Addis Ababa University

College of Business and Economics

The Influence of Promotional Tools on Brand Image: The case of Habesha Breweries S.C.

By

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June, 2018

Addis Ababa, Ethiopia

Addis Ababa University

College of Business and Economics

Department of Management

Graduate Program

The Influence of Promotional Tools on Brand Image: The case of Habesha Breweries S.C

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Department Chair person's Name   **Signature**   **Date**

Statement of Certification

This is to certify that BerhanTayeMekonnen has carried out her research work on the topic entitled '**The Influence of Promotional Tools on Brand Image: The case of Habesha Breweries S.C.**'. The work is original in nature and is suitable for submission for the award of Masters Degree in Business Administration.

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Advisor's Name   **Signature**   **Date**

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ABSRACT

The research paper presents the influence of promotional tools on brand image of Habesha Breweries s.co. It assesses HabeshaBreweries' promotional elements influence on brand image. The study is conducted in Addis Ababa. It is assessed by conducting survey questionnaires to Habesha beer target consumers who were selected usingcluster and convenience sampling. A sample size of 400 customers' data of Habesha beer was collected and the data was analyzed by using liner regression. This study investigated the effects of promotional tools on brand image. The promotional tools such as advertising, sponsorship and non-monetary promotion have been conceptualized to investigate the factors which can be effective for brand image. A computer program which is commonly called statistical package for social science (SPSS) was used to process the collected data. The output of linear regression model identified statistically significant positive effects amongst drivers of brand image. The results showed that advertising, sponsorship, and non-monetarypromotion of the promotional tools of Habesha beer significantly influence the brand image of Habesha breweries s.c.Therefore, it is recommended that marketers and brand managers of the company should focus their efforts on these significant factors influencing the brand image. Moreover further investments on advertisingin designing their marketing strategies in order to be proficient and build a strong brand image in the long term.

KEY WORDS: Brand-image, Promotional tools, Advertising, Sponsorship, Non-monetary promotion

Chapter one:

1. Introduction

This chapter comprises the study on the influence of promotional tools on brand image in Habesha breweries S.C. Furthermore, the statement of the problem, basic research questions, objective of the study, definition of terms, significance of the study, scope of the study, limitation of the study and the organization on the study are discussed.

1.1. Background of the Study

Marketing mix is the set of controllable tactical marketing tools- product, price, place and promotion- that a firm blends to produce the response it wants in the target market (Kotler and Armstrong, 2010).

Promotion includes all the activities marketers undertake to inform consumers about their products and to encourage potential customers to buy products(Solomon, Hughes, Chitty, Fripp, andStuart, 2009).Promotion has been defined as the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea (Belch & Belch, 2003).

Brand image, an essential element in marketing research, is defined as "perceptions about a brand as reflected by the brand associations held in consumer's memory" (Keller, 1998). A positive brand image is created by marketing programs that link strong, favorable and unique associations to the brand in memory (Keller, 2004). According to Narayanan and Manchanda (2010), communication plays an important role in building brand image.Specialized tools of marketing integrated communications (promotion elements) the main quintuple elements of communication activities in promotion mix framework are: advertising, personal selling, promotions, public relations, direct marketing (Kotler&Foroozande, 2001).Optimal combination of these promotional mix elements ensures a company to build up a positive brand image in customer's mind. This optimal combination is known as Integrated Marketing communication.

Integrated marketing communications are the "Voice" of the brand and are means by which it can establish a dialogue and build relationships with customers (Keller, 2004).For any business company, achieving a high integrated market communication have a positive effect on its Brand image.

With growing economy, Ethiopia is having a huge consumer market in recent years. Among many antecedents consumption of beverage is one of them, there is a dramatic replacement of traditional beverages for beer. As a result, Ethiopian beer market is highly growing. However, there is also a fierce competition among the beer companies.In this research paperHabesha breweries S.Cowillbe seen from the perspective of promotional tools and its influence on brand image. The HabeshaBrewery S.Co uses the following promotional tools: advertising, sponsorship and non-monetarypromotion. Habesha breweries have one product line. Thus, the effect of each promotional tool on the brand image of Habesha beer is investigated on this paper. Therefore, the aim of this study is to examine the influence of promotional tools on brand image the case of Habesha Breweries S. C.

The study is the case of Habesha Breweries. Habesha Breweries was established by 8,000 Ethiopian shareholders including traditional associations like *equbs*, *idirs* and Ethiopians in the Diaspora who contributed 4,000 birr to 5 million birr. Habesha built its beer manufacturing plant in DebreBirhan city, 120km north of Addis Ababa, which has a production capacity of 650,000 hectoliters. The second largest brewery in the Netherlands, Bavaria, holds 40 percent stake on Habesha Breweries. Habesha Beer joined the local market in July 2015, has become a popular beer brand. The beer has five percent alcohol content. Habesha has partnered with EthiopianAirlines and began has begun supplying canned Habesha Beer to EthiopianCatering since July 2016. Canned Habesha beer is now available on Ethiopian Airlines flights. Habesha, has a motto to "Reach and connect", has an ambition to reach Ethiopians in the Diaspora.

1.2. Statement of the Problem

Achieving a sustainable competitive advantage is a main important tool in the business world, creating and building a positive brand image is one of them. An effective promotional strategy is needed to build up a positive brand image. The successful combination of different promotional mix elements has a positive effect on building up a brand image. Different communication options have different strengths and can accomplish different objectives (Keller, 2004).Businesses use Promotion in order to build up positive brand image. The promotional mix of companies is sought to articulate positive results on brand image where their brands are favorable within the minds of target customers.

Though, other studies have confirmed that promotional actions have no negative effect on brand image (Neslin and Shoemaker, 1989; Davis et al., 1992) and sometimes promotional marketing might even be beneficial for the brand (Boulding, lee &Staelin, 1994). Some researchers argue that the effects of promotions may depend on the promotion type or the product category (Montaner&Pina, 2008).

Currently, there are more than 15 beer brands in Ethiopia, The Beer industry in Ethiopia has gone through tremendous growth in the last two decades. It transformed into one of the most competitive industries in Ethiopia with millions of birr spent on advertisements alone (Andualem, 2017). But the unidentified results of these investments on brand image may result in lost revenue, lost business and further damage on reputation. Related studies in this subject are not conducted in Ethiopia.

Montaner and Pina's diary (cited inAaker, 1996) companies are increasingly investing more in creating a brand image and they need a theoretical base that systematizes and defines the dimensions that significantly influence brand image and value. However the effects of promotional tools used on brand image are not clear. This study helps improve the knowledge gap on brand image effects from promotional tools of Habesha Beer. Therefore, the research problem of this study can be stated as "the effects of promotional tools on brand image must be distinct".

1.3. Research Questions of the Study

In order to achieve the purpose of the study, from the statement of the problem the following research questions are raised. Therefore, the research questions for this study are as follows:-

- What is the effect of advertisement on Habesha Beer brand image?
- What is the effect of sponsorship on brand image of Habesha Beer?
- What is the effect of non-monetary promotion on brand image of Habesha Beer?

1.4. Objectives of the Study

1.4.1. General Objectives

The general objective of this study is to identify the influence of promotional tools on brand image.

1.4.2. Specific Objectives

The specific objectives of the study are the following:-

- ❖ To understand the effect of advertisement on Habesha Beer
- ❖ To distinguish the effects of sponsorship on brand image of Habesha Beer
- ❖ To identify the effect of non-monetary promotion on brand image of Habesha Beer

1.5. Significance of the Study

The study identifies if promotional tool influencebrand image positively. Thus, the significance of this study; directs to strengthen the promotional tools that build a greater customer perception of Habesha beer. The study will contribute to the development of better promotional mix. This paper also provides the information with which media Habesha beer customers communicate with. The result of this study helps to figure out the existing gaps on promotional tool influencing brand image and possible solutions in its promotional practices. It will aid to avoid

negative brand image and facilitate to build positive brand image as a competitive advantage. In addition, it guides to build better brand image in return for long term profitability of the company. Therefore, this research helps improve the effectiveness of marketing strategies. This research paper assists as a foundation for further studies.

1.6. Scope of the Study

This study aims to understand effects of promotional elements on brand image; their contribution to target customers' perception to achieve this aim, the scope of the study is to identify the promotional tools that affect the perception of target customers of Habesha breweries in Addis Ababa. Brand image, an essential element in marketing research, is defined as "perceptions about a brand as reflected by the brand associations held in consumer's memory" (Keller, 1998).The study is bounded to Habesha beer target customers in Addis Ababa city. This research studies focuses on one company, Habesha breweries S.C. Habesha breweries S.Co has only one product currently thus, the study is on the Habesha beer target customers.

1.7. Organization of the Paper

The study is organized in five chapters. Chapter one of this study contains introduction, statement of problem, objective, significance, and scope and limitation of the study. The second chapter two is the review of related literature which covers literature relevant to the study .In this chapter, the conceptual framework of this study is also included. Chapter three focuses on research design and methodology of the study. Chapter fourwraps the findings of the study. The last chapter presents summary of the findings, conclusions, and recommendation.

1.8. Definition of Terms

1.8.1. Promotion as Communication

Communication is the transmission of information from a source to a receiver. The most effective way to promote a product is to communicate its benefits to the target market (Dahringer&Muhlbacher, 1991).

1.8.2. Promotional Mix

Traditionally, the distinct tools of the marketing communications mix are advertising, public relations (PR), sales promotion, direct marketing, personal selling, and over recent years, cyber or internet marketing, and sponsorship(Kitchen & Pelsmacker,2004).

- **Advertising** is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. The *paid* aspect of this definition reflects the fact that the space or time for an advertising message generally must be bought (Belch & Belch, 2003)
- **Sales promotion**is one level or type of marketing aimed either at the consumer or at the distribution channel (in the form of sales-incentives)(www. inc.com)
- **Internet marketing** is a marketing strategy that uses two-way communication channels to allow consumers to connect with a company directly. (en.wikipedia.org)
- **Sponsorship** is financial support given by a sponsor (www. collinsdictrionary.com)
- **Non – monetary promotion** offer a non-monetary stimulus and they attract the individual's attention because of the additional benefit they provide, above and beyond the product itself. This may be in the form of a tangible or intangible gift, presented immediately or following sometime after the purchase, or via a competition.(www.igi-global.com)

1.8.3. Brand image

Brand image is the perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory (Kotler and Keller, 2006).

1.8.3.1. Components of brand image

The image has three contributing sub images: (a) brand image of the provider of the product/service, or corporate image; (b) the image of the user; and (c) the image of the product /service it's self(Aaker& Alexander, 1993).

Chapter Two:

2. Review of RelatedLiterature

In this chapter the theories related to brand image, conceptual theories of marketing mix and related research that have done about effects of promotional tools on brand image are extensively discussed and reviewed

2.1. Promotion

Promotion is the component of the marketing mix that communicates information to potential customers. Decision regarding advertising, personal selling, publicity, public relations, and special promotional activities such as trade shows and product displays are part of this quarter of the marketing mix (Kinnear & Taylor, 1995). Promotion is the means by which marketers "talk to" existing customers and potential buyers. Promotion may convey a message about the organization, a product, or some other element of the marketing mix, such as the new low price being offered during a sale period.(Zikmund&Amico, 1996). Promotion refers to the variety of ways marketers communicate with consumers about products to influence their affect, cognitions, and behaviors (Peter & Olson, 1993)

2.1.1. Promotion as Communication

Promotion is the most direct way that marketers communicate with consumers. The source of a promotion message influences its effectiveness. Source to mean the person involved in communicating a marketing message, either directly or indirectly (Peter & Olson, 1989) .The objective of promotion is to influence the receiver of a message to behave in a particular manner. Sometimes the desired behavior is a shift in attitude. No matter what the objective of the communication effort, the need to appreciate cultural differences is fundamental. Marketing errors are the leading cause of global business difficulties and a significant proportion of such difficulties due to the marketer's failure to adjust promotional efforts to accommodate differences .Communication is the transmission of information from a source to a receiver. The

information may be passed along either intentionally or unintentionally. The most effective way to promote a product is to communicate its benefits to the target market (Dahringer&Muhlbacher, 1991).The source should be credible, trustworthy, expertise and good image and attractive in order to draw attention of the consumer to the product and associate it (Belch & Belch, 2003).

2.1.2. The Role of Marketing Communications

Marketing communication is the collective term for all communication functions used in marketing a product. The purpose of marketing communications is to add persuasive value to a product for customers (Kitchen &Pelsmack, 2004).

Marketing communicationsare the means by which firms attempt to inform, persuade, and remind consumers— directly or indirectly—about the products and brands they sell. In a sense, they represent the voice of the company and its brands; they are a means by which the firm can establish a dialogue and build relationships with consumers. By strengthening customer loyalty, they can contribute to customer equity (Kotler& Keller, 2016). Marketing communications perform many functions for consumers. Consumers can be told or shown how and why a product is used, by what kind of person, and where and when; consumers can learn about who makes the product and what the company and brand stand for; and consumers can be given an incentive or reward for trial or usage. Marketing communications allow companies to link their brands to other people, places, events, brands, experiences, feelings, and things. Marketing communications can contribute to brand equity by establishing the brand in memory and crafting a brand image (Kotler& Keller, 2006).

2.2. Promotional Mix

Traditionally, the distinct tools of the marketing communications mix are advertising, public relations (PR), sales promotion, direct marketing, personal selling, and over recent years, cyber or internet marketing, and sponsorship (Kitchen & Pelsmacker,2004). Each element of the mix is useful in different ways and for different purposes. Properly combined and managed, these tools can help and organizations achieve its communication objectives (Dahringer&Muhlbacher, 1991).

According to Kotler and Keller (2016), the marketingcommunicationsmixconsists of eight major modes of communication:

1. *Advertising*—Any paid form of nonpersonal 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. *Sales promotion*—A variety of short-term incentives to encourage trial or purchase of a product or service including consumer promotions (such as samples, coupons, and premiums), trade promotions (such as advertising and display allowances), and business and sales force promotions (contests for sales reps).

3. *Events and experiences*—Company-sponsored activities and programs designed to create daily or special brand-related interactions with consumers, including sports, arts, entertainment, and cause events as well as less formal activities.

4. *Public relations and publicity*—A variety of programs directed internally to employees of the company or externally to consumers, other firms, the government, and media to promote or protect a company's image or its individual product communications.

5. *Online and social media marketing*—online activities and programs designed to engage customers or prospects and directly or indirectly raise awareness, improve image, or elicit sales of products and services.

6. *Mobile marketing*—A special form of online marketing that places communications on consumer's cell phones, smart phones, or tablets.

7. *Direct and database marketing*—Use of mail, telephone, fax, e-mail, or Internet to communicate directly with or solicit response or dialogue from specific customers and prospects.

8. *Personal selling*—Face-to-face interaction with one or more prospective purchasers for the purpose of making presentations, answering questions, and procuring orders.

2.3.   Benefits of Integrated Marketing Communication

IMC is a process by which a client or brand leverages all relevant forms of communication to deliver a consistent expression of a product or brand values, positioning and message. (Kitchen, 2010) One of the major reasons for the growing importance of integrated marketing communications over the past decade is that it plays a major role in the process of developing and sustaining brand identity and equity (Belch and Belch, 2003)

Kitchen and Pelsmack (2004) propose,IMC is themajor communications development of the last decade of the twentieth century Many organizations proclaim IMC to be a key competitive advantage of marketing. Integration of communications – as with anything else, attempts to combine, integrate, and synergize different elements of the promotional mix, so to consumers, messages through a variety of different mechanisms look, sound, and feel alike. In the 1980s the concept of integrated marketing communications was unrecognized, embryonic, and emergent. Many practitioners and indeed academic commentators saw each promotional tool as separate and distinct, managed differently, budgeted differently, and certainly not integrated in the sense that drove into the 1990s. Yet, IMC was there, underlying the surface, but few were trying to patch the disparate and early reports together. In the 1990s, a wave of studies – mainly with ad agencies – showed that IMC:

- Increased communications impact.
- Made creative ideas more effective.
- Provided greater communication consistency.
- Would improve client return on communication investment

Marketing communication activities in every medium contribute to brand equity and drive sales in many ways: by creating brand awareness, forging brand image in consumers' memories, eliciting positive brand judgments or feelings, and strengthening consumer loyalty. The way brand associations are formed does not matter. But marketing communications activities must be integrated to deliver a consistent message and achieve the strategic positioning to implement the right communications programs and allocate dollars efficiently, marketers need to assess which experiences and impressions will have the most influence at each stage of the buying process. Armed with these insights, they can judge marketing communications according to their ability to affect experiences and impressions, build customer loyalty and brand equity, and drive sales (Kotler& Keller, 2016).

2.4. Brand

According to the American Marketing Association (AMA), a brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition." Technically speaking, then, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand. In fact, however, many practicing managers refer to a brand as more than that—as something that has actually created a certain amount of awareness, reputation, prominence, and so on in the marketplace (Keller, 2013).

2.5. Customer-Based Brand Equity

The CBBE concept approaches brand equity from the perspective of the consumer— whether the consumer is an individual or an organization or an existing or prospective customer. Understanding the needs and wants of consumers and organizations and devising products and programs to satisfy them are at the heart of successful marketing .The basic premise of the CBBE concept is that the power of a brand lies in what customers have learned, felt, seen, and

heard about the brand as a result of their experiences over time. In other words, the power of a brand lies in what resides in the minds and hearts of customers. The challenge for marketers in building a strong brand is ensuring that customers have the right type of experiences with products and services and their accompanying marketing programs so that the desired thoughts, feelings, images, beliefs, perceptions, opinions, and experiences become linked to the brand (Keller, 2013).

2.6. Brand Image

Brand image is the perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory (Kotler and Keller, 2006). Brand image is defined as consumers' perceptions as reflected by the associations they hold in their minds when they think of your brand. The goal of working strategically with brand image is to ensure that consumers hold strong and favorable associations of the brand in their minds. The brand image typically consists of multiple concepts: perception, because the brand is perceived; cognition, because that brand is cognitively evaluated; and finally attitude, because consumers continuously after perceiving and evaluating what they perceive form attitudes about the brand (Keller, 1993).

Creating brand awareness by increasing the familiarity of the brand through repeated exposure (for brand recognition) and forging strong associations with the appropriate product category or other relevant purchase or consumption cues (for brand recall) is an important first step in building brand equity. Once a sufficient level of brand awareness is created, marketers can put more emphasis on crafting a brand image. Creating a positive brand image takes marketing programs that link strong, favorable, and unique associations to the brand in memory (Keller, 2013) .Overall, image can generate value in terms of helping customer to process information, differentiating the brand, generating reasons to buy, give positive feelings, and providing a basis for extensions (Aaker, 1991).

2.6.1. Components of Brand Image

The image has three contributing sub images: (a) brand image of the provider of the product/service, or corporate image; (b) the image of the user; and (c) the image of the product /service it's self. Aaker and Alexander (1993) it's explained as follows;

Personality and Character

Clearly, the user component of brand image can be described in terms of imputed personality. Consumers have little difficulty describing the person who might wear Calvin Klein jeans. By employing sufficiently sensitive questions, researchers can elicit rich, consistent descriptions of the personality and character of the brand itself. Consumers have little trouble describing brands as selfish or generous, dull or sparkling, charming or stiff. Some brands are considered responsible, distinguished, sentimental, or righteous; others are described as slippery, sophisticated, careless, or arrogant. Although brand personality studies have heretofore been largely ad hoc in nature, some progress is being made in the development of standardized, transnational brand personality measures. More recent researches suggest that brands can evoke feelings as well as associations. Some brands make one feel happy; others, confident or safe. Still other brands evoke feelings of boredom, confusion or amusement.

Visual Representations

Brand image also have a strong nonverbal component. The Unique symbols long associated with many brands—especially strong brands—are automatically accessed from memory as soon as the brand is shown. The visual metaphor can provide a powerful set of symbols that are particularly important in service categories, where there is no tangible products per se. Visual representations also have some unique advantages. Whereas counterargument is sometimes elicited by verbal messages, visual representations are processed differently and are not subject to the same logical scrutiny employed for verbal propositions. As a consequence, they are more likely to be accepted.

Hard and Soft Attributes

There has long been concern among marketers that the softer attributes of brands have little impact on purchasing behavior. However, recent research evidence suggests that this is not necessarily the case.

A possible explanation may be that functional differences between many brands today are at best marginal; most or all detergents, for example claim they clean better than the competition. In any event, technological progress is so rapid that any advantage is short lived. However, the so called softer characteristics of image, such as brand personality, are often far more differentiated because they are less constrained by the physical attributes of the underlying products. The metaphorical and symbolic vocabularies available are much richer.
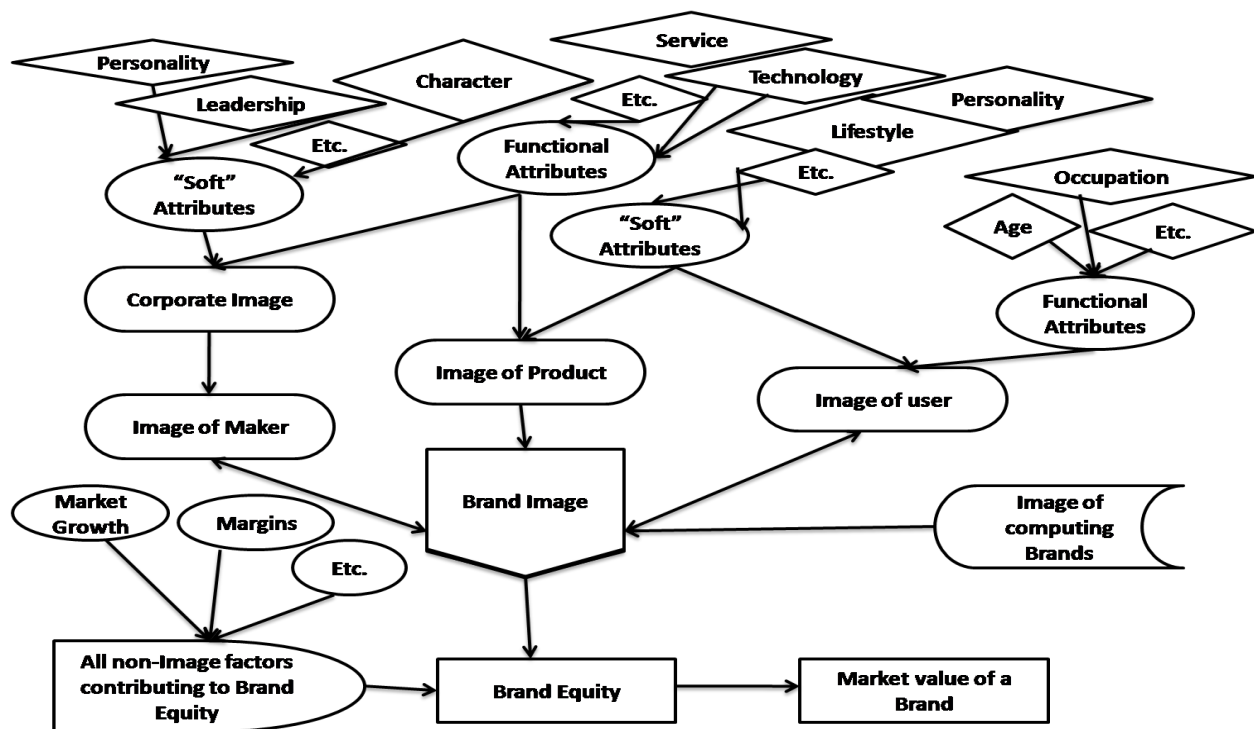
Figure 1The Multiple Attribute to Image

Source: Aaker and Alexander, 1993

In accord, according to Keller (2013), the other main type of brand meaning is brand imagery. Brand imagery depends on the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs. It is the way people think about a brand abstractly, rather than what they think the brand actually does. Thus, imagery refers to more intangible aspects of the brand, and consumers can form imagery associations directly from their own experience or indirectly through advertising or by some other source of information, such as word of mouth. Many kinds of intangibles can be linked to a brand, but four main ones are:

1. User profiles

2. Purchase and usage situations

3. Personality and values

4. History, heritage, and experiences

User Imagery: One set of brand imagery associations is about the type of person or organization who uses the brand. This imagery may result in customers' mental image of actual users or more aspiration, idealized users. Consumers may base associations of a typical or idealized brand user on descriptive demographic factors or more abstract psychographic factors. Demographic factors might include Gender, age, race and income.

Purchase and Usage Imagery: A second set of associations tells consumers under what conditions or situations they can or should buy and use the brand. Associations can relate to type of channel, such as department stores, specialty stores, or the Internet. Associations to a typical usage situation can relate to the time of day, week, month, or year to use the brand; location—for instance, inside or outside the home; and type of activity during which to use the brand—formal or informal. For a long time, pizza chain restaurants had strong associations to their channels of distribution and the manner by which customers would purchase and eat the pizza— Domino's was known for delivery, Little Caesar for takeout, and Pizza Hut for dine-in service—although in recent years each of these major competitors has made inroads in the traditional markets of the others.

Brand Personality and Values: Through consumer experience or marketing activities, brands may take on personality traits or human values and, like a person, appear to be "modern," "old-fashioned," "lively," or "exotic." Five dimensions of brand personality (with corresponding sub dimensions) are sincerity (down-to-earth, honest, wholesome, and cheerful), excitement (daring, spirited, imaginative, and up-to-date), competence (reliable, intelligent, successful), sophistication (upper class and charming), and ruggedness (outdoorsy and tough)

Although any aspect of the marketing program may affect brand personality, marketing communications and advertising may be especially influential because of the inferences consumers make about the underlying user or usage situation depicted or reflected in an ad. More generally, the actors in an ad, the tone or style of the creative strategy, and the emotions or feelings evoked by the ad can affect brand personality. Once brands develop a personality, it can be difficult for consumers to accept information they see as inconsistent with that personality. Still, user imagery and brand personality may not always be in agreement. When performance-related attributes are central to consumer decisions, as they are for food products, for example, brand personality and user imagery may be less closely related. Differences between personality and imagery may arise for other reasons too. For example, early in its U.S. brand development, Perrier's brand personality was "sophisticated" and "stylish," whereas its actual user imagery was not as flattering or subdued but "flashy" and "trendy." When user and usage imagery are important to consumer decisions, however, brand personality and imagery are more likely to be related, as they are for cars, beer, liquor, cigarettes, and cosmetics.

Thus, consumers often choose and use brands that have a brand personality consistent with their own self-concept, although in some cases the match may be based on consumers' desired rather than their actual image. These effects may also be more pronounced for publicly consumed products than for privately consumed goods because the signaling aspect of a brand may be more important under those conditions. Consumers who are high "self-monitors" and sensitive to how others see them are more likely to choose brands whose personalities fit the consumption

situation. User and usage imagery is often an issue in the highly competitive automotive category(Keller, 2013).

Brand History, Heritage, and Experiences: Finally, brands may take on associations to their past and certain noteworthy events in the brand's history. These types of associations may recall distinctly personal experiences and episodes or past behaviors and experiences of friends, family, or others. They can be highly personal and individual, or more well-known and shared by many people. For example, there may be associations to aspects of the brand's marketing program, the color of the product or look of its package, the company or person that makes the product and the country in which it is made, the type of store in which it is sold, the events for which the brand is a sponsor, and the people who endorse the brand. These types of associations can help create strong points-of-difference. In the midst of the recent major recession, Northern Trust used the fact that it was over 120 years old and had weathered many financial downturns through the years to reinforce trust and stability to its wealthy clientele. In any case, associations to history, heritage, and experiences draw upon more specific, concrete examples that transcend the generalizations that make up the usage imagery. In the extreme case, brands become iconic by combining all these types of associations into what is in effect a myth, tapping into enduring consumer hopes and dreams.

2.7.   The Effect of Promotion on Brand Image

One implication of the concept of brand equity is that the manner in which brand associations are formed does not matter. But these marketing communications activities must be integrated to deliver a consistent message and achieve the strategic positioning. The starting point in planning marketing communications is an audit of all the potential interactions that customers in the target market may have with the brand and the company. This understanding will help them allocate communications dollars more efficiently and design and implement the right communications programs.
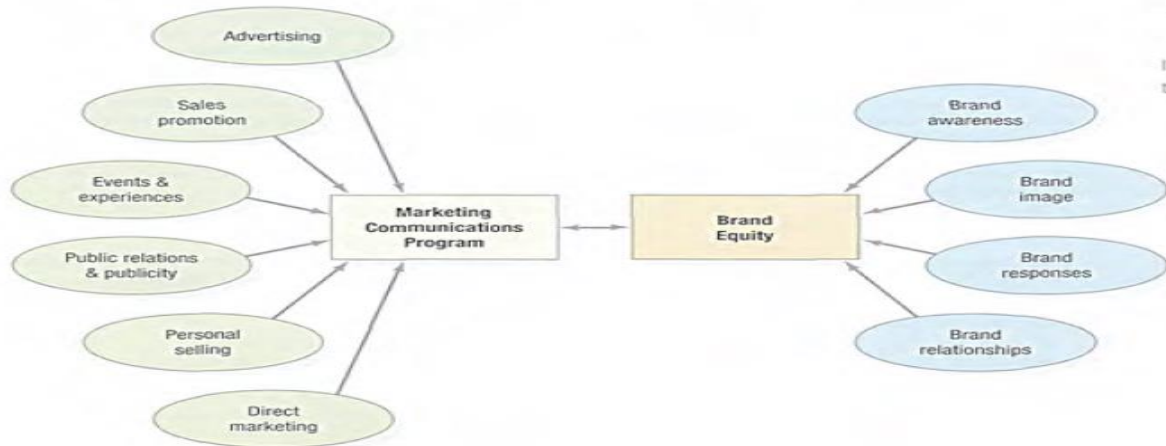
Figure 2 Integrating Marketing Communications to Build Brand Equity

*Source:*Kotler& Keller, 2006

Armed with these insights, marketers can judge marketing communications according to its ability to build brand equity and drive brand sales. From the perspective of building brand equity, marketers should evaluate all the different possible communication options according to effectiveness criteria (how well does it work) as well as efficiency considerations (how much does it cost). This broad view of brand-building activities is especially relevant when marketers are considering strategies to improve brand awareness. To enhance brand recall, however, more intense and elaborate processing may be necessary so that stronger brand links to the product category or consumer needs are established to improve memory performance. Similarly, because brand associations, responses, and relationships can be created in many different ways, *all* possible marketing communication options should be considered to create the desired brand image and knowledge (Kotler& Keller, 2006).

2.8.   Effect of Promotional Tools on Brand Image (Empirical findings)

There are some empirical studies about promotional elements and brand equity in general and the different segments of promotional tools in particular and their effect on brand equity. But there are no existing studies on specifically on brand image. These studies showed different empirical results about the effect of these variables in different contexts.

According to a study in Tehran, Iran, on "Review and Explain the Impact of Promotion Elements on Brand Equity (Case study: Samsung Brand)" the promotion elements have a positive effect on brand equity dimensions of Samsung. It was shown that there is a significant and positive relation between these elements and the dimensions on brand equity (Mojaveri, Allahbakhsh, &Mojaveri, 2014).In accordance,Villarejo-Ramos and Sanchez-Franco (2005) reviewed the effect of marketing communication and sale promotion on brand equity. Results indicate positive effect of marketing communication on brand equity and present strong protection from the criterion of perceived quality, brand loyalty, brand awareness and brand image as a preface of brand equity.

The study on Ethiopian brewery industry in 2016, assumed a positive sales promotion-brand equity dimensions-overall brand equity linkage in the Ethiopian beer market. The study also indicated that sales promotion affecting the formulation of brand equity with different level of intensity. The study further concluded that monetary promotion affecting positively the creation of brand equity by influencing brand awareness, brand associations and perceived quality; and non-monetary sales promotion affecting positively the formulation of brand equity by influencing brand awareness and negatively by affecting perceived quality (Salelaw& Singh, 2016) .In correspondence ,Florence, Guizani and Merunka (2011) assessed the relative impact of a long-term brand management instrument (brand personality) and a short-term marketing mix instrument (sales promotions) on brand equity formation. The authors measure consumer perceptions of promotional intensity and brand personality and model their impact on brand equity. They find a positive impact of brand personality and a negative impact of sales promotion intensity on brand equity at the aggregate level. Montaner and Pina (2008) also, delved into the effects of promotions on the expected product price and brand image. The results of the study

reveal that the frequent use of promotions affect consumers' evaluations of brand image, but the effect depends on the type of promotional tool and the product category. The frequent use of price promotions will lower brand image assessments whereas non-monetary promotions lead to higher brand evaluations. On a different study of Hua (2005) studied the effect of marketing mix on brand equity. This study is done in three classification, razor, soap and orange juice in Australia market to show brand equity's criteria and also to examine the proposed effects. Advertising in some media are found with positive effect on brand equity and TV advertising have more effect on providing brand equity in comparison with publishing advertising. The effect of promotion on brand equity was complicated and only large promotion with negative effect on brand equity is found. However, Yoo, Donthu and Lee (2000), evaluated selected marketing mix and brand equity. Results indicate that a lot of promotions such as price discount in concern with brand equity, while high spend advertising cost, high price, good mental image and high distribution power in concern with high brand equity.

2.9. Conceptual Framework of the Study

Ultimately,by reviewing the promotional tools that affect brand image, the promotional elements that affect the brand image of Habesha beer to set in the minds of target customers have been established as of figure3 below. The frame work consists of the one dependent variable (brand Image) and 3 independentvariables (advertising, sponsorship, and non- monetary promotion) that affect the brand image.
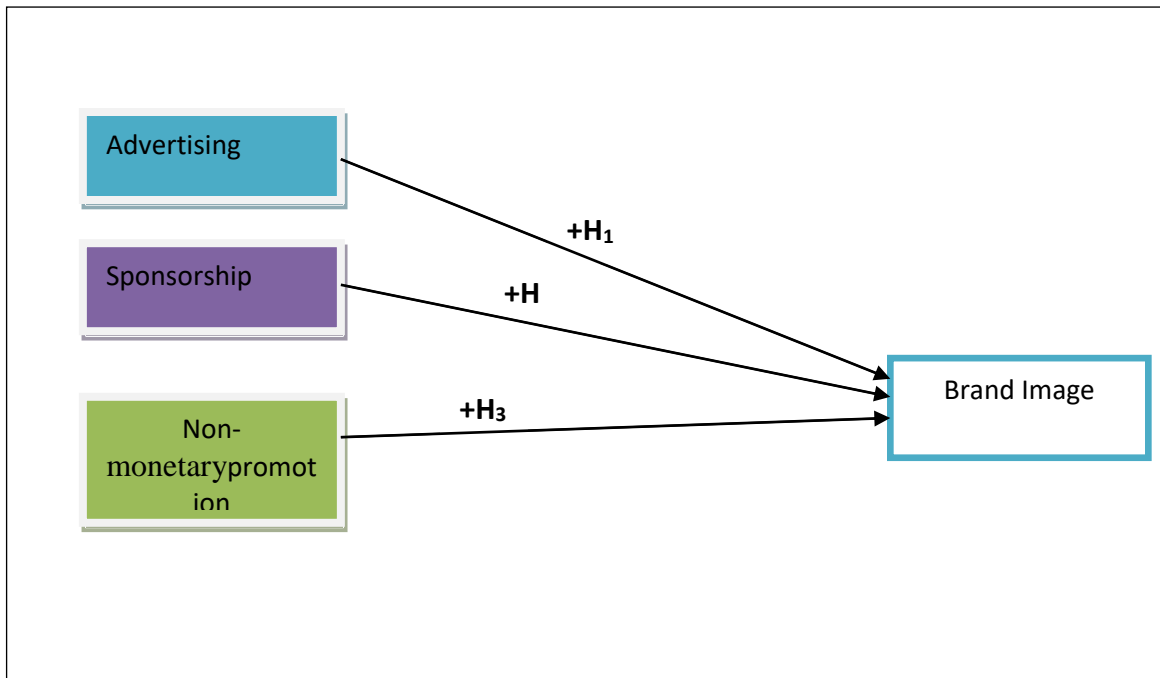
Figure 3 Conceptual Framework of the Study

2.10. Empirical Review

Advertising and Brand Image

When costumers exposed to frequent advertising, not only their awareness and mental association increase, but also they gain more positive perception resulted in powerful brand equity. One of the major reasons of customer loyalty reduction is the reduction of advertising (Payame, Mojaveri&Allahbakhsh, 2012). Based on a survey of 411 UK consumers, findings show that the content of advertising plays a key role influencing brand equity dimensions, whereas advertising spend improves brand awareness but it is not enough to positively influence brand associations. In addition the results show that companies can optimize the brand equity management process by considering the relationships existing between the different dimensions of brand equity(Buil, Chernatony, &Martínez, 2010). Advertising can be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services that are difficult to differentiate on functional attributes (Belch and Belch, 2003). The associations linked to the brand are mental pictures that the consumer perceives after recognizing the brand in the messages sent by the company. The positive associations that form a high brand image arrive at the consumers through advertising and advertising strength, and they succeed in transmitting the desired image to them (Keller, Heckler & and Houston, 1998).

❖ H1: Advertising has significant positive effect on brand image of Habesha Beer

Sponsorship and Brand Image

All these brand marketing organizations are well aware that the TV and press coverage ensure that their brand is seen in households in the context of an ostensibly non-promotional entertainment experience. Creating promotion that appears to be something else, such as entertainment, is a particularly persuasive technique since we experience the communication without any critical resistance. The brand is merely a part of the entertainment scene. Sponsorship of highly popular broadcast events achieves the dual purpose of far-reaching exposure for the brand and an implicit link between it and the event. Most importantly of all, the brand is produced as a normal everyday part of social life. It is on the way to being taken for granted by consumers and this is, in fact, a powerful position for a brand to exploit.

Very often sponsorship is used as one part of an integrated communications approach in which the sponsored element raises and reinforces brand awareness and positioning in tandem with mainstream advertising. Although sponsorship is an intuitively appealing communications technique because of the potentially high profile and positive connotations, it is a medium of which the effectiveness cannot be reliably measured. Certainly, the internal psychological states that might mediate between consumer exposure and sale can be measured through scaled questionnaire surveys. Large sums are spent on research studies that look at brand recall, awareness, liking and purchase intention as a result of sponsorship.It is of course very difficult, perhaps impossible, to isolate recall or other effects of sponsorship from other possible causal variables. It may also miss the point by misrepresenting the way in which sponsorship exerts its influence (Hackley, 2005).

❖ H2:Sponsorship has significant positive effect on brand image of Habesha Beer

Sales promotion and Brand Image

Building brand equity and image has traditionally been done through advertising. However, sales promotion techniques such as contests or sweepstakes and premium offers are often used to draw attention to an ad, increase involvement with the message and product/service, and help build relationships with consumers Marketers can use contests and sweepstakes to build brand equity by connecting the prizes to the lifestyle, needs, or interests of the target audience (Belch and Belch, 2003).

Marketing literature makes several different classifications of SP, depending on who is targeted by the promotions, the format of the promotion and the means by which value is added to the product. Hence, authors distinguish between trade/retailer or "push" promotions, and consumer or "pull" promotions. Another differentiation refers to consumer, trade and retailer promotions. Similarly to the pull strategy, consumer promotions are usually used by manufacturers to influence the end-user. In trade promotions manufacturers try to influence channel members, most often retailers. Retailer promotions refer to the initiatives taken by retailers to attract consumers. The most common classification of SP is made between value-increasing and value-adding promotions. There is evidence pointing towards SP having a negative effect on brands, especially in relation to advertising. It is argued that SP does not have any brand-building impact and could lead to diminishing effects for the brand, particularly well-established ones (Mandić, 2009).

- ❖ H3: Non-monetary promotion has significant positive effect on brand image of Habesha Beer

Chapter Three:

3. Methodology

3.1. Research Design

The research designof a study is basically the master plan for the research that follows (Hyman & Sierra, 2010). The research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data (Kothari, 2004).

This study is trying to identify the influence of promotional tools on brand image. It's among applied research to understand about the effects of promotional tools on brand image.The study is categorized as a type ofquantitative research. This research is classified as descriptive research. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group, whereas diagnostic research studies determine the frequency with which something occur or its association with something else (Kothari, 2004).This research identified which promotional tools build strong brand image for Habesha beer.

3.2. Data Collection Techniques

In data collection of this research, primary data was used including survey questionnaire Technique. Structured questionnaire was distributed to Habesha beer target customers in Addis Ababa.

3.3. Research Instruments

Questionnaireis used as an instrument for this study. A questionnaire is a form which is prepared and distributed for the purpose of securing responses (Singh, 2006) .The instrument is designed to examine the effects of promotion on brand image of Habesha beer. The questionnaire

includes six components namely: title, introduction, instructions (directions), items, demographics and closing section.

The questionnaire contains statements and questions that require the respondent to indicate their feeling from a predetermined set of answers; the most accurate sensitivity of the respondents towards the statement's claim or assertion. The first section of the questionnaire contains demographic variables and personal information of the respondents. The demographic section gathers such information about the respondent age, gender and etc. The second section of the questionnaire attempted to understand the effects of promotional tools on brand image. The questionnaire employed five point likert scale technique. The respondents are required to indicate the intensity of their feelings from which communicational tools they perceived the brand image of Habesha Beer. It includes questions on each promotional tools used by Habesha beer in correspondence to brand image dimensions. Items used in this section were taken and edited from supporting journals and literatures.

3.4. Target Population

A population is the set of units that the sample is meant to represent (De Vaus, 2002). The total population of this research is sum of target customers of Habesha breweries S.Co in Addis Ababa.For the reason that, the study focuses on target customers of Habeshabeer since brand image is perceived by consumers of beer and the study is conducted in Addis Ababa.

3.5. Sampling Techniques

In research investigations involving several hundreds and even thousands of elements, it would be practically impossible to collect data from, or test, or examine every element. Even if it were possible, it would be prohibitive in terms of time, cost, and other human resources. Study of a sample rather than the entire population is also sometimes likely to produce more reliable results (Sekaran, 2003).

This research uses probabilistic sampling at first to represent the target of Habesha beer customers. Cluster sampling was used.The sampling frames are the sub cities of Addis Ababa;

namely Addis ketema, AkakyKaliti, Arada, Bole, Gullele, Kirkos, KolfeKeranio,Lideta, nifas Silk-Lafto and yeka. Randomly Bole, Yeka and Arada city districtes were selected. And from the listed three sub cities in terms of selecting respondents in the selected clusters, the study used convenience sampling.Therefore, this study uses cluster and convenience sampling for the reason that the entire population is unknown and the sample clusters are geographically convenient

3.6.   Sample Size

The sample population of this study is unknown. The precision of sample estimates depends very much on sample size (the sample s.d.is divided by the square root of the sample n) and no reference is made to the size of the population sampled (Sapsford&Jupp, 2006).

Sample sizes larger than 30 and less than 500 are appropriate for most research (Sekaran, 2003).The sample size for the study is determined by using confidence interval approach. CIs can be estimated before conducting a study and the width can be used to guide the choice of sample size (Dattalo, 2008).

Assuming there is a large population but not knowing the variability in the proportion that are the target customers of Habesha beer; therefore, assuming p=.5 (maximum variability). Furthermore, suppose a 95% confidence level and ±5% precision. Sample sizewas calculated by using the following formula below (Burns and Bush, 2014).The resulting sample size is demonstrated as follows

$$n = \frac{z^2 pq}{e^2}$$

Where,

n = the sample size

z = standard error associated with the chosen level of confidence (typically, 1.96)

p = estimated percent in the population

$q = 100 - p$

e = acceptable margin of sample error

Therefore, $n = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2}$

n = **384.16**

The result from calculating the sample size is 384.16 samples which mean that the appropriate sample size for this study should be at least 384 samples. According to Sapsford&Jupp (2006), when a survey is being planned, it seems likely that response rate will be low due to the nature of the information sought or the accuracy of the sampling frame or the method used to contact respondents, and then sample size could be increased. This might seem to be an obvious and easy solution, but it will be costly in terms of management and material and, in any case, will be unlikely to solve the problem. Thus, 400 sets of questionnaires was distributed because 0.04% non- response rate was expected

3.7.   Measurement of Variables

This research is on the influence of promotional tools on brand image of Habesha beer thus, the variables are brand image and promotional tools used by HabeshaBreweries' company. The dependent variable of this research is brand image and the independent variables are the promotional elements used by Habesha breweries. Habesha uses advertising, sponsorship, andnon-monetarypromotion.

The dependent variable (Brand image) is evaluated on a 5-point Likert scale, anchored by "Strongly Disagree" and "Strongly Agree".   Different items were adapted to measure the variables. The measurement items are as follows:

Items		Sources
Sponsorship	The event sponsors' sponsorship of the respective event increases my chances of attending the event in the future	**(Akhtar et al, 2016)**
	Sponsorship of the respective event will increase my likelihood of following media coverage of the event.	
	The event sponsors' sponsorship of the respective event would increase my likelihood of attending the event.	
	sponsorship of the respective event will increase my watching of the event more	
	Sponsorship is a more beneficial than advertising.	
Advertising	Based on the impression you get from the advertisement Of company x , if you had to make purchases would you likely buy from company x	**(O' Connor,1991)**
	This advertisement gave me a good feeling about the company	
	This ad is an advert I would look forward to seeing again	
	I learned something new from the advert	
	I liked the picture on the ad	
	The advertisement doesn't relate to me	
	I liked the style/text of the advertisement	
Non-monetary Promotion	x frequently offers gifts	Yoo,cited in Buil,,Chernatony and Martínez ,2010)
	x often uses gifts	
	x uses gifts more frequently than competing brands of beer	
Brand Image	Some Characteristics of x come to my mind quickly	(Villarejo-Ramos and Sánchez-Franco, 2005)
	I can quickly recall the symbol or logo of x	
	x has a strong personality	
	I have a clear impression of the type of people who use x brand	
	The intangible attributes x brand are reason enough to buy it	
	x has a strong image	
	x provides a high value in relation to the price we must pay for it	
	x is a very nice brand	
	x is a very attractive brand	
	x is an extremely likeable brand	
	x is a different brand	

Table 1 Measurement of Variables

3.8. Data Analysis Technique

The data collected through the questionnaires was analyzed using the Statistical Package for Social Sciences (SPSS) version 21, descriptive statistics in the form of tabulation and percentage summarize the results. Pearson Correlation coefficient particularly bivariate correlations was used to examine the direction and the strength of the relationship between variables Moreover, linear regressions is used to identify the most important promotional tools that influence brand image and the implementation ofunivariate linear regressions is to learn more about the effect of promotional tools and the relationship between brand image independent or predictor variable and a dependent or criterion variables.

3.9. Validity and Reliability

There are two major criteria which applied to evaluate the quality of the study. These are validity and reliability. Validity can be assessed using theoretical or empirical approaches. Theoretical assessment of validity focuses on how well the idea of a theoretical construct is translated into or represented in an operational measure (Anol, 2012). In this regard the validity of the current study was addressed through the review of related literatures and adapting instruments used in previous research. Reliability refers to the absence of random error, enabling subsequent researchers to arrive at the same insights if they conducted the study along the same steps again (Yin, 2003).To increase the reliability of the survey, five-scale system (Likert scale) questionnaires had been used. The reliability in such scale is higher compared to a two- scale system. Five is an effective choice since the reliability decreases if the number of response options is greater than five (Hayes, 1992).

Additionally, Cronbach's alpha was used to test the internal consistency of a construct. In this study, a Cronbach's alpha value was found to be 0.730 (see table 3). As Wu & Wang (2005), values that have been used in the literature as acceptable Cronbach's alpha range from 0.6 and above. Hence, when Cronbach Coefficient. Alpha produced the value 0.60 to 1, it shows that the level of the instrument is good and suitable to be used. While Cronbach Alpha too low at the

value below 0.60, it shows that the instrument is having low reliability and the instrument should be improved. Therefore, scale reliability value for this study is substantial considering the fact that the highest reliability that can be obtained is 1 and this is an indication that the items in the questionnaire are accepted for further analysis.

3.10. Ethical Considerations

The data was collected from those of willingness sample respondents without any unethical behavior or forcefully action. The respondents were also above the age of 18 since the study is engages alcoholic beverage reflection. The results or a report of the study is used for academic purpose only and response of the participants is confidential and analyzed in aggregate without any change by the researcher. In addition, the researcher respects the work of previous investigations or study and cited appropriately those works that has been taken as a basis.

Chapter Four

4. Data Presentation, Analysisand Interpretation

4.1. Introduction

This chapter presents, analyzes and interprets the 384 completed questionnaires obtained from 400 of the distributed questionnaires to Habesha beer target customers in Addis Ababa. The statistical analyses of data in both the descriptive and inferential aspects were carried out using SPSS version 21. Summary statistics tables and bar graphs were employed. Linear regression was conducted to find the significant factors influencing Brand image.

4.2. Descriptive Statistics Analysis

4.2.1. Analysis of Profile of Respondents

The general demographic profile of the respondents reveals that both males and females were included in the study. A high percentage of 78.1% shows that male respondents have the greater part seeing that the remaining respondents of 21.9% are females. The respondents' age range is above 18 years old. It is shown that 41.4% of the respondents' age ranges 22-34 followed by 25.3% of them being the age of 35-44. In the study most of the respondents are male. It's shown the majority of the respondents' ages vary from 22 to 34.

As indicated in Table 2 The most referred source to get awareness of various brands is Television commercials (63.8%) and 11.7% of respondents refer in store promotions While 10.2% of respondents refer to printed ads. Online media is referred by 8.1 %(31) of the respondents but the least referred source is Outdoor media which is 6.3%. The study indicates television commercials are the leading sources while the remaining Medias' are less referred to get awareness.

Table 2 Profile of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	300	78.1	78.1	78.1
	female	84	21.9	21.9	100.0
	Total	384	100.0	100.0	
Age	18-21	26	6.8	6.8	6.8
	22-34	159	41.4	41.4	48.2
	35-44	97	25.3	25.3	73.4
	45-54	49	12.8	12.8	86.2
	55-64	39	10.2	10.2	96.4
	65 and Over	8	2.1	2.1	98.4
	decline	6	1.6	1.6	100.0
	Total	384	100.0	100.0	
Most referred source of awareness for various brands	Television commercials	245	63.8	63.8	63.8
	In-store promotion	45	11.7	11.7	75.5
	Outdoor media	24	6.3	6.3	81.8
	Online media	31	8.1	8.1	89.8
	printed ads	39	10.2	10.2	100.0
	Total	384	100.0	100.0	

Source: survey result (2018)

4.3. Reliability Test

Reliability analysis was computed to test whether the scale used in the study is internally consistent and consistently measures the criterion variable using the reliability procedure in SPSS (version 21). From data analysis the Cronbach's Alpha for this study is good according to the standard set by George and Mallery (2003) and it is over the acceptable limit of >0.70. For all individual dimensions, Cronbach's alpha is greater than 0.70, which is shown below, that signifies greater internal consistency between the items and measures the intended dimension of the variables

Based on the test for reliability shown in table below, with the reliability Cronbach"s Alpha statistics of individual constructs ranges from 0.724 to 0.923. Thus, based on the test of the scales and constructs included, it is revealed that each scale represents a reliable and valid construct.

Table 3 Reliability Test

Variables	Cronbach's Alpha	No of Items
Advertising	.724	4
Sponsorship	.896	4
Non-monetary promotion	.923	3
Brand Image	.809	4
Over all scale reliability	.730	15

Source: survey result (2018)

4.4. Correlation Analysis

Correlation analysis was conducted to investigate the relationship between promotional mix tools, which are advertising, sponsorship and non-monetary promotion with Brand image. A correlation analysis with Pearson´s correlation coefficient (r) was conducted on all variables in

the study to explore the relationships between promotional mix and Brand image. To interpret the strengths of relationships between variables, the guidelines suggested by Field (2005) were followed, mainly for their simplicity. His classification of the correlation coefficient (r) is as follows: 0.1– 0.29 is weak; 0.3 – 0.49 is moderate; and > 0.5 is strong.

Table 4 PearsonCoorelation of Variables

<table>
<tr><td colspan="6" align="center">Correlations</td></tr>
<tr><td></td><td></td><td>Brand Image</td><td>Sponsorship</td><td>Advertising</td><td>Non-monetary promotion</td></tr>
<tr><td>Brand Image</td><td>Pearson Correlation</td><td>1</td><td>.381**</td><td>.549**</td><td>.322**</td></tr>
<tr><td></td><td>Sig. (2-tailed)</td><td></td><td>.000</td><td>.000</td><td>.000</td></tr>
<tr><td></td><td>N</td><td>384</td><td>384</td><td>384</td><td>384</td></tr>
<tr><td>Sponsorship</td><td>Pearson Correlation</td><td>.381**</td><td>1</td><td>.460**</td><td>.502**</td></tr>
<tr><td></td><td>Sig. (2-tailed)</td><td>.000</td><td></td><td>.000</td><td>.000</td></tr>
<tr><td></td><td>N</td><td>384</td><td>384</td><td>384</td><td>384</td></tr>
<tr><td>Advertising</td><td>Pearson Correlation</td><td>.549**</td><td>.460**</td><td>1</td><td>.265**</td></tr>
<tr><td></td><td>Sig. (2-tailed)</td><td>.000</td><td>.000</td><td></td><td>.000</td></tr>
<tr><td></td><td>N</td><td>384</td><td>384</td><td>384</td><td>384</td></tr>
<tr><td>Non-monetary promotion</td><td>Pearson Correlation</td><td>.322**</td><td>.502**</td><td>.265**</td><td>1</td></tr>
<tr><td></td><td>Sig. (2-tailed)</td><td>.000</td><td>.000</td><td>.000</td><td></td></tr>
<tr><td></td><td>N</td><td>384</td><td>384</td><td>384</td><td>384</td></tr>
<tr><td colspan="6">**. Correlation is significant at the 0.01 level (2-tailed).</td></tr>
</table>

Source: survey result (2018)

The correlations of the variables are shown in table 4, however, each variable correlates perfectly with itself, as evidenced by the coefficients of +1.00 at the intersection of a particular variables' row and column. According to table 4.4, Pearson correlation matrix shows advertising has a strong associationwith brand image with a value of 0.549. As per the person's correlation, the rvalue range from >0.5 shows variable is strongly correlated. According to Field (2005), 0.3 – 0.49 is moderate association hence; Pearson correlation coefficient value shows that Sponsorship and non-monetary promotion have a moderate association with brand image with the value of 0.388 and 0.322 respectively. As a result, advertising has strongrelation with a value of 0.549. Based on the above table correlation analysis, advertising withr-value with a value of 0.549 has strong associations with overall brand image

4.5.   Diagnostics in Regression

It is important to determine whether all the necessary model assumptions are valid before performing inference.In constructing our regression models we assumed no or little multicollinearity, no auto-correlation, normality and homoscedasticity.Model diagnostic procedures involve both graphical methods and formal statistical tests.

4.5.1. Multicollinearity

Multicollinearity assumes the independent variables in the model are strongly associated with each other that they are essentially measuring the same thing. You would like to see no or very small multicollinearity among the independent variables. The toleranceof a variable is used as a measure of collinearity. To obtain measures of tolerance, each independent variable is treated as a dependent variable and is regressed on the other independent variables (Ge, p.47).

Table 5Coorelation of Variables

Correlations				
	Brand Image	Sponsorship	Advertising	Non-monetary promotion
Brand Image	1	.381**	.549**	.322**
Sponsorship	.381**	1	.460**	.502**
Advertising	.549**	.460**	1	.265**
Non-monetary promotion	.322**	.502**	.265**	1

Source: survey result (2018)

In any practical context, the correlation between explanatory variables will be non-zero, although this will generally be relatively benign in the sense that a small degree of association between explanatory variables will almost always occur but will not cause too much loss of precision. However, a problem occurs when the explanatory variables are very highly correlated with each other, and this problem is known as multicollinearity(Brooks, 2008). Therefore in the table 5 above illustrates there is no relationship that equals or exceeds Pearson correlation coefficients of 0.80.

Table 6Collinearity Statistics

Coefficients^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	Sponsorship	.633	1.581
	Adverstising	.787	1.271
	Non-monetary promotion	.746	1.340
a. Dependent Variable: Brand Image			

Source: survey result (2018)

We can also test this assumption by observing Tolerance and Variance Inflation Factors (VIF). Multicollinearity in regression is viewed as more of disadvantage, as it practically inflates unnecessarily the standard errors of coefficients in regression. Having studied Variance Inflation Factor (VIF) we know that a VIF of 5 and above is not good for regression model because it might render other significant variables redundant (Akinwande, Dikko& Samson, 2015).However, table 6 shows that there is no multicollinearity problem between variables.

4.5.2. Autocorrelation

The study used DW test for this assumption. Durbin--Watson (*DW*) is a test for first order autocorrelation -- i.e. it tests only for a relationship between an error and its immediately previous value. The null hypothesis would not be rejected if DW is near 2 →i.e. there is little evidence of autocorrelation (Brooks, 2008).

Table 7 Durbin-Watson (DW) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.583[a]	.340	.334	.71341	1.798
a. Predictors: (Constant), Non-monetary promotion, Advertising, Sponsorship					
b. Dependent Variable: Brand Image					

Source: survey result (2018)

Thus, from the above table 7, we can see that Durbin-Watson value for model is 1.798 which is a score near 2. Thus we can conclude that there is no Autocorrelation problem as the Durbin-Watson statistic showed the value close to 2.

4.5.3. Normality

Normal distribution of the dependent variable and linear relationship with the independent variables, If the relationships are linear and the dependent variable is normally distributed for each value of the independent variable, then the distribution of the residuals (the residual or error is the difference between the actual and the predicted values in the model) should be approximately normal. This can be assessed by using a histogram of the standardized residuals. As observed from the histogram is symmetric along the center 0 (Ge, p.48)therefore, this study fulfills the assumption of Normality assumption as shown in the figure 4 below.
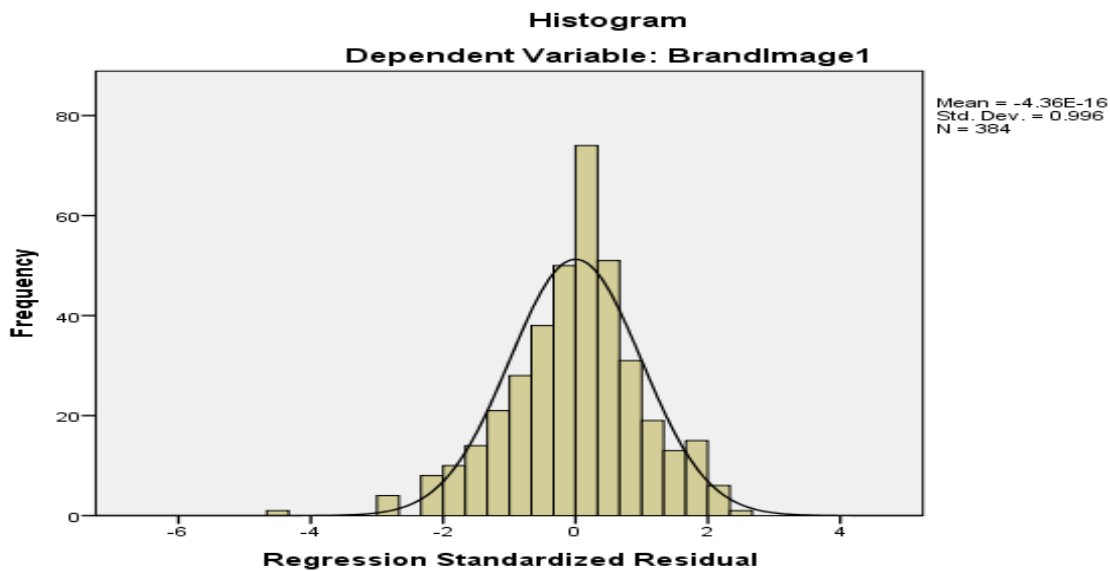
Figure 4 Normality Distribution

Source: survey result (2018)

4.5.4. Homoscedasticity

Homoscedasticitypoints outfor every value of X, the distribution of Y scores must have approximately equal variability. To check this assumption, the residuals can be plotted against the predicted values and against the independent variables. When standardized predicted values are plotted against observed values, the data would form a straight line from the lower-left corner to the upper-right corner, if the model fit the data exactly(Ge, p.49). As shown in the figure 5 below, P-P plot used to test the homosedasticity assumption for the model, In this case P-P plot the dots are drawn closer to the diagonal line, indicating that assumption of homoscedasticity is met.

Figure 5 P-P Plot of the Study

Source: survey result (2018)

4.6. Regression Analysis

In this research, the regression uses promotional tools as independent variables against a separate measure of overall brand image. A regression analysis examines the relation of the dependent variable to specified independent variables. Univariatelinea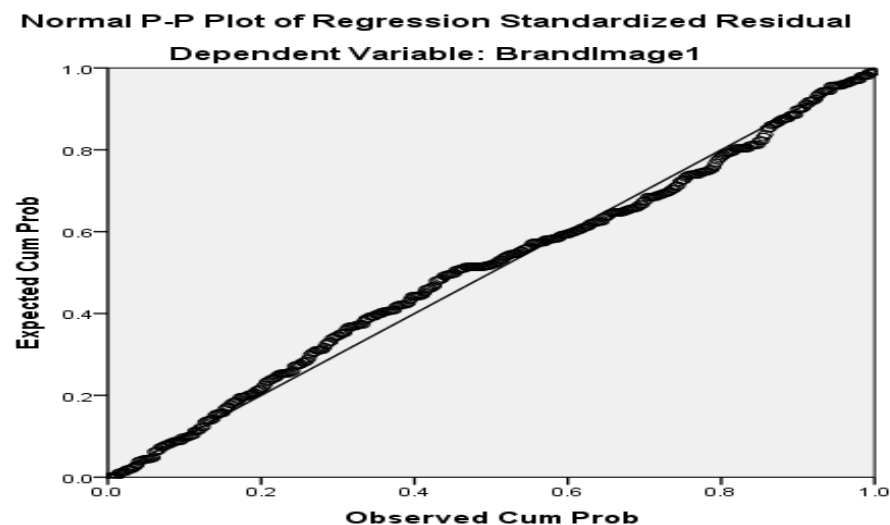r regressions were conducted to identify the relationship and to determine the most dominant variables that influenced the brand image of Habesha beer. The significance level of 0.05 was used with 95% confidence interval. The dependent variable is brand image and the independent variables include the promotional tools used by Habesha beer, which are advertising, sponsorship and non-monetary promotion. The reason for using this Univariate regression analysis was to examine the direct effect of these promotional tools on brand image of Habesha beer and the output was shown in the table below. In order to show the impact that each dimension has on the dependent variable, the study checked the Standardized Coefficients. The table shows the slope of regression analysis.

Table 8 Model Summery

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.583[a]	.340	.334	.71341
a. Predictors: (Constant), Non-monetary promotion, Advertising, Sponsorship				
b. Dependent Variable: Brand Image				

Source: survey result (2018)

We observed in the model summary from the analysis in the above table R (0.583) indicates correlation of the three independent variables with the dependent variable brand image and the weighted combination of the predictor variables (promotional tools) explained or affect approximately 34%(R square) of the variance of brand image and the remaining66% is by

extraneous variables. This result also indicates that there may be other variables that are not included in the current study that build up brand image.

4.6.1. Hypothesis Testing

To test hypothesis of this research, Univariate linear regression technique is performed.

❖ H1: Advertising has significant positive effect on brand image of Habesha Beer

The study assumed that advertising has a positive and significant effect on brand image.

Table 9 The Regression Model statistics of Brand image with Advertising

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.549[a]	.301	.299	.73198
a. Predictors: (Constant), Advertising				

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	88.202	1	88.202	164.619	.000[b]
	Residual	204.673	382	.536		
	Total	292.874	383			
a. Dependent Variable: Brand Image						
b. Predictors: (Constant), Advertising						

Source: survey result (2018)

In the above table, the coefficient R indicates that correlation between the independent and dependent variable R= .549 which indicates there is strong correlation between the dependent variable brand image and the independent variable advertising. The R^2 between the dependent variable brand image and the independent variable advertising equals 0.301 Therefore; we can conclude that the independent variable advertising in the model explained 30.1% variance in dependent variable brand image. The remaining 69.9% of the variation in brand image can be attributed to other variables.

To test significance of this model ANOVA (F-test) was performed. It is shown on the above ANOVA table 9 that the model is significant $F_{(1,382)}$ =164.619, P=.000).F test is a statistical test; its purpose is to examine whether the independent variables taken together have a significant effect to the dependent variable. If the significance value of the F statistic is small; that means smaller than the error margin 0.05, then the independent variables explain the variation in the dependent variable significantly.

It can be observed there is a significant relationship between Advertising and brand image (P<0.01) which indicates that the proposed hypothesis which states that *there is positive and significant relationship between advertising and brand image is* accepted.

❖ H2:Sponsorship has significant positive effect on brand image of Habesha Beer

To test the proposed hypothesis which states there is positive and significant relationship between sponsorship and brand image Univariate regression analysis has been performed.

Table 10The Regression Model Statistics of Brand Image with Sponsorship

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.381ᵃ	.145	.143	.80971
a. Predictors: (Constant), Sponsorship1				

ANOVAᵃ						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	42.425	1	42.425	64.709	.000ᵇ
	Residual	250.449	382	.656		
	Total	292.874	383			
a. Dependent Variable: BrandImage1						
b. Predictors: (Constant), Sponsorship1						

Source: survey result (2018)

In the above table, the coefficient R indicates that correlation between the independent and dependent variable R = .381 which indicates there is moderate correlation between the dependent variable brand image and the independent variable sponsorship. The R square value of .145 indicates that the independent variables included in the model explained 14.5% of variance in the dependent variable brand image. The remaining 85.5% of the variation in brand image can be attributed to other variables.

To test significance of the model above, ANOVA (F- test) was performed. As shown above table 10 on univariate regression analysis, it can be observed that the model as a whole is significant

(P=.000, $F_{(1,\,382)}$ 64.709). Thus, it is concluded that the proposed hypothesis which states that *there is positive and significant relationship between sponsorship and brand image* is accepted.

❖ H3: Non-monetary promotion has significant positive effect on brand image of Habesha Beer

To test this hypothesis and to examine the effect of Non-monetary promotion on brand image we perform univariate regression technique.

Table 11The Regression Model Statistics of Brand Image with Non-monetary Promotion

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.322ᵃ	.104	.101	.82892
a. Predictors: (Constant), Non-monetary promotion				

ANOVAᵃ					
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.400	1	30.400	44.244	.000ᵇ
	Residual	262.474	382	.687		
	Total	292.874	383			
a. Dependent Variable: Brand Image					
b. Predictors: (Constant), Non-monetary promotion					

Source: survey result (2018)

In the above table, coefficient R indicates that correlation between the independent and dependent variable R= .322 which indicates there is moderate correlation between the dependent variable brand image and the independent variable Non-monetary promotion. As shown in table above, the model statistics summary of dependent variable brand image revealed that the R

square value of .104. This result indicate the independent variable non-monetary included in the model explained 10.4% of variance in the Brand image. The remaining 85.5% of the variation in brand image can be attributed to other variables.

To test significance of the model, ANOVA (F- test) was performed. As shown above on univariateregression analysis on table 11, it can be observed from the ANOVA table that the model as a whole is significant (P=.000, F $_{(1, 382)}$ = 44.244). Thus, it is concluded that the proposed hypothesis which states that *there is positive and significant relationship between Brand image and non-monetary promotion is* accepted.

4.6.2. Hypothesis summary

Table 12 Hypothesis Summary

Hypothesis	Description	Remark
H1	Advertising has significant positive effect on brand image of Habesha Beer	Accepted
H2	Sponsorship has significant positive effect on brand image of Habesha Beer	Accepted
H3	Non-monetary promotion has significant positive effect on brand image of Habesha Beer	Accepted

Chapter Five

5. Summary of Findings, Conclusion and Recommendation

5.1. Introduction

In this chapter the main findings, conclusion, recommendation and academic and practical implications of the study based on the survey results are presented. First, the major findings from the descriptive and Univariate linear regressions are summarized precisely. Then, conclusions are followed. Subsequently, recommendations are posited to promoters and brand managers. Furthermore, managerial implications as well as recommendations are provided for future researchers interested in the area.

5.2. Summary of Findings

The present study examines the influence of promotional tools on brand image of Habesha beer by adopting the promotional mix from the company. The study used descriptive and Univariate linear regressions. The major findings of the study are summarized as follows.

The most referred source to get awareness of various brands is Television commercials (63.8%) and 11.7% of respondents refer in store promotions While 10.2% of respondents refer to printed ads. Online media is referred by 8.1 %(31) of the respondents but the least referred source is Outdoor media which is 6.3%. The study indicates television commercials are the leading sources while the remaining medias' are less referred to get awareness.

Univariate linear regressions were conducted to identify the relationships and to determine the most dominant variables that influenced the brand image of Habesha beer. The significance level of 0.05 was used with 95% confidence interval*.* In order to show the effect that each dimension has on the dependent variable, the study checked the Standardized Coefficients. We observedfrom the analysis R (0.583) indicates correlation of the three independent variables with the dependent variable brand image and the weighted combination of the predictor variables

(promotional tools) explained or affect approximately 34%(R square) of the variance of brand image and the remaining 66% is by extraneous variables. This result also indicates that there may be other variables that are not included in the current study that build up brand image. The researched tested three hypotheses: The study assumed that advertising has a positive and significant effect on brand image. The coefficient R indicated that correlation R= .549 which indicates there is strong correlation between the dependent variable brand image and the independent variable advertising. The R^2 between the dependent variable brand image and the independent variable advertising equals 0.301 Therefore; the independent variable advertising in the model explained 30.1% variance in dependent variable brand image. The remaining 69.9% of the variation in brand image can be attributed to other variables. It is shown on the ANOVA that the model is significant F $_{(1,382)}$ =164.619, P=.000), which indicates that the proposed hypothesis which states that there is positive and significant relationship between advertising and brand image is accepted.

The second proposed hypothesis which states there is positive and significant relationship between sponsorship and brand image. The coefficient R = .381 which indicates there is moderate correlation between the dependent variable brand image and the independent variable sponsorship. The R square value of .145 indicates that the independent variables included in the model explained 14.5% of variance in the dependent variable brand image. The remaining 85.5% of the variation in brand image can be attributed to other variables. It can be observed from ANOVA (F- test) that the model as a whole is significant (P=.000, $F_{(1, 382)}$ 64.709). Thus, it is concluded that the proposed hypothesis which states that there is positive and significant relationship between sponsorship and brand image is accepted.

To examine the effect of Non-monetary promotion on brand image we performed Univariateregression technique. The third hypothesis states there is positive and significant relationship between Brand image and non-monetary promotion. The coefficient R= .32 indicates there is moderate correlation between the dependent variable brand image and the independent variable Non-monetary promotion. The dependent variable brand image revealed that the R square value of .104. This result indicate the independent variable non-monetary

included in the model explained 10.4% of variance in the Brand image. The remaining 85.5% of the variation in brand image can be attributed to other variables. It can be observed from the ANOVA table that the model is significant (P=.000, F $_{(1, 382)}$ = 44.244). Thus, it is concluded that the proposed hypothesis which states that there is positive and significant relationship between Brand image and non-monetary promotion is accepted.

Moreover, the overall promotional mix explains 34% of brand image and threehypothesizes formulated and tested using univariate linear regression. Indicated with the likelihood ratio test results that advertising, sponsorship and non-monetary promotion have a significance value of 0.000, 0.000, and 0.000 respectively which is below 0.05. This implies a statistically significant positive relationship between these three promotional elements and Brand image of Habesha beer.

5.3. Conclusion

The major objective of this study was to assess promotional toolsanditsinfluence on brand image. In order to accomplish this objective the researcher distributed 400 questionnaires to sample respondents in the specified sub cities collected 384 completely filled questionnaires for data analysis. In addition, the researcher attempted to identify which of the promotional tool(s) achieved higher perceived performance in the side of target customers and identified which dimensions have higher and lower influence on brand image of Habesha beer. Moreover, the study identified which areas require emphasis and additional investment.

Brand image is a strategic asset for organizations today, Kim and Hyun (2011) presented results indicated that all the efforts of marketing mix affect overall value of the company image on brand equity.

The computed values of the criterion variable shows that the level of brand image is good based on the research finding, this shows that all of the promotional tools impact brand image of Habesha beer.

The Pearson's correlation coefficient of the study signifies that all predictor variables and criterion variable have positive relationship with each other. Based on the study result empathy, advertising has a strong association with brand image. Promotional tools of Habesha beer have positive relationship with brand image and their level of significance is varying among promotional tools.

The relative importance of the significant predictors is determined by looking at the standardized coefficients in the regression result table. Based on this way the result of regression analysis it is shown that advertising has highest influence on brand image by holding other dimensions as constant followed by sponsorship and, non-monetary promotion.However, the least influence on brand image was observed in the Non-monetary promotion. This result shows that advertising and sponsorship have dominant influence on the brand image and non-monetary promotion has least influence towards brand image. Therefore, the researcher confirmed that the dimensions of promotional tools vary in driving brand image in a given sector.

The finding indicates that below average of the brand image of Habesha beer is influenced or explained by promotional mix which are, advertising, sponsorship and non-monetary promotion. Hence, the result showed brand image is influenced by other extraneous variables that are not included in this study. Therefore, in measuring brand image the organization should take a care by including all the factors that can affect brand image.

5.4. Recommendations

Based on the results of the analysis and conclusion made the following recommendations are forwarded which helpsHabesha breweries S. Co in assessing its promotional tools process or in order to improve the marketing strategy of the organization and indirectly to brand image.

- The study confirms the three promotional tools of the promotional mix of Habesha beer (advertising, sponsorship, and non- monetary promotion.) are positively correlated with

the brand image of Habesha beer. Thus, the organization should invest in promotional mix in maintaining and improving the brand image of Habesha beer.

- As clearly shown in the analysis part of the study, advertising has the most dominant influence in building the brand image of Habesha beer and non-monetary promotion is the least in the influence. Therefore, the organization should invest more on the dominant dimension and it should consider the appropriateness of non-monetary promotion.

- The organization should invest more on advertising because in the findings the element is good; to achieve higher perceived brand image and get competitive advantage in the market.

- Promotional tools of Habesha beer has a moderate influence on brand image. The organization requires investing and improving the overall influence of promotional tools on brand image. In the study it is shown less than average is influenced by the promotional tools.

- As shown in the finding and presentation part of the study limited number of promotional tools is used in the promotional mix of Habeshabeer.The organization should put all the effort to increase a positive strong brand image up to what is possible.

- Develop appropriate communication approaches of various promotional tools to improve the influence of the promotional mix towards influencing the target customers' perception of Habesha beer brand image.

- Moreover, the brewery should evaluate the promotional tool outcomes towards the brand image constantly. Therefore, the company should continuously redefine marketing and branding strategies and assess the strategies for the long run.

- In the present competitive beer industry, most to the beer companies offer the same or similar products and brand image is a vital means to differentiate themselves in the market place. The present study will provide at least give some sorts of guidelines to the marketing team of the brewery to take the right decision to improve the strength of the brand image of Habesha beer.

5.5. Limitation of the Study

Actually, it is rare to conduct a study without any limitations and challenges. Habesha beer has a lot of target customers all over Addis Ababa. It's believed that this study will make several significant and important contributions, the research paper focuses on consumers who live in Addis Ababa, As Addis Ababa is the capital city, and has most diverse set of customers.

In addition, as the convenience sampling is used, bias may exist. Moreover, in consumer behavior research it is quite common to use convenience sampling. As the population in this study is expected to shed some light in our understanding of the effect of promotional mix on brand image, further studies, however can try to have representative sample to strengthen any understanding in this areaconvenience sampling and thus this study cannot be generalized but will provide us tentative results to investigate further in other studies.

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Appendix I

Addis Ababa University
College of Business and Economics
Department of Management
Questionnaire

Dear Survey Respondents,

I am conducting a research which shall be submitted in partial fulfillment of the requirements for Masters Degree in Business Administration. The purpose of this study is to understand "The influence of promotional tools on brand image". Therefore, this is to kindly request you to take some of your precious time to fill the questionnaire at your convenience. Your willingness and cooperation in giving reliable information is well appreciated and the information you provide will be used for academic purpose and will be kept in strict confidentiality. If you would like further information about this study, or have problem in completing this questionnaire please contact me.

Thank you in advance for your time!

Part I: Background Information

Direction: Please make a "√" (tick mark) in the circles provided below.

1. Gender

    ◯ Male

    ◯ Female

2. Age
    ◯ 18 to 21
    ◯ 22 to 34
    ◯ 35 to 44
    ◯ 45 to 54
    ◯ 55 to 64
    ◯ 65 and Over

3. Which source do you refer the most to get awareness of various brands?

    ◯ Print ads
    ◯ Television commercials
    ◯ In-store promotion
    ◯ Outdoor media
    ◯ Online media

Part II: Customer survey on promotional effect on Brand image

Direction: Please indicate your experience about each statement given below by putting "√" (tick mark) on space provided (strongly disagree=1, agree=2, neutral =3 , disagree=4 and strongly disagree=5)

Sponsorship						
No.	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Habesha beer sponsorship of the respective event increases my chances of attending the event in the future					
2	Sponsorship of the respective event will increase my likelihood of following media coverage of the event.					
3	Habesha beer sponsorship of the respective event would increase my likelihood of attending the event.					
4	sponsorship of the respective event will increase my watching of the event more					
5	Sponsorship is a more beneficial than advertising.					

Advertising						
No	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Based on the impression I got from the advertisement of Habesha beer , if I had to make purchases I would likely buy from Habesha beer					
2	Habesha beer advertisement gave me a good feeling about the company as a good brewery					
3	Habesha beer ad is an advert I would look forward to seeing again					
4	I learned something new from the Habesha beer advert					
5	I liked the picture on Habesha beer ad					
6	The advertisement doesn't relate to me or my drinking habits					
7	I liked the style/text of Habesha beer advertisement					

Non-monetary Promotions						
No.	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Habesha beer frequently offers gifts					
2	Habesha beer often uses gifts					
3	Habesha beer uses gifts more frequently than competing brands of beer					

Brand Image						
No	Items	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Some Characteristics of Habesha beer come to my mind quickly					
2	I can quickly recall the symbol or logo of Habesha beer					
3	Habesha beer has a strong personality					
4	I have a clear impression of the type of people who use Habesha beer brand					
5	The intangible attributes Habesha beer brand are reason enough to buy it					
6	Habesha beer has a strong image					
7	Habesha beer provides a high value in relation to the price we must pay for it					
8	Habesha beer is a very nice brand					
9	Habesha beer is a very attractive brand					
10	Habesha beer is an extremely likeable brand					
11	Habesha beer is a different brand					