St. Mary's University

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The Effect of Promotional Tools on Brand Image: The case of Diageo, Meta Abo Breweries S.C

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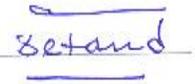
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Statement of Certification

This is to certify that Melat Seifu Tefera has carried out her research work on the topic entitled **'The Influence of Promotional Tools on Brand Image: The case of Diageo, Meta Abo Breweries S.Co'**. The work is original in nature and is suitable for submission for the award of Master's Degree in Business Administration.

Dr. Getie Andualem   14/01/2022

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

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ABSRACT

The research paper presents the effect of promotional tools on brand image of Malta Guinness Malt. It assesses Malta Guinness Malt's promotional elements influence on brand image. The study is conducted in Addis Ababa. It is assessed by conducting survey questionnaires to Malta Guinness target consumers who were selected using cluster and convenience sampling. A sample size of 290 customers' data 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 result showed that advertising, sponsorship, and non-monetary promotion of the promotional tools of Malta Guinness Malt significantly influence it's the brand image. 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 advertising in 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: INTRODUCTION

This chapter comprises the study on the influence of promotional tools on brand image in Meta 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

The term marketing mix often refers to a common classification that began as the four Ps: product, price, placement, and promotion. It includes multiple areas of focus as part of a comprehensive marketing plan (Will Kenton, 2020).

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, and Stuart, 2009). Promotion refers to any type of marketing communication used to inform Target audiences of the relative merits of a product, service, brand or issue, most of the time persuasive in nature (McCarthy, Jerome E., 1964).

Brand image, a very important concept in marketing research, can be explained as how the customers perceive the brand. It is the key of how consumers make their choices after gathering information about the particular brand and the alternatives (Ataman & Ülengin, 2003). Creating a positive brand image is a combination of many factors including your visual presence, relevance, value, character and ability to serve, engage and move people (Keller, 2004). According to Riezebos (2013), communication is one way of how organizations express and implement their brand image. It gives a company the possibility to modify the consumers brand image and steer it in the direction to the brand identity. This is done in order for the brand identity and brand image to be as congruent as possible.

In order to unify marketing communication elements, such as public relations, social media, audience analytics, business development principles, and advertising, into a brand identity,

which remains consistent across distinct media channels, we use a process called Integrated marketing communication (IMC) Philip J Kitchen (2013). The optimal combination of all the communication elements ensures a company to build up a positive brand image.

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 organization running any kind of business, ensuring a high integrated market communication implies a positive effect on its Brand image.

In recent years where Ethiopia is showing a fast growth in economy, the fast moving consumer goods (FMCG) companies are investing a huge amount of money in order to get a hand full of share on the promising market. Since there is a dramatic replacement of traditional beverages for beer, which resulted in a high growth in the beer market, Alcoholic beverage companies are one of the highest investors. In this research paper Meta breweries S.Co will be seen from the perspective of promotional tools and its influence on brand image. The Meta Abo Brewery S.Co uses the following promotional tools: advertising, sponsorship and non-monetary promotion.

1.2. Background of the Company

Meta Abo Brewery, formerly a state-owned business, was acquired by an international company called Diageo in January 2012. The brewery had only one product line at the time of acquisition. Diageo had then introduced multiple of product lines like Zemen, Azemra and Malta Guinness Brands, even though some of them are not currently available on the market. Diageo, which is engaged in beverage alcohol business, has been enjoyed in Ethiopia since 1955, with Johnnie Walker and White Horse whiskies. The company has other international brands, such as Smirnoff Vodka, Baileys and Captain Morgan.

Meta Abo breweries have three product lines, i.e. Meta Beer, Azmera Beer and Malta Guinness. On this paper, the main focus is going to be on Malta Guinness, which is a non-alcoholic beverage produced by Diageo, Meta Abo Breweries, in which, the effect of each promotional tool on the brand image of Malta Guinness is investigated. Therefore, the aim of this study is to examine the influence of promotional tools on brand image of Malta Guinness. The study is the case of Meta Abo Breweries.

1.3. Statement of the Problem

Having a strong brand is important, since it can provide a business with several benefits both externally and internally, for example: generating consumer confidence, loyalty, breeding employee motivation, attracting new employees and stimulating investments (Christensen & Askegaard, 2001).

An effective promotional strategy is needed to build up a positive brand image. Sales promotion, perhaps more than any area of marketing communication has witnessed both dramatic growth and change over recent years (Huff.et al, 1999). Consequently, sales promotion is increasingly gaining relevance within company communication programs. Nevertheless, although promotions may prove to be useful for a rapid sales increase, these marketing tools have long-term effects. Several researchers have revealed that the frequent use of promotions may have a negative effect on the expected product price and the promoted brand image (Raghubir & Corfman, 1999).

However, other authors have verified that these effects may differ according to the promotion tool used. Thus, price promotions –such as discounts or coupons- may have a detrimental effect on brand image, whereas non-monetary promotions –i.e. gifts or contests- do not damage brand image and may even help to create it (Mela.et al,1997).

There are currently more than 12 breweries owned by 6 companies, producing at least 24 different brands of beer in Ethiopia. Much like its economy, Ethiopia's beer market has been steadily growing for the past decade. According to the data analysis company GlobalData, in 2014, annual beer production stood at 5.6m hectoliters, rising to around 7m hectoliters in 2018. The company has predicted that the figure could reach 25m hectoliters by 2023. 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 in Aaker, 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. Hence, the severity of the issue and absence of sufficient empirical studies on the topic of promotional tools and their effect on brand image is what motivated the researcher to examine the effect on Diageo, Meta abo brewery. This study helps improve the knowledge gap on brand image effects from promotional tools of Malta Guinness malt.

1.4. 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 Malta Guinness brand image?
- What is the effect of sponsorship on brand image of Malta Guinness?
- What is the effect of non-monetary sales promotion on brand image of Malta Guinness?

1.5. Objectives of the Study

1.5.1. General Objectives

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

1.5.2. Specific Objectives

The specific objective of the study are the following: -

- To understand the effect of advertisement on brand image of Malta Guinness Malt

- To distinguish the effect of Sponsorship on brand image of Malta Guinness Malt

- To identify the effect of Non-monetary sales promotions on the brand image of Malta Guinness Malt

1.6. Statement of Hypothesis

The hypotheses designed for this study are the following: -

H1: Advertisement has a positive and significant effect on the brand image of Malta Guinness Malt.

H2: Sponsorship has a positive and significant effect on the brand image of Malta Guinness Malt.

H3: Non-monetary Sales promotion has a positive and significant effect on the brand image of Malta Guinness Malt.

1.7. Significance of the Study

The study focuses on identifying whether a promotional tool influence brand image positively or negatively. Thus, the significance of this study; directs to strengthen the promotional tools that build a better brand image of Malta Guinness Malt. This paper is also very significant in assessing the existing gaps on promotional tools 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 to gain more market share. 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 and promotional mix. This research paper assists as a foundation for further studies.

1.8. Scope of the Study

The scope of the study can be discussed in terms of the issue under investigation (conceptually), geographically and methodologically.

- Conceptual scope: Conceptually this study aims to understand effects of promotional elements on brand image in case of Diageo, Meta Abo Breweries. Meta Abo breweries S.Co has multiple products currently thus, this study is focused on Malta Guinness Malt, Which is one of the products of Diageo, Meta Abo breweries S.C. The study used three independent variables i.e. Advertisement, Sponsorship and Non-monetary sales promotions and Brand image as an independent variable.

- Geographical scope: Geographically, the study is bounded to Meta Abo beer target customers in Addis Ababa city.

- Methodological scope: Methodologically, the study applies a quantitative research and a blend of descriptive and explanatory designs to achieve the research objectives. Pertinent data will be collected through questionnaire mainly from customers who have willingness to give the required information.

1.9. Limitations of the study

Actually, it is rare to conduct a study without any limitations and challenges. Malta Guinness Malt 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 area convenience sampling and thus this study cannot be generalized but will provide us tentative results to investigate further in other studies.

1.10. Organization of the Paper

This paper was organized into five chapters; the first chapter was consisted of the general introduction about the study, the gap or statement of the problem that this project wants to addresses, the research question that was answered by this paper, research hypothesis, and objective of this research, scope and significance of the study.

The second chapter would be included the literature review with various theoretical concepts which are related to advertisement, sponsorship, non-monetary sales promotions and the effect they have on brand image.

In the third chapter was presented the research methodologies which are research design, target population, sampling technique, sample size, source of data, type of data, method of data collection

and method of data analysis would be included in this chapter.

The collected data would be analyzed and interpreted and analyzed and interpreted data was presented in the fourth chapter. In the fifth chapter would be presented summery of the finding, conclusion and possible suggestions or recommendations.

1.11. Definition of Terms

1.11.1. Promotion

Promotion refers to any type of marketing communication used to inform target audiences of the relative merits of a product, service, brand or issue, most of the time persuasive in nature. (McCarthy, Jerome E., 1964)

1.11.2. Promotional Mix

Promotional mix describes a blend of promotional variables chosen by marketers to help a firm reach its goals. It is an optimal way of allocating budgets for the different elements within the promotional mix to achieve best marketing results (David Kurtz, 2010). Activities identified as elements of the promotional mix vary, but typically include the following:

• **Advertising** is the paid presentation and promotion of ideas, goods, or services by an identified sponsor in a mass medium. Examples include print ads, radio, television, billboard, direct mail etc. (David Kurtz, 2010).

• **Non-monetary Sales promotion** is a non-media marketing communications used for a pre-determined limited time to increase consumer demand, stimulate market demand or improve product availability (Gilbert D., 2008). It is offering 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)

• **Sponsorship** is financing an event, contest or race is a way to generate publicity (Gilbert D., 2008).

- **Digital marketing** is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium (Gilbert D., 2008).

1.11.3. Brand image

Brand image, an essential element in marketing research, is defined as a set of beliefs, ideas and impression that a person holds regarding an object (Kotler, 2001). On the other hand, (Keller,1993) considered brand image as a set of perceptions about a brand on customer's memory.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

In this chapter theories of marketing mix, brand image and other researches that have been done on promotional tools, brand image and related concepts are discussed and reviewed thoroughly.

2.1. 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).

2.2. 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).

2.3. 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)

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)

2.4. Promotional Mix

Traditionally, the distinct tools of the marketing communications mix are advertising, public relations (PR), Non-monetary 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 marketing communications mix consists of eight major modes of communication:

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

- *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).

- *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.

- *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.

- *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.

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

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

2.5. 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.

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).

2.6. 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.

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 Malta Guinness Malt.

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 Malta Guinness Malt.

Non-monetary 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 Malta Guinness.

2.8. Conceptual Framework of the Study

Ultimately, by reviewing the promotional tools that affect brand image, the promotional elements that affect the brand image of Meta Abo beer to set in the minds of target customers have been established as of figure3 below. The framework consists of the one dependent variable (brand Image), 3 independent variables (advertising, sponsorship, and non- monetary promotion) that affect the brand image and the research (alternate variables) symbolized by H1, H2 and H3.
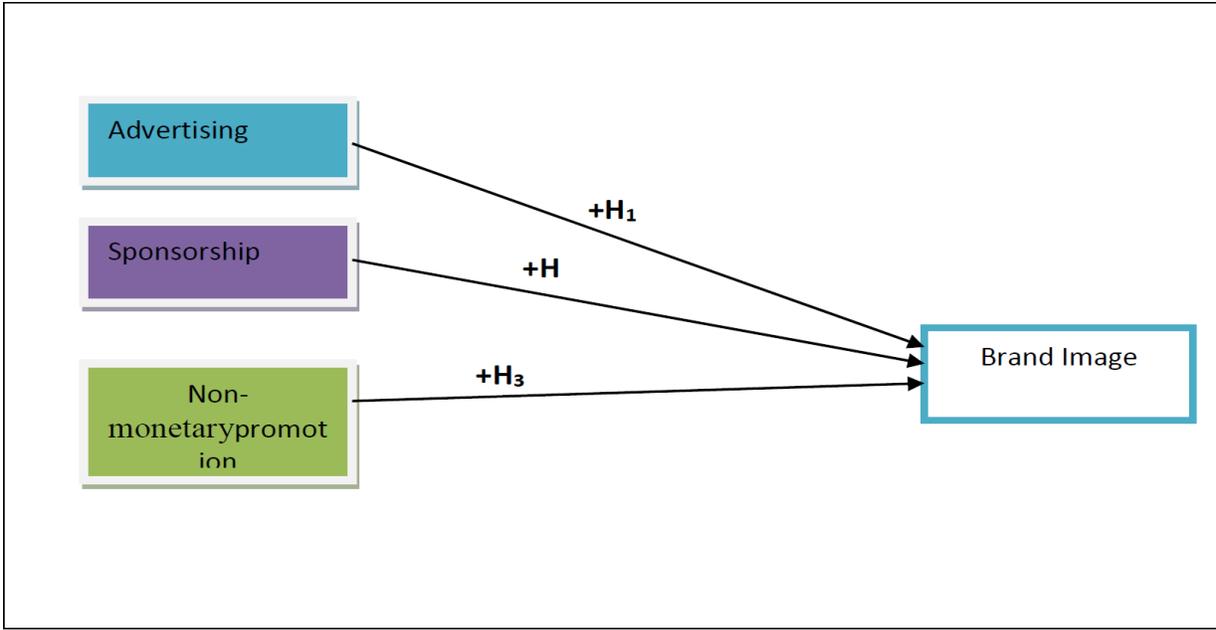
Figure 1 *Conceptual Framework of the Study*

CHAPTER THREE: METHODOLOGY

3.1. Research Design

Research design is a plan of collecting and analyzing data in an economic, efficient, and relevant manner. It is a plan of organizing framework for doing the study and collecting the necessary data. (C.R Kotari, 2004). This study tries 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 of quantitative 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 Malta Guinness Malt.

3.2. Data Collection Techniques

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

3.3. Research Instruments

The main instrument used for this study is Questionnaire. A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. Questionnaires can be thought of as a kind of written interview (Gault, RH, 1907). The instrument is designed to examine the effects of promotion on brand image of Malta Guinness. 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 personal information and demographic variables of the respondents. The demographic section

gathers such information about the respondent gender, age 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 which provides five possible answers to a statement or question that allows respondents to indicate their positive-to-negative strength of agreement or strength of feeling regarding the question or statement (Kal L., 2005). The respondents are required to indicate the intensity of their feelings from and which communicational tools they perceived the brand image of Malta Guinness. It includes questions on each promotional tools used by Malta Guinness in correspondence to brand image dimensions. Items used in this section were taken and edited from supporting journals and literatures.

3.4. Target Population

According to (Sekaran, 2003), population refers to all of things, people, or events that are the object of the investigation. The total population of this research is sum of target customers of Malta Guinness Malt in Addis Ababa. For the reason that, the study focuses on target customers of Malta Guinness Malt since brand image is perceived by consumers of Malt and the study is conducted in Addis Ababa. The source population in this study will be all consumers of Malta Guinness in Addis Ababa during the study period.

3.5. Sampling Techniques

During investigations and 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 Malta Guinness Malt customers. Cluster sampling was used. The sampling frames are the sub cities of Addis Ababa; namely, Yeka ,Akaki Kaliti, Arada, Bole, Gullele, Kirkos, Kolfe Keranio, Addis ketema, Lideta, Nifas Silk-Lafto. Randomly Arada, Yeka and Lideta Sub-cities were selected. And the study used convenience sampling in order to select respondents from the listed three sub-cities in the selected

clusters, Therefore, this study uses cluster and convenience sampling for the reason that the sample clusters are geographically convenient and the entire population is unknown.

3.6. Sample Size

Based on the recommendation provided by Yamane (1967), with respect to non-probability sampling approach when the population of the study is not defined and for large population size, although tables can provide a useful guide for determining the sample size, you may need to calculate the necessary sample size for a different combination of levels of precision, confidence, and variability. When the population is more than 100,000 for Precision (e) of ±6% and Where Confidence Level is 95% and P=0.5 and to determining sample size (n) it's applicable to use one of several formulas (Yamane, 1967).

For populations that are large, Cochran (1963) developed the Equation to yield a representative sample for proportions. Which is valid where (no) is the sample size, Z is the abscissa of the normal curve that cuts off an area αat the tails (1 - α equals the desired confidence level, e.g., 95%), e is the desired level of precision, p is the estimated proportion of an attribute that is present in the population, and q is 1-p. The value for Z is found in statistical tables which contain the area under the normal curve (1.96).

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

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*

So that student researcher by use recommendation of (Yamane; 1967) and formula by (cochran; 1963) determine sample size as follow. Taking 95 % confidence level Z is termed to be 1.96, with a precision of ±6% and assuming p=0.5 and q is 0.5 Putting the figures in the equation the sample size is determined to be 266. 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, 290 sets of questionnaires were distributed because 0.1% non-response rate was expected.

3.7. Measurement of Variables

This research is on the influence of promotional tools on brand image of Malta Guinness thus, the variables are brand image and promotional tools used by Meta Abo Breweries company for the promotion of Malta Guinness Malt. The dependent variable of this research is brand image and the independent variables are the promotional elements used by Meta Abo breweries. Meta uses advertising, sponsorship, and non- monetary promotion. The dependent variable (Brand image) is evaluated on a 5-point Likert scale, anchored by "Strongly Disagree" and "Strongly Agree".

3.8. Data Analysis Technique

The questionnaires were used to collect primary data and the data was analyzed using the Statistical Package for Social Sciences (SPSS) version 20. On SPSS the data was arranged for statistical analysis and it was analyzed using the statistical tools which include percentages, frequency, mean, standard deviation, variance and correlations descriptive statistics in the form of percentage and tabulation to 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 of univariate 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 15 since the study is does not engage any 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: DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1. Introduction

This chapter presents the data analysis and discussion of the research findings obtained from data collected from the survey questionnaire. Responses for the measures on the questionnaire are summarized and presented using tables to facilitate easy understanding. The demographic profiles of the study sample were described using descriptive statistics and also inferential statistics were employed in order to analyze data obtained from the survey. Accordingly, multiple regression analysis was used to test hypothesis and achieve the study objective that focuses on determining the effect of advertisement, sponsorship and Non-monetary sales promotions on brand image. Furthermore, Cronbach's Alpha coefficient was used to test internal consistency of the measure.

A total of 278 completed questionnaires were obtained from 290 of the distributed questionnaires to Malta Guinness Malt target customers in Addis Ababa. The statistical analyses of data in both the descriptive and inferential aspects were carried out using SPSS version 20. 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

This section summarizes the demographic characteristics of the sample, which includes gender of the respondent, age of the respondent and marital status of the respondent.

The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the proportion of males and females in the sample, range of age and marital status, so that the analysis could be more meaningful for readers.

Table 1 **Demographic Profile of Respondants**

Variables		Frequency	Percentage
Gender	Male	163	58.6
	Female	111	41.4
Age Frequency	18-21	54	19.4
	22-34	128	46.0
	35-44	81	29.1
	45-54	11	4.0
	55-64	4	1.4
Marital Status			
	Single	71	20.1
	Married	112	60.1
	Divorced	53	15.0
	Widowed	17	4.8

Source: Survey result (2021)

As shown on Table 1 above, the general demographic profile of the respondents reveals that both males and females were included in the study as shown on Table 1 below, 58.6% shows that male respondents have the greater part seeing that the remaining respondents of 41.4% are females.

The result showed that ,46% of the respondents' age ranges 22-34 followed by 29.1% of them being the age of 35-44 and 19.4% of the respondents'' age ranges 18-21. In the study most of the respondents are male. It's shown the majority of the respondents' ages vary from 22 to 34.

4.2.2. Most referred source of awareness for various brands

As indicated in Table 2 below, the most referred source to get awareness of various brands is Television commercials (56.1%) and 25.2% of respondents refer Online Media While 9% of respondents refer to In-Store Promotion. Outdoor Media is referred only by 5.4 % (15 of the Respondents) but the least referred source is Printed AD which is 4.3%. The study indicates television commercials are the leading sources while the remaining Medias' are less referred to get awareness.

Table 2 *Most referred source of awareness for various brands*

		Frequency	Percent	Valid Percent	Cumulative Percent
Most referred source of awareness for various brands	Printed Ads	12	4.3	4.3	4.3
	Television Commercials	156	56.1	56.1	60.4
	In-store promotion	25	9.0	9.0	69.4
	Outdoor Media	15	5.4	5.4	74.8
	Online Media	70	25.2	25.2	100.0
	Total	278	100.0	100.0	

Source: Survey result (2021)

4.2.3. Descriptive analysis for antecedent variables

On the basis of a five points Likert scale, the overall mean (M) score between **1-2.33** is considered as low, the score between **2.34-3.67** is considered as moderate, and the mean score between **3.68-5** is taken as high value (Zaidatol et al, 2012). The interpretation of mean values is based on this criterion.

Table 3 Descriptive statics for antecedent variables

		Advertisement	Sponsorship	Non- Monetary Sales Promotions
N	Valid	278	278	278
	Missing	0	0	0
Mean		3.5572	3.5240	3.4971
Std. Deviation		0.33102	0.35412	0.35558

Source: Survey result (2021)

The table suggests that all brand image determinant rated as above satisfactory. As far as the mean values are concerned, Advertising (mean of 3.5572) has a relatively major role on brand image followed by Sponsorship (mean of 3.5240).

4.3. Reliability Test

As Andrew, Pedersen, and McEvoy, (2011) adopted from (Nunnally and Bernstein, 1994), a popular method for measuring the internal consistency reliability a group of items is Cronbach's alpha coefficient, often referred to as simply Cronbach's alpha or Cronbach's α. In short, Cronbach's alpha measures how well a set of variables or items measures a single, one-dimensional latent construct. It is essentially a correlation between the item responses in a questionnaire; assuming the statistic is directed toward a group of items intended to measure the same construct, Cronbach's alpha values will be high when the correlations between the respective questionnaire items are high. Cronbach's alpha values range from 0 to1, and, in the social sciences, values at or above 0.7 are desirable, but values well above 0.9 may not be desirable as the scale is likely to be too narrow in focus.

Based on the test for reliability shown in table below, with the reliability Cronbach's Alpha statistics of individual constructs ranges from 0.704 to 0.972. Thus, based on the test of the scales and constructs included, it is revealed that each scale represents a reliable and valid construct.

Table 1 Reliability Test

Variables	Cronbach's Alpha	No. of Items
Sponsorship	0.704	5
Advertisement	0.962	7
Non-Monetary Promotion	0.743	3
Brand Image	0.972	11
Overall Reliability	0.901	26

Source: Survey Result (2021)

4.4. Correlation Analysis

Correlation analysis is measuring or indicating the linear relationship and measure the strength of the association between two variables. The coefficient of correlation founds between -1 and 1. If the correlation coefficient of two variables is 1, these variables will have a positive relationship. And also the correlation coefficient approaches to positive one there is a strong relationship among the two variables. In other way the correlation coefficient is -1 show that the two variables have a negative relationship. And the correlation coefficient approaches to -1 there is a strong negative relationship among them. If there is no a relationship between the two variables, the correlation coefficient will be equal to zero (0) (Berndt et. al. 2005).

For this study Pearson correlation coefficient was used to study the relationship between Sponsorship, Advertisement, Non-Monetary Promotions and Brand Image. The following table show that the Pearson Correlation on the relationship between Brand Image and the other variables.

Table 2 *Pearson Correlation of variables*

Correlations				
	Brand Image	Sponsorship	Advertising	Non-monetary promotion
Brand Image	1	.661**	.727**	.560**
Sponsorship	.661**	1	.460**	.502**
Advertising	.727**	.460**	1	.265**
Non-monetary promotion	.560**	.502**	.265**	1

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Survey Result (2021)

According to Table 5 above, Pearson correlation matrix shows advertising has the strongest association with brand image with a value of 0.727. As per the person's correlation, the r-value range from >0.5 shows variable is strongly correlated. Hence; Pearson correlation coefficient value shows that Sponsorship and non-monetary promotion are also strongly correlated with brand image with the value of 0.661 and 0.560 respectively.

4.5. Regression Analysis

4.5.1 Diagnostics in Regression

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

4.5.1.1. Linearity

There must be a linear relationship between the dependent and independent variables. Linearity refers to the degree to which the change in the dependent variable is related to the change in the independent variables. This can also be verified via the p-plot presented below. The plots appeared to be in a straight line fulfilling the linearity assumption.
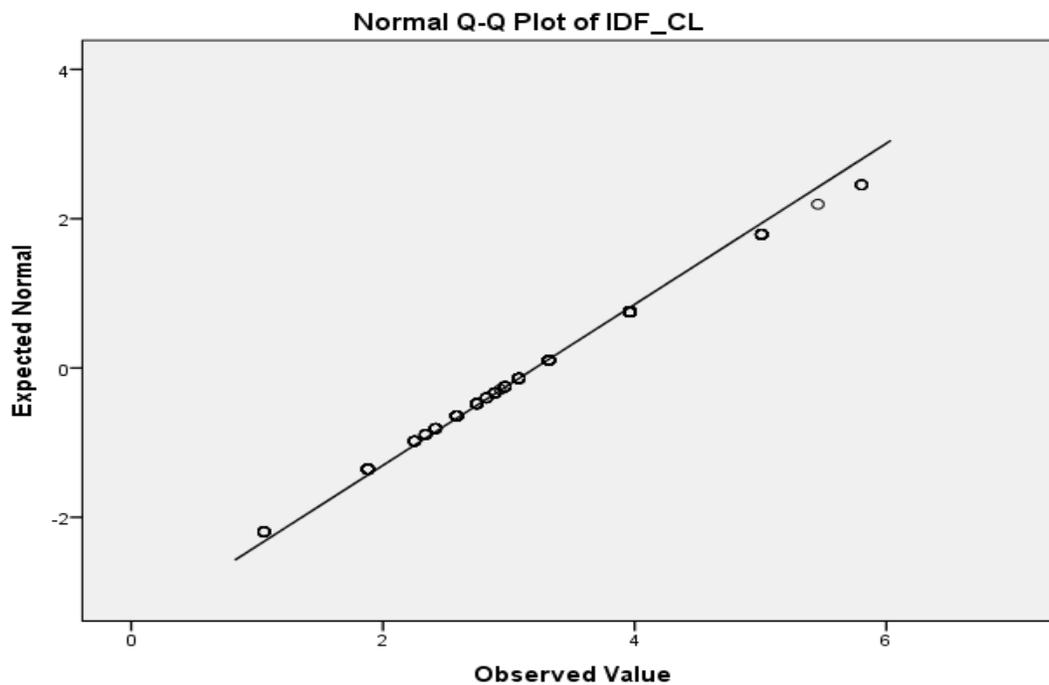

Figure 2 Linearity

4.5.1.2. Multi-collinearity

Multi Collinearity is checked using correlations between the variables in the model. Independent variables show at least some relationship. If the tolerance statistics is below 0.1(10%) or if the value of Variable inflation factor (VIF) of variables are more than 10, there will be multicollinearity problem. Higher dependent variable (above 0.9) is preferable. In this case all of the scales (Sponsorship, Advertisement, Non-Monetary Promotions) with Brand Image correlate substantially (0.345, 0.321, 0.528) respectively. As it can be seen from the table these requirements are validated and there is no issue of Multi Collinearity.

Table 3 Collinearity statistics

Model	Collinearity Statistics	
	Tolerance	VIF
Sponsorship	0.345	2.899
Advertisement	0.321	3.115
Non-Monetary Promotion	0.528	1.893

a.   Dependent variable: Brand Image

Source: Survey Result (2021)

4.5.1.3 Normality

In statistics, normality tests are used to determine if a data set is well-modeled by a normal distribution and to compute how likely it is for a random variable underlying the data set to be normally distributed. As observed from the histogram is symmetric along the center 0, therefore, this study fulfills the assumption of Normality assumption as shown in the figure 4 below.
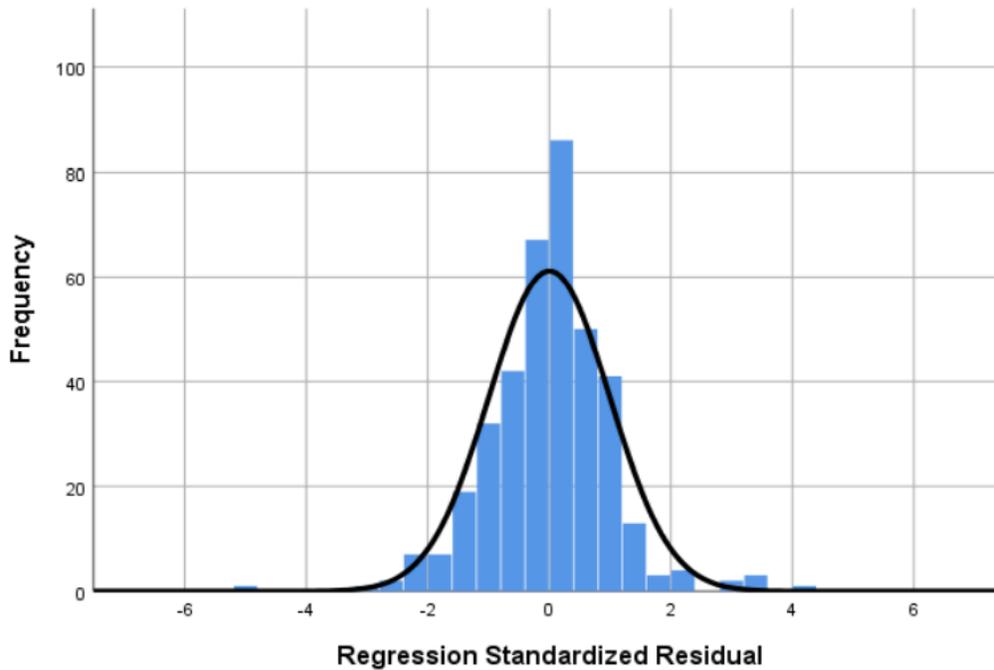
Dependent variable: Brand Image

Figure 3 *Normality Distribution*

Source: Survey Result (2021)

4.5.1.4 Homoscedasticity

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

Is the data entered is homoscedastic if the graph looks somewhat like a shotgun blast of randomly distributed data. The opposite of homoscedasticity is heteroscedasticity, where you might find a cone or fan shape in your data.
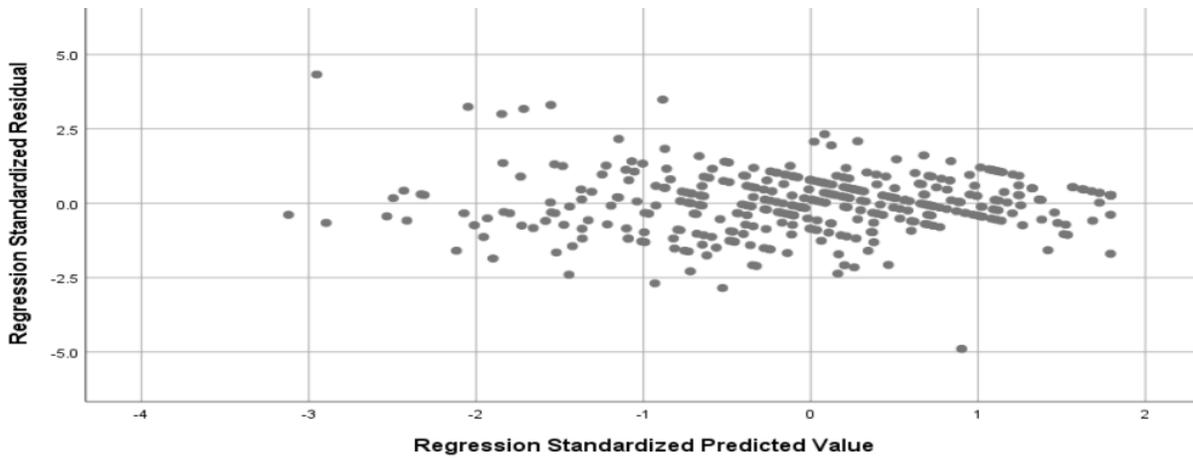
Dependent variable: Brand Image

Figure 4 Homoscedasticity assumption checked by regression

Source: Survey Result (2021)

Since all the assumed tests such as, Multi-Collinearity, linearity, homoscedasticity and normality have shown no problem, we can proceed with the regression analysis.

4.5.2. Multiple Regression Analysis

Multiple regression analysis is a statistical model that shows the relationship between more than two variables in which one is the dependent and the others are independent or the predictor of dependent variable (Sekaran and Bougie, 2010).

To achieve the objective, answer the research question and test the hypothesis of this study, regression analysis was used for the Promotional tools. Multiple regressions with a significance level of 0.05 and 95% confidence interval were used to identify the relationship and to determine the most dominant variables that influenced the brand image of Malta Guinness Malt.

Table 7 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774[a]	.599	.593	.606

a. Predictors: (Constant), Non-monetary promotion, Advertising, Sponsorship
b. Dependent Variable: Brand Image

As it can be seen from table 7, the result of the regression analysis shows that 59.9% (R^2 =0.599) of the variation of brand image (dependent variable) is explained by the promotional tools used by Malta Guinness (independent variables) i.e. Sponsorship, Advertisement and Non-monetary promotions. Thus, the remaining 40.1% is built up by extraneous variables which are not included in this study.

Table 8 Regression coefficient analysis

Model				t	Sig.
	B	Std. Error	Beta		
(Constant)	.751	.402		9.332	.000
Advertisement	.720	.035	.727	20.619	.000
Sponsorship	.637	.037	.661	17.126	.000
Non-Monetary sales promotion	.669	.051	.560	13.173	.000

4.5.2.1. Hypothesis Testing

H1: Advertisement has a significant positive effect on brand image of Malta Guinness Malt.

Table9 Anova results (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	276	.536		
	Total	292.874	277			
a. Dependent Variable: Brand Image1						
b. Predictors: (Constant), Advertising1						

The beta value of the predictor variable on the regression model represents that the rate of change of the response or dependent variable as the result of the change of independent variable per unit. The above coefficient on ==table== 8 shows that the rate of brand image changes due to advertisement changes by a unit. The beta value of advertisement is 0.720 which implies that, if advertisement changes by one unit, brand image will change by 0.720.

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 $F_{(1,277)} = 164.619$, 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 Malta Guinness Malt.

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 10 Anova results (Sponsorship)

ANOVAᵃ						
Model		Sum of squares	df	Mean square	F	Sig
1	Regression	42.425	1	42.425	64.709	.000ᵇ
	Residual	250.449	276	.655		
	Total	292.874	277			
a. Dependent Variable: Brand Image1						
b. Predictors: (Constant), Sponsorship1						

Source: Survey result (2021)

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, $F_{(1, 277)}$ 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.*

Besides, the beta value of the predictor variable on the regression model represents that the rate of change of the response or dependent variable as the result of the change of independent variable per unit. The above coefficient on table 8 shows that the rate of brand image changes due to sponsorship changes by a unit. The beta value of sponsorship is 0.637 which implies that, if sponsorship changes by 1 unit brand image will change by 0.637.

H3: Non-monetary promotion has significant positive effect on brand image of Malta Guinness Malt.

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

Table 11 Anova result (Non-monetary sales promotion)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.400	1	30.400	44.244	.000[b]
	Residual	2262.474	372	.687		
	Total	292.874	277			
a. Dependent Variable: Brand Image1						
b. Predictors: (Constant), Non-monetary sales promotion1						

Source: Survey result (2021)

To test significance of the model, ANOVA (F- test) was performed. As shown above on univariate regression analysis on table 11, it can be observed from the ANOVA table that the model as a whole is significant (P=.000, $F_{(1, 277)} = 44.244$). 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.*

Besides, the beta value of the predictor variable on the regression model represents that the rate of change of the response or dependent variable as the result of the change of independent variable per unit. The above coefficient on table 8 shows that the rate of brand image changes due to Non-monetary sales promotion changes by a unit. The beta value of sponsorship is 0.669 which implies that, if non-monetary sales promotion changes by 1 unit brand image will change by 0.669.

4.5.2.2. Hypothesis summary

Table 12 Hypothesis Summary

Hypothesis	Description	Remark
H1	Advertising has significant positive effect on brand image of Malta Guinness Malt	Do not reject
H2	Sponsorship has significant positive effect on brand image of Malta Guinness Malt	Do not reject
H3	Non-monetary promotion has significant positive effect on brand image of Malta Guinness Malt	Do not reject

Source: Survey result (2021)

4.6. Discussion of results

In this section, the findings of prior researchers in the area of promotional tools and their influence on brand image which have similar variables with this study are mentioned to compare the result with this study.

According to Belch and Belch (2003), 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, which is compatible with the results of this study.

When we come to Sponsorship and brand image, Kevin P. Gwinner and John Eato (2005) on their research on the title 'Building Brand Image through Event Sponsorship: The Role of Image Transfer'

stated that, when event and brand are matched on either an image or functional basis the transfer process is enhanced, which is also compatible with the results of this study.

The third finding of this study was that Non-monetary promotions have a strong and positive effect on brand image. According to the book 'Advertising and Promotion: An integrated marketing', a book written by George E. Belch & Michael A. Belch in 2003, 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, which supports the findings of this study.

CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.1. Introduction

In this portion of the research study main findings were presented to help us see the whole picture. Conclusions were drawn out of the findings and finally recommendations and academic and practical implications of the study were given based on the survey results.

The study committed to know the influence of promotional tools (Sponsorship, Advertisement, Non-monetary promotion) on brand image. In order to achieve its objective, this study used primary data obtained from distributed questionnaires. 290 questionnaires were distributed and 278 of them were properly completed.

Hence, the properly filled questionnaires were analyzed and the findings from the descriptive and Univariate linear regressions are summarized to give conclusions. Then, recommendations are poised to promoters and brand managers.

5.2. Summary of findings

This study used descriptive and univariate linear regressions in order to conducted the effect of promotional tools (Sponsorship, Advertisement and Non-monetary sales promotions) on brand image of Malta Guinness malt. The major findings are summarized as follows.

The most referred source to get awareness of various brands is Television commercials (56.1%) and 25.2% of respondents refer Online Media While 9% of respondents refer to In-Store Promotion. Outdoor Media is referred only by 5.4 %(15 of the Respondents) but the least referred source is Printed AD which is 4.3%. The study indicates television commercials are the leading sources while the remaining Medias' are less referred to get awareness.

The finding from the correlation analysis indicates all promotional tools have a strong positive and statistically significant relationship with brand image. Among them advertisement have the strongest relationship with a Pearson correlation coefficient of 0.727 followed by sponsorship with a Pearson coefficient of 0.661. Non-monetary promotion has the weakest relationship with brand

image relatively to the other two dimensions with a Pearson correlation coefficient of 0.560.

Regarding the regression analysis, a significance level of 0.05 and 95% confidence interval were used to identify the relationship and to determine the most dominant variables that influenced the brand image of Malta Guinness Malt. The result shows that 59.9% (R^2 =0.599) of the variation of brand image (dependent variable) is explained by the promotional tools used by Malta Guinness (independent variables) i.e. Sponsorship, Advertisement and Non-monetary promotions. Thus, the remaining 40.1% is built up by extraneous variables which are not included in this study.

The first hypothesis was that there is positive and significant relationship between advertising and brand image. To test the significance of this model ANOVA (F-test) was performed. And it was shown that the model is significant F $_{(1,277)}$ =164.619, P=.000). Moreover, the beta value of advertisement is 0.720 which implies that, if advertisement changes by one unit, brand image will change by 0.720. Thus, the hypothesis was accepted.

The second hypothesis was that there is a positive and significant relationship between sponsorship and brand image. To test significance of the model above, ANOVA (F- test) was performed. It can be observed that the model as a whole is significant (P=.000, $F_{(1, 277)}$ 64.709). Besides, the beta value of sponsorship is 0.637 which implies that, if sponsorship changes by 1 unit brand image will change by 0.637. Thus, it is concluded that the proposed hypothesis which states that *there is positive and significant relationship between sponsorship and brand image is accepted.*

The third hypothesis was that there is a positive and significant relationship between non-monetary sales promotion and brand image. To test significance of the model, ANOVA (F- test) was performed. It can be observed that the model as a whole is significant (P=.000, F $_{(1, 277)}$ = 44.244). In addition to that, the beta value of sponsorship is 0.669 which implies that, if non-monetary sales promotion changes by 1 unit brand image will change by 0.669. 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.*

5.3. Conclusions

This study investigated to point out the influence of promotional tools on brand image of Malta Guinness Malt.

- All three of the promotional tools used by Meta Abo S.C. have a strong, positive and significant relationship with brand image. Relatively Advertisement has the strongest and Non-monetary promotion has the weakest correlation with brand image with 0.727 and 0.560 Pearson correlation coefficients respectively.

- Sponsorship has a strong and significant effect on brand image i.e. the ANOVA result showed P=.000, $F_{(1,\ 277)}$ 64.709). Besides, the beta value of sponsorship is 0.637 which implies that, if sponsorship changes by 1 unit brand image will change by 0.637.

- Advertisement has a strong and significant effect on brand image i.e. the ANOVA result showed F $_{(1,277)}$ =164.619, P=.000). Moreover, the beta value of advertisement is 0.720 which implies that, if advertisement changes by one unit, brand image will change by 0.720. Thus, the hypothesis was accepted.

- Non-monetary Sales promotions have a strong and significant effect on brand image i.e the ANOVA result showed (P=.000, F $_{(1,\ 277)}$ = 44.244). In addition to that, the beta value of sponsorship is 0.669 which implies that, if non-monetary sales promotion changes by 1 unit brand image will change by 0.669.

- Overall, the promotional tools used by Meta Abo S.C. for the brand Malta Guinness can explain 59.9% of the variation of its brand image. And also all of the promotional tools i.e. Sponsorship, Advertisement and Non-monetary promotions, have a positive and statistically significant impact on brand image.

5.4. Recommendations

Based on the findings which are obtained from regression analysis, the researcher has drawn the following recommendations in order to help Meta Abo Breweries S.Co. assess the promotional tools it uses to build the brand image of Malta Guinness and its overall marketing strategy.

- The study confirms the three promotional tools used for Malta Guinness Malt i.e. Advertising, Sponsorship and Non- monetary promotion, are positively correlated with the brand image of Malta Guinness Malt. Therefore, the company should keep on investing in all three of them to help maintain and improve the brand image of Malta Guinness Malt.

- The result of the regression analysis shows that, advertising has the most dominant influence and Non-monetary promotion has the least dominant influence on brand image of Malta Guinness Malt. Thus, the organization should invest more on advertisement, since the element was proved to be good on the study and will help get a better competitive advantage in the market, whereas, it should consider reshuffling the budget assigned to the least dominant once. i.e. Non-monetary promotions.

- In this study, Promotional tools of Malta Guinness Malt have a moderate influence on brand image as it was shown to be only 59.9%. Thus, the company needs to keep investing and improving the overall influence of it.

- As it can be seen from the study only a limited number of promotional tools are used in the promotional mix of Malta Guinness Malt which only explains 59.9% of the variation of brand image. Therefore, the company should put all the effort to come up with additional promotional tools to get the brand image as positive and as strong as possible.

- Moreover, the brewery should evaluate the outcomes of each promotional tool towards the brand image constantly by developing a strong communication channels between the marketing team and the target customers and by continuously redefining and assessing the marketing and branding strategies for the long run.

- As the competition of the beer and malt industry is becoming fierce, having a brand with positive and strong brand image is a very vital means to win market share. This study will

provide at least give some sorts of guidelines to the marketing team of Meta Abo Brewery S.Co. take the right path and make decision to improve the strength of the brand image of Malta Guinness Malt.

5.5. Direction for Future Research

- This study directly focuses on target customers of Malta Guinness Malt only in Addis Ababa and the composition of the sample may not be analogous to outlets outside of Addis Ababa. Therefore; it is suggested for the future researcher to try and cover large geographical coverage to investigate the hypotheses.

- Moreover, this study investigates only three variables that affect brand image. And as it was mentioned on the study, only 40.1% of the variance is explained by other variables. Thus, it is suggested for future researcher to try and find what the other variables are and the exact influence they may have on brand image.

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Appendix

Questionnaire
St. Mary University
School of Graduate Studies
Department of Master of Business Administration

Dear Survey Respondents,

I am conducting a research which shall be submitted in partial fulfillment of the requirements for Master's 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

4. Marital Status

○ Single
○ Married
○ Divorced
○ Widowed

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)

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

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

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