more than once a week) |

| | Daily |

7. Which of the following/s available and mostly open in this outlet?

| | Television |

| | Radio |

| | Both Television and Radio |

| | Don't have both |

8. Kindly, indicate your experience in the Beer sales.

| | Less than a year | | 1 - 5 years |

| | 6 – 10 years | | 11 - 15 years |

| | Over 15 year |

9. Your outlet beer sales or customers are mostly to:

| | Teen-agers | | Young peoples |

| | Elders |

Part Two –Outlet Owner/Managers Opinion on their beer Sales experience

Please put (✔) mark for response of your responses about the questions provided.

No	Parameters(Determinant of Advertising)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
1. Sales Volume						
1.1	This outlet's beer sales volume is affected by advertising by increasing the number of beer customers.					
1.2	Advertising influence this outlet's sales volume by encourage off-season beer sales.					
1.3	This is outlet's beer sales is affected by advertising by motivates my sales people to get squarely behind a beer.					
1.4	This outlet's beer sales volume affected by advertising by encourage large size beer sales.					
1.5	Advertising Increase this outlet's beer sales volume.					
2. *Advertising Media factors*						
2.1	An advertisement aired in radio increases this outlet's beer sales.					
2.2	A media that attracts the viewers and listeners attention affects this outlet's beer sales.					
2.3	An advertisement transmitted in a qualitative media increases the outlet's beer sales.					
2.4	An advertisement transmitted in most accepted media increases this outlet's beer sales.					
2.5	An advertisement aired in television increases this outlet's beer sales volume.					
3. Advertising Message Factors						
3.1	An advertisement message which emphasizes on the quality of the beer affect this outlet's beer sales.					
3.2	An advertisement message which stresses on the benefits of the beer increases this outlet's beer sales.					
3.3	An advertisement message which is funny increase this outlet's beer sales.					
3.4	An advertisement message which uses music and Jingle influence this outlet's beer sales.					

3.5	This outlet's beer sales influenced by easily understood advertising messages.					
3.6	This outlet's beer sales influenced by most important messages.					

4. Advertising Source factors

4.1	This outlet's beer sales influenced by an advertisement endorsed by a beautiful or handsome model.					
4.2	An advertisement endorsed by a trust worthy person increases this outlet's beer sales.					
4.3	This outlet's beer sales affected by an advertisement endorsed by a celebrity.					
4.4	An advertisement endorsed by an expertise influence this outlet's beer sales.					

5. Advertising Receiver Factors

5.1	An advertisement which emphasizes to young people increases this outlet's beer sales.					
5.2	This outlet's beer sales influenced by an advertisement which emphasizes to elder/old people.					
5.3	An advertisement which emphasizes to educated people increases this outlet's beer sales.					
5.4	This outlet's beer sales affected by an advertisement focused to cultural peoples.					
5.5	An advertisement which emphasizes to teen agers increases this outlet's beer sales.					

Thank You!!!

APPENDIX 1B (Amharic Questionnaire)

በአዲስ አበባ ዩኒቨርሲቲ የንግድ ሥራ ትምህርት ቤት የገበያ ጥናት አማራር ትምህርት ክፍል

ውድ የጥናቱ ተሳታፊ

ስሜ ጌትዬ መኮንን ይባላል በአዲስ አበባ ዩኒቨርስቲ የማርኬቲንግ ማናጅመንት የማስትሬት ዲግሪ ተመራቂ ተማሪ ስሆን በአሁኑ ወቅት የመመረቂያ ጹሁፌን በማዘጋጀት ላይ እገኛለሁ። ጥናቱ የሚያተኩረው የቢራ ማስታወቂያ በቢራ ሽያጭ መጠን ላይ ስለለው አስተዋጾ ነው።

ይህ መጠይቅ ሁለት ክፍሎች ያሉት ሲሆን የመጀመሪያው ክፍል ስለ እርሶ አጠቃላይ መረጃ ለመሰብሰብ የሚጠቅም ሲሆን ቀጣዩ ክፍል ደግሞ ስለ ቢራ የሽያጭ መጠን ያሉትን አጠቃላይ ግንዛቤ ለማወቅ ይረዳል። ይህንን መጠይቅ በሙሉ ታማኝነት እንዲሞሉኝ እየጠየኩኝ የሚሰጡኝ መረጃ ከዚህ ጥናት ውጭ ለሌላ ለምንም አገልግሎት እንደማይውል አረጋግጣለሁ። የእርሶ አስተያየት ለዚህ ጥናት መሳካት ከፍተኛ አስተዋጾ እንደሚያደርግ እየገለፅኩ ለሚያደርጉልኝ ትብብር ከልብ አመሰግናለሁ። ለሚኖሮት ማንኛውም ጥያቄ ወይንም አስተያያት በሞባይል ቁጥሬ 0911246768 ወይም በኢሜል አድራሻዬ getyeok@yahoo.co ማግኘት ይችላሉ።

ክፍል አንድ

አጠቃላይ መረጃ

በዚህ ክፍል የሚገኙ ጥያቄዎች ለመመለስ ከታች በተቀመጡት ሳጥኖች ውስጥ ምልክት ያስቀምጡ።

1. ፆታ: ☐ ወንድ ☐ ሴት

2. እድሜ (ዓመት): ☐ 18-30 ☐ 31-45 ☐ 46-60 ☐ ከ60 በላይ

3. የትምህርት ደረጃ:

☐ ከ12ተኛ ክፍል በታች ☐ ሁለተኛ ደረጃ ያጠናቀቀ/ች ☐ የኮሌጅ ዲፕሎም

☐ ዲግሪ ☐ ማስተርስ ☐ ከማስተርስ በላይ

4. የስራ ዘርፍ:

☐ የቢራ መሸጫ ቤት ባለቤት ☐ የቢራ መሸጫ ቤት ሀላፊ

☐ የቢራ መሸጫ ቤት ባለቤት እና ሀላፊ

5. እባኮ የቢራ ሽያጭ መጠን የጨመረሎት ምርጥ የቢራ ማስታወቂያ የትኛው ነው?

ቅዱስ ጊዮርጊስ ቢራ	☐	ካስትል ቢራ	☐
ዋልያ ቢራ	☐	ዘቢዳር ቢራ	☐
ዳሽን ቢራ	☐	ሐረር ቢራ	☐
ሜታ ኘረምየር ቢራ	☐	ራያ ቢራ	☐
በደሌ ቢራ	☐	ባላገሩ ቢራ	☐
ሐበሻ ቢራ	☐	ጃኖ ቢራ	☐

6. የቢራ ማስታወቂያ በየስንት ግዜ ያያሉ ወይም ይሰማሉ

	በሁለት ወር አንድ ግዜ		በወር አንድ ግዜ

	በሳምንት አንድ ግዜ		በሳምንት ከአንድ ግዜ በላይ

	በየቀኑ

7. በዚህ የቢራ መሽጫ ቤት ውስጥ የሚገኝ እና ብዙ ግዜ የሚከፈተው የትኛው ነው

	ቴሌቪዥን		ቴሌቪዥን እና ሬድዮ

	ሬድዮ		ሁለቱም የለም

8. እባኮ የምን ያክል ግዜ የቢራ የመሸጥ ልምድ አሎት?

	ከ 1 ዓመት በታች		ከ1 - 5 ዓመት

	ከ6 – 10 ዓመት		ከ11 - 15 ዓመት

9. ብዙ ቢራ የሚሸጡላቸው ደንበኞች የትኞቹ ናቸው

	ታዳጊዎች		ወጣቶች

	አዛውንቶች

ክፍል ሁለት

ስለ ቢራ የሽያጭ መጠን በተመለከተ ያሉትን አስተያየት የተመለከቱ ጥያቄዎች

ከዚህ በታች የተዘረዘሩት ዐረፍተ ነገሮች እርሶ ስለ ቢራ ሽያጭ መጠን ያሉትን አመለካከት ለመረዳት የተቀመጡ ናቸው። ከእነዚህ አረፍተ ነገሮች ጋር ምን ያክል እንደሚስማሙ ወይም እንደማይስማሙ ከዐረፍተ ነገሮቹ ጎን ከተቀመጡት መለኪያዎች አንዱ ላይ በማክበብ ያሳዩ።

ቁጥር	የሽያጭ መጠን መገለጫዎች	በጣም አልስማማም	አልስማማም	ገለተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
		1	2	3	4	5
1. የሽያጭ መጠን						
1.1	የቢራ ማስታወቂያ የቢራ ደበቾቹን ቁጥር ስለሚጨምርልኝ የቢራ ሽያጭ መጠን ጨምሮል					
1.2	የቢራ ማስታወቂያ በሁሉም ወቅት የቢራ ሽያጭ እዲጨምር ስለ ሚያደርግ የሽያጭ መጠን ይጨምራል።					
1.3	የቢራ ሽያጭ ሰራተኞች በቢራ ማስታወቂያ ስለሚበረታ የበራ ሽያጭ መጠኑ ጨምሮል					
1.4	የቢራ ማስታወቂያ ብዙ ቢራ እዲሸጥ ስለሚያደርግ የሽያጭ መጠኑም ከፍተኛ ያደርጋል					
1.5	የቢራ ማስታወቂያ የቢራ መሸጫ ቤቴን የቢራ ሽያጭ መጠን ጨምሮልኛል					
2. የመገናኛ ብዙሀን ተጽኖ						
2.1	በሬድዮ የሚነገር የሬድዮ ማስታወቂያ የቢራ ሽያጭ ጨምሮልኛል					
2.2	አድማጮና ተመልካችን የሚስብ መገናኛ ብዙሀን የቢራ ሽያጭ መጠኑን ጨምሮልኛል					
2.3	ጥራት ባለው የመገናኛ ብዙሀን ሚተላለፉ የቢራ ማስታወቂያዎች የቢራ ሽያጭ መጠኑን ጨምሮል					
2.4	ተመራጭ በሆነ የመገናኛ ብዙሀን የሚተላለፉ የቢራ ማስታወቂያ የቢራ ሽያጭ መጠኑን ጨምሮልኛል።					
2.5	በቴሌቪዥን የሚነገር የቢራ ማስታወቂያ የቢራ ሽያጭ ጨምሮልኛል					

3.የማስታወቂያ መልክት ተፅእኖ

3.1	የቢራ ጥራት ላይ ያተኮረ የቢራ ማስታወቂያ መልክት የቢራ ሽያጭ መጠኔን ጨምሮልኛል።					
3.2	የቢራ ጥቅም ላይ ያተኮረ የቢራ ማስታወቂያ መልክት የቢራ ሽያጭ መጠኔን ጨምሮልኛል።።።					
3.3	አዝናኝና አስቂኝ የቢራ ማስታወቂያ መልክት የቢራ ሽያጭ መጠኔን ጨምሮልኛል።።					
3.4	በሙዚቃ የታጀበ የቢራ ማስታወቂያ መልክት የቢራ ሽያጭ መጠኔን ጨምሮልኛል።					
3.5	ያልተወሳሰበ እና ቀለል ያለ የቢራ ማስታወቂያ መልክት የቢራ ሽያጭ መጠኔን ጨምሮልኛል።					
3.6	ጤቃሚ መረጃዎችን የያዘ የቢራ ማስታወቂያ መልክት የቢራ ሽያጭ መጠኔን ጨምሮልኛል።					

4. የማስታወቂያ ምንጭ ተፅእኖ

4.1	በቆንጆ ሴት እና ወንድ ሞዴል የሚሰሩ የቢራ ማስታወቂያዎች የቢራ ሽያጭ መጠኔን ጨምረዋል።					
4.2	በሚታመኑ የማስታወቂያ ባለሙያዎች የሚሰሩ የቢራ ማስታወቂያዎች የቢራ ሽያጭ መጠኔን ጨምረዋል።					
4.3	በዝነኛና ታዋቂ የማስታወቂያ ባለሙያ የሚሰሩ የቢራ ማስታወቂያዎች የቢራ ሽያጭ መጠኔን ጨምረዋል።					
4.4	እውቀት ባላቸው የማስታወቂያ ባለሙያ የሚሰሩ የቢራ ማስታወቂያዎች የቢራ ሽያጭ መጠኔን ጨምረዋል።					

5. የማስታወቂያ ተመልካችና ኢድማጭ ተፅእኖ

5.1	ወጣቶች ላይ የሚያተኩር የቢራ ማስታወቂያዎች የቢራ ሽያጭ መጠኑን ጨምሮታል::					
5.2	አዘውንቶች ላይ የሚያተኩር የቢራ ማስታወቂያዎች የቢራ ሽያጭ መጠኑን ጨምሮታል::					
5.3	ለተማረው ህብረተሰብ የተዘጋጀ የቢራ ማስታወቂያ የቢራ ሽያጭ መጠኑን ጨምሮታል::					
5.4	በህላዊ ለሆነው ህብረተሰብ ላይ የሚያተኩር የቢራ ማስታወቂያዎች የቢራ ሽያጭ መጠኑን ጨምሮታል::					
5.5	በታዳጊዎች ላይ የሚያተኩር የቢራ ማስታወቂያዎች የቢራ ሽያጭ መጠኑን ጨምሮታል::					

ውድ ጊዜዎትን ሰውተው ይህንን መጠይቅ ስለ ሞሉልኝ እና ስለ ትብብርዎት በጣም አመሰግናለሁ::