



**ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES**

**THE EFFECT OF PROMOTIONAL MIX ELEMENTS ON
BRAND PREFERENCE: THE CASE OF ORIGIN MINERAL
WATER COMPANY**

**BY
Leul Mulugeta**

**MAY 2022
ADDIS ABABA, ETHIOPIA**

**THE EFFECT OF PROMOTIONAL MIX ELEMENTS ON
BRAND PREFERENCE: THE CASE OF ORIGIN MINERAL
WATER COMPANY**

BY

Leul Mulugeta

**ATHESIS SUBMITTED TO ST. MARY'S UNIVERSITY,
SCHOOL OF GRADUATE STUDIES IN PARTIAL FULFIIMENT
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF
BUSINESS ADMNISTRATIOMN**

ADVISOR: Yibeltal Nigussie(Assistant Professor)

**ST. MARY'S UNIVERSITY
GRADUATE PROGRAM UNIT**

MAY 2022

ADDIS ABABA, ETHIOPIA

**ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
SCHOOL OF BUSSINESS**

**THE EFFECT OF PROMOTIONAL MIX ELEMENTS ON
BRAND PREFERENCE: THE CASE OF ORIGIN MINERAL
WATER COMPANY**

**BY
Leul Mulugeta**

APPROVED BY BOARD OF EXAMINERS

_____	_____
Dean, Graduate Studies	Signature
_____	_____
Advisor	Signature
_____	_____
External Examiner	Signature
_____	_____
Internal Examiner	Signature

DECLARATION

I, Leul Mulugeta have carried out this thesis entitled “the effect of promotional mix elements on brand preference: the case of origin mineral water company.” independently in partial fulfillment of the requirement of the Masters of Business Administration with the guidance and support of the research advisor, Yibeltal Nigussie (PhD).

I, also declare that this thesis is my original work and that all sources of materials used for the thesis has duly acknowledged.

Name

Signature

St. Mary’s University, Addis Ababa

May 2022

ENDORSEMENT

This thesis has been submitted to St. Mary's university, school of graduate studies for examination with my approval as a university advisor.

Yibeltal Nigussie (Assistant professor)._____

Advisor

signature

St. Mary's University, Addis Ababa

May 2022

ACKNOWLEDGMENT

First I would like to express my gratitude to St. Mary's university department of business and administration graduate program unit issuing the supporting letter to obtain formal permission from the concerned authority of Origin Mineral Water to conduct the research proceedings.

My gratitude also goes to my advisor ADVISOR: Yibeltal Nigussie (Assistant Professor) for their genuine advice and positive criticism for the development of this research proposal.

DECLARATION	0
Abstract	0
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Background of the Organization.....	3
1.3 Statement of the Problem.....	4
1.4 Research Questions	6
1.5 Research Objectives.....	6
1.5.1 General Objective.....	6
1.5.2 Specific Objectives.....	6
1.6 Significance of the Study	7
1.7 Scope of the Study	7
1.7.1 Conceptual Scope Of The Study.....	7
1.8. Limitation of the Study	8
1.9. Definition of Terms.....	8
2. REVIEW OF RELATED LITERATURE	10
2.1 Theoretical Literature Review.....	10
2.1.1 History and Implementation of Marketing Mix	10
2.1.2 Marketing Communications Concept.....	11
2.1.3 Promotional Mix.....	12
2.1.4 Brand and the Branding Concept.....	14
2.1.5 Brand Preference	14
2.2 Theoretical Foundation Of The Study.....	17
2.3 Empirical Literature Review.....	19

2.3.1 The effect of Advertising on brand preference.....	19
2.3.2 The effect of Public Relation on brand preference.....	20
2.3.3 The effect of Sales Promotion on brand preference.....	20
2.3.4 The effect of Personal Selling on brand preference.....	22
2.3.5 The effect of Social Media on brand preference.....	23
2.4 Conceptual Framework and Hypothesis	25
2.4.1 Conceptual Framework	25
2.4.2 Research Hypotheses.....	26
3. RESEARCH METHODOLOGY.....	27
3.1 Research approaches	27
3.2 Research Design.....	28
3.3 Target Population	28
3.4 Sampling Frame	28
3.5 Sampling Techniques	28
3.6 Sample Size.....	29
3.7 Sources of Data and Data Collection Techniques.....	29
3.8 Data collection Methodology.....	30
3.9 Questionnaire Design	30
3.10 Data Analysis Techniques.....	30
3.11 Ethical Considerations.....	31
3.12 Validity and Reliability	32
CHAPTER FOUR: RESULTS AND DISCUSSIONS.....	33
4.1 Introduction.....	33
4.2 Response rate.....	33
4.3 Demographic characteristics	33
4.3.1 Gender.....	33
4.3.2 Age.....	34
4.3.3 Decision Making Capacity.....	34
4.3.4 Nationality.....	35
4.3.5. Net House Hold Income.....	35
4.3.6 Occupation.....	36
4.3.7 Martial Status.....	37
4.3.8 Level Of Education.....	38

4.4 Descriptive Statistics of the Study Variables	38
4.4.1 Advertising	38
4.4.2 Sales Promotion	39
4.4.3 Personal Selling	40
4.4.4 Social Media	41
4.4.5 Public Relations	42
4.4.6 Brand Preference.....	43
4.6 Correlation Analysis.....	44
4.7 Regression Analysis	46
4.7.1 Multiple Regression Analysis Assumption.....	46
4.7.1.1 Linearity.....	46
4.7.1.2 Normality	47
4.7.1.3 Multi-collinearity	48
4.7.1.4 Homoscedasticity	48
4.7.2. Multiple linear regression.....	49
4.7.2.1 Analysis of Variance (ANOVA).....	50
4.7.2.2 The Regression Coefficients	52
4.7.2.3 Hypotheses Testing.....	55
CHAPTER FIVE: SUMMARY, CONCLUSION, AND RECOMMENDATION.....	57
5.2 Conclusion.....	57
5.3 Recommendation.....	59
References	60
Questionnaire	70

Abstract

The main aim of this research was to investigate the influence of Promotional mix on brand preference in case of Origin Natural Mineral Water Company in Ethiopia. This study provides an idea to the marketers and can be used as tools to assist them in pursuing their marketing objectives. Five elements of Promotional mix (Advertising, sales promotion, personal selling and social media and public relation), have been kept in mind while doing the research. Questionnaires were used to collect primary data by using a self-administered data collection system from 384 respondents, out of which 384 valid questionnaires were collected and analyzed. The data were analyzed using descriptive statistics (frequency, percentage) and inferential statistics (correlation and multiple regression analysis). The finding shows that all Promotional mix variables have a significant positive effect on origin mineral water brand preference. Social media has the highest, positive and significant effect on origin mineral water brand preference followed by Personal selling and Sales promotion. This study therefore recommended appropriate actions for Origin Natural Mineral Water company in refining its advertising strategies as a means of overcoming the intense competition that exist in the market, so that, they can increase their costumers brand preference and market share. For future studies other Promotional mix tools like Public Relations and Direct Marketing should be also considered.

Keywords: Promotional mix, Advertising, Sales Promotion, Personal Selling, social media, Brand Preference, Origin Natural Mineral Water

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

A dynamic nature of 21st century markets leads to the existence of competition in different products and services market. On the other hands, the companies promotional tools which are used to communicate with customers will also plays a major role for customers brand preferences in different types of industries. This is because that the right integrated marketing communication tools delivery contributes for the profitability, success as well as for the good will of any company (Agenjo-Calderón, 2021).

Integrated marketing communication is defined by Naeem et.al.(2013), as "concept of marketing communication planning that combine and evaluate strategic role of different communication discipline to get the clarity, consistency and greater impact" (pp125). The IMC process starts with the customer and works in a way that defines and finds methods and forms that are developed to influence various communication programs. The integration aspect of marketing communication comes with the aim of delivering consistent and complementary messages across various elements of the promotion mixes. According to belch & belch (2003), the tools for IMC which are considered as promotion mixes are advertising, direct marketing, interactive/internet marketing, sales promotion, publicity/public relations and personal selling.

Integrated marketing communication has been defined as a process for planning, executing and monitoring the brand messages that create customer relationships (Duncan, 2005). Marketing communication has also been defined as the coordination and integration of all marketing communication tools, avenues and sources within a company into a seamless program that maximizes the impact on consumers and other end users at a minimal cost (Clow & Baack, 2007).

Integrated marketing communication therefore represents the voice of a brand and the means by which companies can establish a dialogue with consumers concerning their

product offerings. It allows marketers to inform, persuade, incite, and remind consumers. It can provide detailed product information or ignore the product all together to address other issues (Keller, 2001). The brand is rarely managed and coordinated coherently, with a long-term strategic vision as Farquhar (1989) indicates that it can be used to increase the value of the product.

In addition, Hellier, Geursen, Carr, & Rickard (2003) define it as the extent to which a consumer makes purchasing decisions based on a name rather than the quality of a product or the price. These authors agree that brand preference is created from consumers' differentiation and comparisons between various alternatives of brands considered by them. It is regarded as a very important concept in business practice as well as in academic research because marketers can gain competitive advantage through successful brands. The competitive advantage of firms that have brands with high equity includes the opportunity for successful extensions, resilience against competitors' promotional pressures, and creation of barriers to competitive entry (Farquhar, 1989).

A brand shows the meaning and direction of any product and identify product with due to time and space. Brand may have several components including brand name, brand image, logo, design, packaging and promotion. Brand choice or brand behavior is the words which are used interchangeably for brand preference which means that to identify the consumer choice among different brands. Consumer brand preference is linked with brand loyalty, which means repurchase again and again by long period of time (Ghose & Lowengart, 2013). Brand involvement is the level of interest by consumer to purchase a specific brand and loyal with this brand.

Marketing communication has become an integral part of the social and economic system everywhere in the world. A producer believes, Consumers rely on the information from marketing communication to make wise purchase decisions by preferring a specific brand. Businesses, ranging from multinational corporations to small retailers, depend on marketing communication to sell their goods and services.

Marketing communication has become an important player in the life of a business. It helps to move products, services, and ideas from manufacturers to end users, builds and maintains relationships with customers, prospects, and other important stakeholders in the company. Olakunori (1986:101) said that advertising as an indispensable component or aspect of integrated marketing communication has continued to play a vital role in brands of products. According to him, a product without promotion is like music without tune. Sales promotions include techniques that organizations can use as part of their marketing effort (Jobber and Lancaster, 2006). The importance of sales promotions has increased since 1960, as has the sophistication of methods used. It is sometimes implied that sales promotion is a peripheral marketing activity, but companies increasingly realize the importance of a well-planned and coordinated program of sales promotion. According to New York state department of health, Bottled water can be defined as any product, including natural spring or well water, taken from municipal or private utility systems or other water, distilled water or any the foregoing to which chemicals may be added, which are put in to sealed bottles, packages or other containers, to be sold for domestic consumption or culinary use.

As the level of competition keep on increasing in the bottled water market, it is essential for every bottled water producer companies to understand customer insight in order to further increase their share of wallet. Thus they need to understand what factors might influence their customers' decision on purchasing a bottled water.

Currently in Ethiopia, the demand for bottled water is increasing. Changing in lifestyle, the perceived impurity of tap water and the perceived purity of bottled water can be considered as the cause for the demand increase. The expansion of bottled water companies is also the other cause driving force for the growing demand. This rapidly growing market will make the competition environment; the way by which companies win the competition is by analyzing the factors that consumers perceived to be important in their purchasing decision. (Gedamnesh, 2013)

1.2 Background of the Organization

ORIGIN Natural Mineral Water Company (ONMWC) was established in 2000 .Origin Natural Mineral Water Factory is located in Oromia region, Alemgena town along the Addis Butajira road exactly 21kms from the capital city of Ethiopia, Addis Ababa. With a plot size of 20,000

square meters, ONMWC started the development of the site by ensuring that the ecosystem was environmentally friendly and also developed an impressive green area, to bring back the badly affected fauna and flora that once used to live there.

ONMWC is one of the most popular and fast-growing food and beverage factories in Ethiopia. It is among the leading companies in providing the best-Natural mineral water to the consumer. The brand has gained recognition in a very short space of time in manufacturing origin natural mineral water. The revolution in drinking bottled natural mineral water has witnessed the consumption of natural mineral water leap forward, coinciding with the origin's newest packaging, pack sizes and product range. The superior quality and product safety is the main reason behind the increasing market share. It has helped them in touch new heights and register high sales volumes. The superior quality, safety and reliability of their products create consumer and company confidence.

The default method of pricing for many firms is using market prices. Many managers feel prices are dictated by the market and they have little or no control over them, Competitive Pricing: The distinction between competitive pricing and competition based on pricing should be made clear. Origin Natural Mineral Water is the only mineral water that is not sparkling, making it a leading natural mineral water bottling company in Ethiopia. ORIGIN is one of the most popular and fast-growing food and beverage factories in Ethiopia. It is among the leading companies in providing the best-Natural mineral water to the consumer. The brand has gained recognition in a very short space of time in manufacturing ORIGIN Natural mineral water.

1.3 Statement of the Problem

In today's competitive environment, organizations must constantly communicate with current and potential stakeholders, to offer high quality products and / or services, to establish attractive prices and to facilitate their access to customers. Therefore, integrated marketing communication is the focus of all these activities, given that consumer perceptions and attitudes towards certain products and / or services may be influenced by communicational messages sent by the company (Yeboah and Atakora, 2013).

As the market is saturated by products and / or services, most companies try to differentiate themselves by providing information on their functional attributes through communicational messages. However, these features have become very easy to be copied by competitors. Therefore, the challenge to differentiate lies with the marketers and communication specialists, who shall transmit these emotional and/or rational values that can influence the purchasing behavior of consumers. In this regard, identifying those external stimuli that could become key factors in designing a communicational message and that can therefore, influence consumer's decision and choice to purchase a product represents a strategic aspect.

Different empirical studies such as Kim & Hyum (2010) Azadi (2010) Houston (2008) Cengiz & Yayla, (2007) have identified positive effect of marketing mix on preference for the brand. On the other hand, some contemporary studies also found that there is no relationship between marketing mix variables and customers brand preference. These studies include; Bagwell (2007) studied the effects of promotion on brand preference and concluded that promotion has no significant effect on customers' preference of a particular product. Such empirical evidence provides little support for the view that marketing mix has a long-lasting impact on brand preferences. This suggests that results of effect of marketing mix on brand preference are inconclusive. Thus due to this theoretical and empirical research gaps the current study has contributed to the reconciliation of this opposing view of theory and research findings on the effect of marketing mix on brand preference.

As the preliminary study conducted by the researcher from the practical perspective of ONMW, marketing mix has been considered as a vital part of their marketing strategy. Currently there are many water brands that are dominating the spring water market in Ethiopia. Rosebloom (2013) stated that marketing mix is very important in the competitive industry. Marketing environment is becoming more highly competitive and it is losing out to integrated marketing communications (IMC) under which managers can combine approaches and allow brands to speak with a single voice across all media. Agencies and companies have different idea on the uses and benefits of integration of marketing communication. Many organizations are trying to reduce cost of marketing communications with better results but are not sure of the integration of IMC.

A bottled water industry has been one of the dominant contributors in many economies in Ethiopia in last decade where by employing thousands of people and generating huge revenue to the national economy. Due to a higher revenue generation as well as the needs of businessman and investors to indulge in bottled water manufacturing businesses, it's been observed that the country has many bottled water manufacturers with different brands as well. Hence the larger brand name availabilities are also another factor that contributes a lees brand preferences the products by consumers. Therefore, the right promotional mix communication tools which are implemented by companies are vital for the success of their business. The consumer perception of origin mineral water brand is that the sodium content is very high and salty. But the company has changed the content of the water. Origin mineral water brand can Change the consumer perception by creating awareness through this promotional mix if it is used appropriately by the company. Does this promotional mix commutation technique influence the consumer brand preference? The above problem statement is in context of ONMW, the issue is to evaluate the current campaign of ONMW; to examine if the promotional mix elements will be used by the company is really helping the product to make a positive change in the consumer brand preference.

1.4 Research Questions

The study has the following specific research questions;

1. What is the effect of advertisement on ONMWC brand preference?
2. To what extent Sales Promotion activities affect the brand preference of the ONMWC?
3. How does direct personal selling affect brand preference of the ONMWC?
4. To what extent social media affect consumer brand preference on ONMWC?
5. What is the effect of public relation on brand preference?

1.5 Research Objectives

1.5.1 General Objective

Generally, the main objective of this research is to investigate the effect of promotional mix elements on the customer brand preference of ONMWC.

1.5.2 Specific Objectives

Specifically, the study has the following objectives;

1. To examine the effect of advertising activities on the brand preference of the ONMWC
2. To test the effect of Sales Promotion activities on the brand preference of ONMWC.
3. To determine the effect of personal selling on the brand preference of the ONMWC.
4. To examine the effect of social media on consumer brand preference on ONMWC.
5. To investigate the effect of public relation on brand preference on ONMWC.

1.6 Significance of the Study

The study will have significant contribution to the Ethiopian water manufacturers and specifically to the origin mineral water company in the current marketing communication tools in promoting its brand preference. It is also expected to provide recommendations for the improvement areas to be implemented to minimize the identified and stated problems and challenges. The findings and results is expected to contribute effective recommendations with regard to the choices and application of tools among the existing marketing communications tools as well as the water manufacturers by which the research questions will present valuable information that led decision taken on switching of brand preferences by previous customers.

1.7 Scope of the Study

Geographically the population of the study is limited to Addis Ababa, capital city of Ethiopia. In order to achieve a more focused study and in light of limited financial resource. Conceptually the general definition of promotional mix spans cover a wide spectrum of tools (advertising, public relations, direct marketing, sales promotions, personal selling and Internet Marketing and Service Outlets). But this research strictly concerned itself in investigating the effectiveness of marketing tools such as Advertisement, personal selling, sales promotion and social Media, on consumers brand preference since origin mineral water brand. Methodologically, explanatory research and quantitative approach will be used to assess the relationship between promotional mix and brand preference.

1.7.1 Conceptual Scope Of The Study

The notion of preference has been considered in different disciplines such as economists, psychologists, sociology. However there is no commonly agreed definition of preference among

28 these disciplines. For example, economists believe that preferences are exogenous stable, and known with adequate precision and are revealed through choice behavior. The economic view of preference had been criticized for assuming that preferences are stable and endogenous. An individual's preferences are not stable and can be endogenous or exogenous. Generally, the term brand preference refers to the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available. However, if the brand is not available, the customer will accept a substitute brand rather than expending additional effort finding and purchasing the preferred brand (Dibb et al., 2006). In marketing literature, the word preference means the desirability of choice of an alternative. Preferences are above all behavioral tendencies (Zajonc and Markus, 1982).

Brand preference is defined variously as the consumer's predispositions toward a brand that varies depending on the salient beliefs that are activated at a given time; the consumer biasness toward a certain brand; the extent to which a consumer favors one brand over another. Moreover, there is difference between brand preference and brand loyalty. Brand preference represents the attitudinal brand loyalty excluding the action of repeat purchasing; the brand-oriented attitudinal loyalty. The main theme is that the first three decision making phases of brand loyalty constitute the focal of brand preference. Thus, brand preference is related to brand loyalty; however, brand loyalty is more consistently depicted by the long term repeated purchasing behavior (Ebrahim, 2011).

1.8. Limitation of the Study

The study mainly focused only on origin mineral water Company. The lack of written documentation, relating to Ethiopian water and soft drinks market and list of consumers served was a shortcoming in this research study. Limiting the searches to the internet because water considers the information of their customers and market strategies as secret data and cannot be revealed. The research did not include consumers who bring and drink water in their homes. Consumers who use beer in their home might see different benefits from the brand and prefer their brand from alternatives, based on the judgment on these benefits..

1.9. Definition of Terms

Integrated Marketing Communication (IMC):- “The concept under which a company carefully es and coordinates its many promotional communications channels to deliver a clear and consistent message” (Kotler and Armstrong 1997, p. 427).

Advertising: Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor via print media, broadcast media, network media, electronic media, and display media (Kotler & Keller, 2012). In this research the effect of advertising is expressed in terms of the subjective perceptions of consumers about how high a brand is spending on advertising (Yoo et al., 2000).

Sales Promotions: - sales promotion is a form of indirect advertisement, designed to stimulate sales mainly by the use of incentives. Examples of such incentives include free sample, twin-pack bargain, temporary price reduction, special discount bonus, etc. (Adebisi and Babatunde, 2011).

Personal Selling: -Personal selling, according to Jobber (2001), is the marketing task involving face-to-face contact with a customer.

Social media: Form of electronic communication (as Web sites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos). (Merriam Webster- an encyclopedia Britannica Company.)

Brand preference: is the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available. Dibb et al (2006).

Chapter 2.

REVIEW OF RELATED LITERATURE

2.1 Theoretical Literature Review

2.1.1 History and Implementation of Marketing Mix

Borden (1965) claims to be the first to have used the term “marketing mix” and that it was suggested to him by Culliton’s (1948) description of a business executive as “mixer of ingredients”. An executive is “a mixer of ingredients, who sometimes follows a recipe as he goes along, sometimes adapts a recipe to the ingredients immediately available, and sometimes experiments with or invents ingredients no one else has tried” (Culliton, 1948). Rasmussen (1955) then developed what became known as parameter theory. He proposes that the four determinants of competition and sales are price, quality, service and advertising. Mickwitz (1959) applies this theory to the Product Life Cycle Concept. Borden’s original marketing mix had a set of 12 elements namely: product planning; pricing; branding; channels of distribution; personal selling; advertising; promotions; packaging; display; servicing; physical handling; and fact finding and analysis. Frey (1961) suggests that marketing variables should be divided into two parts: the offering (product, packaging, brand, price and service) and the methods and tools (distribution channels, personal selling, advertising, sales promotion and publicity). On the other hand, Lazer and Kelly (1962) and Lazer, Culley and Staudt (1973) suggested three elements of marketing mix: the goods and services mix, the distribution mix and the communication mix. McCarthy (1964) refined Borden’s (1965) idea further and defined the marketing mix as a combination of all of the factors at a marketing manager’s command to satisfy the target market. He regrouped Borden’s 12 elements to four elements or 4Ps, namely product, price, promotion and place at a marketing manager’s command to satisfy the target market. Especially in 1980s onward, number of researchers proposes new ‘P’ into the marketing mix. Judd (1987) proposes a fifth P (people). Booms and Bitner (1980) add 3 Ps (participants, physical evidence and process) to the original 4 Ps to apply the marketing mix concept to service. Kotler (1986) adds political power and public opinion formation to the Ps concept. Baumgartner (1991) suggests the concept of 15 Ps. MaGrath (1986) suggests the addition of 3 Ps (personnel, physical facilities and process management). Vignalis and Davis (1994) suggest the addition of S (service) to the marketing

mix. Goldsmith (1999) suggests that there should be 8 Ps (product, price, place, promotion, participants, physical evidence, process and personalization).

2.1.2 Marketing Communications Concept

A concept of marketing communications planning that recognizes the added value of comprehensive plan that evaluates the strategic roles of a variety of communication disciplines – for example, general advertising, direct response, sales promotion, and public relations – and combines these disciplines to provide clarity, consistency, and maximum communications impact (Schultz et al. 1993, 17).

According to Schultz, a Marketing Communications plan is created not only to transmit a consistent message about the company and its customers but also to choose the most effective methods for communicating and building relationship with the current and potential customers. Moreover, Belch and his co-writer also identified some reasons that led to the success of Marketing Communications in the modern marketing theory.

Mass media which used to be the main method of advertising chosen by many marketers has been replaced by other forms of promotion which is more of the consumer-orientation. This change helps to reduce the advertising cost since the traditional media advertising were expensive. Since the mass media just aimed at the increase in sales figures, new promotion tools such as event marketing, sponsorships, direct mail, etc. offer companies chances of solving most of the communication problems. The information technology development has been supporting the processing database marketing. All of the elements of customer profiles are saved and used to address target customers for the new marketing methods. The increasing demands for greater accountability from advertising agencies and how much they are compensated is also one reason. Nowadays, the compensation advertising agencies receive depends on the market sales, share and profitability. As a result, these agencies, by all means, provide their clients with the most cost-effective IMC plan. The rapid growth of the Internet as well as social networks such as twitter, Facebook, etc. offer companies chances of getting closer to their customers in a interactive manner (Belch et al. 2011, 13-14) The mentioned reasons for the growth of IMC applying indicates the significant role of IMC plan in marketing strategies of many companies. Therefore, it is important to learn more about the available promotional tools and its advantages and disadvantages in general.

2.1.3 Promotional Mix

Promotional mix refers to marketing communications mix. In service marketing, in addition to traditional marketing channels such as advertising, public relations, direct marketing, sales promotions, personal selling and Internet, many messages from service providers are transmitted through their own service delivery channels, e.g. front line staff, service outlets and self-service delivering points. All of the tools are discussed in details below.

Advertising

Advertising is defined as a paid form of non-personal communication about companies and their products/services (Belch et al. 2001, 15). This best-know form of promotion includes a wide range of advertising media such as broadcast with TV and radio, print with magazines and newspapers and many other types of outdoor media such as posters, billboards, electronic message boards, transits, etc. (Lovelock et al. 2011, 196).

Advertising is mostly used to grab the attention of a large group of individuals. The most relevant advantage of this mass media type is to create quickly and intentionally the brand image and the symbolic appeal of certain products/services (Belch et at. 2001, 15). However, the fact that thousands of advertisements are being produced everyday has put advertisers and their team under pressure of making an ad that is out-standing and does not make audiences consider themselves to be bombarded.

Public Relations

Public relations includes news releases, press conferences, articles, photographs, etc. which are about the company, its products/services, and its employees, mainly concerning the credibility. In some cases, companies can gain the publicity by getting the media to cover a favorable story on its offerings to affect the awareness, knowledge, opinions and behaviors (Belch et al. 2001, 22). Furthermore, sponsorship and other special events such as fundraising, community activities, etc. are also listed in the public relations techniques.

Direct Marketing

Direct marketing is a promotional tool in which companies communicate directly with their target customers in the attempt to receive a response or generate a transaction (Belch et al. 2001, 17). This form of promotion consists of mailings, e-mails, mail-order catalogs, telemarketing and direct response ads. Using this tool, companies are required to have a sufficient database of

information about customers (Lovelock et al. 2011, 195). In return, customer relationship is built up quickly and effectively thanks to the reach of direct marketing since the lifestyle of people has been changing. They do not have time for in-store shopping but always need updating.

Sales Promotion

Sales promotion is a marketing activity which provides extra values or incentives to sales force, distributors or consumers. The increase in sales volume or the profit gain after sales promotion campaign can be stimulated quickly (Belch et al. 2001, 21). Sales promotion normally comes in form on samples, coupons, discounts, gifts and competitions with prizes (Lovelock et al. 2011, 198). The purpose of these forms is to generate immediate purchase with customers or increase the volume in each purchase and in frequency of using.

Personal Selling

Personal selling is set up in the attempt to educate customers and promote preference for a particular brand or products (Lovelock et al. 2011, 199). This marketing activity helps to enhance customer satisfaction which is the main focus of relationship building between companies and their customers. Moreover, personal selling offers advantages over other forms of marketing communication in such situations where customers need more explanations to certain complex information. However, this marketing activity can reach a small number of customers and would be expensive from the labor extension aspect (Cant et al. 2004, 24).

Interactive/ Internet Marketing

Internet marketing generally has the flow of information transferred back and forth between companies and their customers. As a result, the audiences can customize their received information and choose what they are interested in; therefore, they can make their own purchasing decisions or giving feedbacks (Belch et al. 2001, 19). The company's website is one of the internet tools in a marketing plan. Through its website, a company operates a wide range of communication tasks such as promoting customer awareness, providing information about its product/service, receiving responses from customers and measuring the effectiveness of an advertising campaign. Online advertising is another form of internet marketing in which companies pay to place their advertising banner on famous websites like Yahoo or CNN or to see what customers need through search engine advertising (Lovelock et al. 2011, 200).

Service Outlets Besides marketing channels which traditionally serve as tools to transmit the messages from companies to their customers, delivery channels also offer such function. Based

on the nature of services, promotion and consumption take place simultaneously. Both service providers and consumers participate in service production at a specified location, which also allows the message to be transmitted (Rao 2011, 292). Service outlet is one of the options for marketers who plan to use delivery channels as a marketing tool. The physical design of the service outlet can help to send the message to customers by catching customer off-guard with some visual elements of both interiors and exteriors (Lovelock et al. 2011, 203).

2.1.4 Brand and the Branding concept

Brand definitions are numerous; different authors provide their own explanations towards the meaning of a brand. The definitions are useful to understand a brand from different perspectives. A traditional definition of a typical brand was one provided by Kotler (2000) “the name associated with one or more items in the product line, which is used to identify the source of character of the item(s)”. The American Marketing Association’s (AMA) definition of 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 competitors” (Maurya and Mishra, 2012). Within this view Keller (2003) stated, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand.

Kapferer (2008), supported the above definition by explaining a brand as a set of mental associations, held by the customer, which add to the perceived value of a product or service. These associations should be unique (exclusive), strong (salient), and positive (desirable). Branding is a universe of activities used to build awareness and extend customer loyalty. It requires a mandate from the top and readiness to invest in the future. Branding is about seizing every opportunity to express why people should choose one brand over another. A desire to lead, outpace the competition, and give employees the best tools to reach customers is the reasons why companies leverage branding (Wheeler, 2012).

2.1.5 Brand Preference

Brand preference is a concept that has long grasped the attention of practitioners and researchers. The term refers to the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available. However, if the brand is not available, the customer will accept a substitute brand rather than expending additional effort finding and purchasing the preferred brand (Dibb and Michaelidou, 2006).

Brand preference features in most of the major texts on brands and brand strategy. It has also been considered by different authors; however, unlike the lack of consensus on the definition of brand, different scholars revolve around the same concept when defining brand preference: Hellier, Geursen, Carr, & Rickard (2003) define it as the extent to which a consumer makes purchasing decisions based on a name rather than the quality of a product or the price. These authors agree that brand preference is created from consumers' differentiation and comparisons between various alternatives of brands considered by them.

From a business stand point, brand preference is important for business as a component of brand loyalty. It can be used as a mechanism to enhance sales (Rundle-Thiele & Mackay, 2001). The challenge for businesses is that customers could change their favorite brands by trying products of other brands (Mathur, Moschis, & Lee, 2003) because they are exposed to a variety of attractive brands. For businesses to reduce that risk, they must identify what affects brand preference and how to build brand preference.

Brand preference is important to companies because it provides an indicator of their customers' loyalty, the success of their marketing tactics, and the strength of their respective brands. In order to gain brand loyalty and high market share or obtain the outcomes of brand equity, creating consumers brand preference or effort to be the preferred brand should be at the heart of marketing activities. Brand preference is a stronger predictor of consumer intentions and future purchase decision than brand attitude (Bass and Talarzyk, 1972).

A brand loyalty shows that a consumer chooses a brand among competing brands and not accepts any other as substitute (Kotler & Keller, 2003). Customers prefer the water brands according to their income level. Product image is the component which plays a dynamic role in the brand preference and that image based on consumer's awareness and related information about the water content of Total Dissolvable Solute (TDS). The people belonging to middle class like to prefer price as leading element to select the kind of mineral water on the other hand the quality, performance or package of a product brand are mainly considered by elite class people. The five elements of making the decision about choosing the kind of mineral water such as value or price, quality of the product, brand participation, brand advocacy and brand involvement.

Brand Participation The participation of the consumer in branded products has achieved the company destination. The brand preference increased when consumer participated in product

promotion. The brand preference increased due to participation by consumer in brand or company activities (Bagozzi & Dholakia, 2006). Some consumers don't attach with any product brand and don't participate in brand promotion activities (Blanchard & Markus, 2004).

Brand Advocacy Brand advocacy is identification, supports and promotion of the brand to other people, user or consumers who are the user of same or other brands" (Bhattacharya & Sen, 2003). Promotion of the brand product to the other users shows the brand advocacy and brand loyalty. Brand advocacy shows the consumer perception, thinking, interest and uses of the product only which delivered to other people to advocate this brand which is used his own and differentiate from other brands (Dutton & Dukerich, 1991; Scott & Lane, 2000).

Brand Involvement Brand involvement shows the how much customer has information, interest and concern about branded cars to choose in specific income level. Brand involvement was the only main and primary criteria to explain the consumer behavior about your product and its feelings (Chakravarti & Janiszewski, 2003). Brand involvement shows the relationship with consumer satisfaction that how much he was satisfied by the performance of brand (McCull-Kennedy & Fetter Jr, 2001). The use of the brand shows the experience and past knowledge of the consumer (Zaichkowsky, 1987). In earlier researches many researchers concisely described three elements of the brand involvement as personal, physically and situational. Printed media, radio and television are different sources to deliver the message or advertising the brand which have changed the preference of the consumer and its involvement towards the brand (Wright, 1973).

Price of Brand The consumer expected at the time of take purchase decision from the selection of car model to meet their quality, brand images, performance, charge appropriate cost, sales & after sales quality criteria at least (Aghdaie & Yousefi, 2011). Mostly consumer prefer only product price. The price of the product has impact on consumer purchasing decision process & also the sales margin (Osman, Talib, Sanusi, Shiang-Yen, & Alwi, 2012). The price of the product is that which is expected to pay by purchasing of product. There are two types of price of product that prevail in the market. The brand image is the key element of the product when some products have high price in the market. Some products have low brand price which is useful technique by brand & consumer rely on the previous price value for the brand (Swani & Yoo,

2010). Different prices level of different products has impact on consumer behavior connection because the brand price makes the brand image in the eyes of consumer.

Quality of Brand The product quality only checked by compare it with other competitive brand product. At the time of pre-purchasing the consumer checked the product & compares it with another same product & makes decision on the base of the results which product is better or not. The product quality has great impact on consumer behavior & their taste for selection the product with highly connection of product quality. The consumer behavior can change only on the basis of the analyzing the quality of the product & services that provide by the brand company (Taylor,Hunter, & Lindberg, 2007).We get the product quality information by external & internal resources. The external resources are directly transfer the message from company to consumer.

The product quality plays an important role between innovativeness & new product which is recently introduced (Chevalier & Mayzlin, 2006). Before using the product we can't judge the quality of product. The thinking about the product transferred to other are not correct information because at the time of launching the product in the market nobody can't accessed the quality of brand product and said anything.

2.2Theoretical Foundation Of The Study

While bottled water itself has been around for centuries, the last 100 years or so saw the creation of what we see today as a vital source of healthy convenient hydration. The industry is the fastest growing beverage category in the world: it “has expanded from a tap water substitute into the beverage arena” (Lenzner, 1997). The consumption has been steadily growing in the world for the past 30 years. Even though bottled water is excessively high priced when compared to tap water, the supply has increased by an average of 7% each year.

Bottled water is a newly growing business in Ethiopia. Before the introduction of Highland natural spring water, in 2002, people barely knew a bottled mineral water other than Ambo. After that, investors easily noticed the success of Highland natural spring water and now different other brands are available in the market (Gedamnesh, 2014). According to the information obtained from Reporter newspaper, the agency, which is in charge of assessing quality and reporting to regulatory bodies like the Food, Medicine, and Health Care Administration

(FMHCA) along with the Ministry of Trade (MoT) is currently aggressively urging bottled water manufacturing companies to obtain accreditation from the Ethiopian Standards Agency.

In Ethiopia, from time to time the number of bottled water companies has increased. Bottled water is a booming and very competitive market involving numerous companies. According to the information obtained from Ethiopian Trade Minister, Reporter newspaper (2016) disseminated that there are 37 bottled water manufacturers in the country. The supply of these bottled water producing companies has grown tremendously.

The growing number of bottled water companies provides customers with a set of alternative brands from which to choose. Currently in Ethiopia, there is an increase in both the demand and supply for bottled water is increasing. The expansion of bottled water companies and rapidly growing market will make the competition among companies stiffer than before. In this competitive environment, the way by which companies win the competition is through differentiation, building strong brand. To build a strong brand understanding what consumers expect from certain bottled water is important.

In 2004, the world consumption of Bottled Water reached 154 billion liters (41 billion gallons), and Americans alone consumed 26 billion liters (Arnold, 2006). Since then, the demand for bottled water has been increasing, even in places where tap water is safe to drink (Emily & Janet, 2006). Consumers choose to drink bottled water for several reasons. In many cases, it is because the consumers think bottled water tastes better than tap water, which they think is a sign for better quality. Furthermore, consumers are very health conscious, so they perceive bottled water as safer and of better quality (Ferrier, 2001). The increasing usage of bottled water represents a change in ways of life, for example, the increasing urbanization deteriorates the quality of tap water, but at the same time, the increasing standard of living enables people to drive far and bring home heavy and expensive bottled water (Ferrier, 2001).

Although bottled water is a huge market success, it is not a sustainable solution for the global community due to the massive amount of fossil fuel burning required for transportation and packaging (Emily & Janet, 2006). Furthermore, the bottles degrade slowly, and incinerating used bottles can produce toxic byproducts. Therefore, it is necessary to investigate consumer's behavior – why some people think bottled water is better than tap water and some think otherwise, and especially the factors that shape such behavior. In a 1993 poll of people who drink bottled water, it was found that 35 percent of people chose

bottled water because of concern of tap water quality, and 12 percent chose bottled water because of both health concerns and desire for a substitute for other beverages. Another 35 percent drank bottled water as a substitute for soft drinks and other beverages. The last 7 percent chose bottled water for other reasons such as taste and convenience (Olson, 1999).

2.3 Empirical Literature Review

2.3.1 The effect of Advertising on brand preference

Advertising has four characteristics: it tries to convince the observer; it is non-personal, in order to transfer the information, you have to pay for the advertising. It is the transfer of information through mass channels of communication (Mwiti, 2020; Enehasse, and Sağlam, 2020; Tobi, Ayodele, and Akindede, 2020 and Parayitam, Lavanyalatha, and Naresh, 2020). Advertising messages promote the goods, services, person, or ideas. Because the sales message is separated through the mass media—as opposed to personal selling—it is viewed as a much cheaper way of reaching consumers. However, its non-personal nature means it lacks the ability to transfer the sales message to the receiver and, more importantly, actually get the sale. Therefore, advertising effects are best measured in terms of increasing awareness and changing attitudes and opinions. Advertising's contribution to sales is difficult to isolate because many factors influence sales.

The contribution advertising makes to sales are best viewed over the long run. When banner ads, pop-ups and segment till it is viewed as brand promoting and not necessarily sales drivers, technology provides the ability to track how many of a website's visitors click the banner, investigate a product, request more information, and ultimately make a purchase. Through the use of symbols and images advertising can help differentiate products and services that are the similar. Advertising also help us to create and maintain brand equity. Brand equity is an intangible asset that results from a favorable image, impressions of differentiation, or consumer attachment to the company, brand, or trademark. This equity translates into greater sales volume, or higher margins, thus greater competitive advantage. Brand equity is established and maintained through advertising that focuses on image, product attributes, service, or other features of the company and its products or services.

Chakravarti and Janiszewski, (2005) examined the impact of generic advertising on brand preference. They proved that for advertising, there is no support for a direct significant impact on brand preferences. Generally the impact of advertising on brand preferences is complicated and

often indirect. Generic advertising affects consumers brand preferences by affecting their beliefs about brand attributes and price responsiveness. Similarly Doyle (1989) suggests that it is a misperception to consider advertising as a tool that can enhance consumer preference for certain brands over their competitors. He argues that there is little correlation between the advertising and strength of the brand; many superior brands exist in the market and with little or no advertising at all.

2.3.2 The effect of Public Relations (PR) on brand preference

Public relation is defined as a management function which identifies, establishes, and maintains mutually beneficial relationships between an organization and the public upon which its success or failure depends (Nam, 2020; Toussaint, Pablo, and Tania, 2021). Advertising is a one-way communication from sender to the receiver. Publicity capitalizes on the news value of a product, service, idea, person or event so that the information can be disseminated through the news media. This third-party introduction on the news media provides a vital boost to the marketing communication message: credibility. Articles in the media are perceived as being more objective than advertisements, and their messages are more likely to be absorbed and believed. For example, after the CBS news magazine 60 Minutes reported in the early 1990s that drinking moderate amounts of red wine could prevent heart attacks by lowering cholesterol, red wine sales in the United States increased 50 percent. Another benefit publicity offer is that it is free, not considering the great amount of effort it can require to get out-bound publicity noticed and picked up by media sources.

2.3.3 The effect of Sales Promotions (SP) o brand preference

Sales promotions are direct inducements that offer extra incentives to enhance or accelerate the product's movement from producer to consumer. Sales promotions may be directed at the consumer or the trade. Consumer promotions such as coupons, sampling, premiums, sweepstakes, price packs (packs that offer greater quantity or lower cost than normal), low-cost financing deals, and rebates are purchase incentives in that they cause product trial and encourage repurchase (Ganesh, and Aithal, 2020; Ofosu-Boateng, 2020; Mukaram, Amna, and Zubair, 2021). Consumer promotions may also include incentives to visit a retail establishment or request additional information. Trade promotions include slotting allowances buying from shelf space in retail stores and displaying and merchandising allowances and buying allowances.

M Sayeed Alam and Md. Farhan Faruqui (2009) had presented a case study to investigate the effect of sales promotion on consumer Brand preference of laundry detergent in Dhaka city consumers. The study find that sales promotion will not related to brand loyalty or brand preference. In this case, it is mentioned that the study was conducted on Dhaka city consumers (sample). The Sales promotion increase the sales for short time and the message satisfies the consumers but it has no impact to convince the customer to become loyal towards the promoted brand or in other words it will not increase the deterministic component if the customer utility equation.

The study of Muthukrishnaveni and Muruganandam (2013) revealed that sales promotion schemes play a very important role in influencing the consumer's purchase decision. More than 50% of the respondents see sales promotion as an important factor to be considered when purchasing personal care products. Matthew, Ogedebe, and Ogedebe (2013) found that web advertising influences consumers' purchase decision in Maiduguri Metropolis, Nigeria. The study revealed that majority of the respondents have positive disposition towards web advertising.

A study of perceived advertising spending on one of Malaysia's noodle brands found out that Perceived advertising spending had no significant impact on brand preference and its Dimensions (Tamara, 2014). The author attributed this to the fact that instant noodles are Cheap and readily available which makes consumers to rely more on the actual consumption Experience for judgment.

The study of Chakraborty, Hossain, Azad, and Islam (2013) found that sales promotion and advertising positions a product or service strongly in the mind of the consumer in order to encourage repeat purchase of the product. It was also discovered that advertising makes consumer less price sensitive which is a problem often associated to motivate consumer's mind by sales promotion. The results of the study of Soni and Verghese (2013) found that sales promotion and personal selling play significant role in consumer purchase decision. Offer, premium, and contest are the most significant tools in influencing consumer's purchase decisions while price and rebate have insignificant influence on consumer's purchase decision. Rizwan, Javed, Khan, Aslam, Anwar, Noor, and Kanwal (2012) discovered that while free samples and coupons have no significant relationship with consumer buying behavior hand price discount,

buy-one-get-one-free and physical surrounding have significant relationship with consumer buying behavior.

According to (Blattberg & Neslin, 1990) sales promotion is a key ingredient in marketing campaigns which consist of collection of incentive tools to stimulate quicker or greater purchase of particular products by the consumers. Similarly Brassington & Pettitt, 2000) states that sales promotion are range of marketing technique that are designed to add value to a product or services over and above the normal offering in order to achieve specific sales or marketing objective.

2.3.4 The effect of Personal Selling (PS) on brand preference

Personal selling includes all person-to-person contact with customers with the purpose of introducing the product to the customer, convincing him or her of the product's value, and closing the sale. The role of personal selling varies from organization to organization, depending on the nature and size of the company, the industry, and the products or services it is marketing. Many marketing executives realize that both sales and non-sales employees act as salespeople for their organization in one way or another. One study that perhaps supports this contention found that marketing executives predicted greater emphasis being placed on sales management and personal selling in their organization than on any other promotional mix element. These organizations have launched training sessions that show employees how they act as salespeople for the organization and how they can improve their interpersonal skills with clients, customers, and prospects. Employee reward programs now reward employees for their efforts in this regard.

Bandar Khalaf Alharthey(2015)understanding Decision Making of Consumers through Advertising Strategy and Integrated Marketing, the study has found that consumers do not prefer purchasing products about which they are not aware of, which signifies the importance of advertising and integrated marketing. It has been found in this study that advertising strategy is most important tool of integrated marketing program which produce profound and lasting impact on consumers. This explains that advertising is the most important tool in creating brand awareness as well as influencing consumer purchase decision. The study found out that advertising strategy and integrated marketing share a positive correlation with consumer purchase decision; only if they are used effectively through application of appropriate research technique. Tahir Ali (2013)on the study made on impact of Integrated marketing communication on consumers purchase decision confirms the importance of IMC activities and concludes that

IMC is the best to target the consumers, because the consumers are strongly influenced by IMC implementations Annette W. Mutuku (2001) aims at investigating the influence of marketing mix on consumers' brand preference of smart phones among public university student in Nairobi. The findings indicate that respondents learned about smart phones through various promotional mixes like advertisements which enhanced their brand preference. Promotion acts as shopping guide for most consumers and the more winning the promotion is, the more likely it will influence purchase.

According to Julian & Ramaseshan (2004) the relationship between the salesperson and the customer is perceived as being of great importance for the marketing of a company. Hence, the sales force within the industry needs not only to be trained in the art of selling, but also to be aware of all the products available and be able to clearly explain what each offers. Since customers' needs and motivation are likely to be complex, and their ability to assess alternative courses of action without professional assistance is likely to be limited, it is of great significance for the sales force to know their customers, as well as their products. Verhallenet al. (2007) indicate that companies should see the personal selling as a problem-solving process in which the sales force engages and co-operates towards the customer, trying to find a solution to the customers' problem, rather than only persuading him to purchase the products or services. In addition, Meidan (2006) claims that it is up to the sales force to enhance the company's reputation by looking after its customers

2.3.5 The effect of Social Media on brand preference

Direct marketing, the oldest form of marketing, is the process of communicating directly with target customers to encourage response by telephone, mail, electronic means, or personal visit. Users of direct marketing include retailers, wholesalers, manufacturers, and service providers, and they use a variety of methods including direct mail, telemarketing, direct-response advertising, online computer shopping services, cable shopping networks, and infomercials. Traditionally not viewed as an element in the promotional mix, direct marketing represents one of the most profound changes in marketing and promotion in the last 25 years. Virtually all companies engaged in marketing products, services, ideas, or persons have adopted aspects of direct marketing, which includes direct response advertising and direct mail advertising as well as the various research and support activities necessary for their implementation.

According to Philip Kotler (2002) modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible. Companies must also communicate with present and potential stakeholders as well as the general public. For most companies, the question is not whether to communicate but rather what to say, to whom, and how often. The marketing communications mix consists of advertising, sales promotion, public relations and publicity, personal selling, and direct marketing. The product's styling and price, the package's shape and color, the salesperson's manner and dress, the place's decor all communicate something to buyers. In fact, every brand contact delivers an impression that can affect a customer's view of the company. Therefore, the entire marketing mix must be integrated to deliver a consistent message and strategic positioning.

Melkamu (2014) analyzed the effect of media advertising on consumers' buying behavior as well as the factors that motivate consumers to respond to media advertising. This was conducted on a specific brand within the banking sector. The results of the study revealed that media ads were the most important sources of information; and the types of media ads (broadcast & print media ads) and the objectives of media ad messages have significant effect on consumers' buying behavior. The findings showed that TV has the most powerful influence on consumers' buying behavior due to the combinations of audio-visual presentations. The informative ads, perception about the bank, the color of the logo and the brand name were the imperative factors that motivated consumers to respond to the bank's media ads (Melkamu, 2014).

According to Christine Adhiambo Odhiambo Social media can help a small business reach a target market in a very short time because through the network effect, the message gets to the target market segment almost instantly at a cheaper cost compared to other traditional advertising channels like print and radio. He also suggested that the management of customers' comments online is a big challenge facing small businesses because some are very positive and some are "business damaging" meaning negative comments could potentially impact sales and brand image. Negative comments posted online could be from a competitor trying to pull down the brand name or turn away customers. The fact that online advertisers do not have control of these comments is a cause of concern to small business because they have less resource in terms of human resource and finances to invest in doing online damage control.

Shutri Arora & Anukrati Sharam (2013) in their study “Social Media: A Successful Tool of Brand awareness” in 2013 concluded that There is no escaping the social media these days, either for individuals or for businesses. Today, it is impossible to separate social media from the online world. Social media is a strong and potent communication tool. It presents brands with enormous reach and endless communication possibilities. It allows brands to emerge into a world of peer-to-peer dialogue and therefore the possibility of harnessing the brand building potential of the richest communication form available. However, it is important to do it right.

The study of Rashmi Belwal shows that how social media has become an important tool for marketing and creating brand awareness. In fact it is foreseen that in the near future there will be a paradigm shift from traditional advertising to social media platforms. However, Social media alone cannot be effective without augmenting it with other traditional media channels like radio, newspaper, or TV even though it is widely reported that the effectiveness of traditional media and their use is sharply falling. A thesis paper by Gedamnesh (2013) investigates underlying factors of bottled water brand choice in Addis Ababa, Ethiopia. The findings of the study showed that most of respondents were aware of bottled water brands available in Ethiopia. The study revealed that advertisement, product quality, packaging, brand availability and price make a significant contribution to bottled water brand choice of consumers in Addis Ababa (Gedamnesh, 2013).

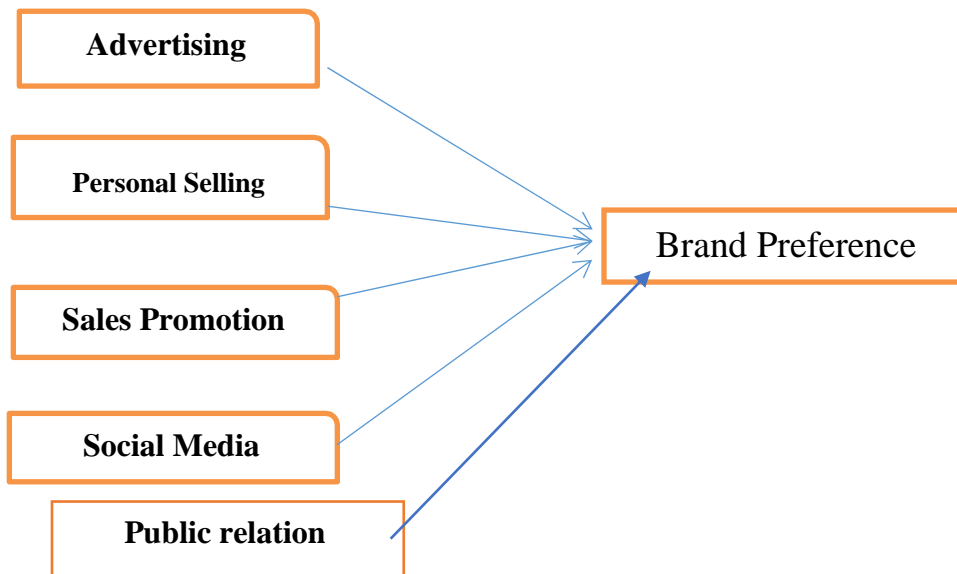
2.4 Conceptual Framework and Hypothesis

2.4.1 Conceptual Framework

A conceptual model shows how on theorize the relationships among several elements identified as important to the research questions based on the theoretical and empirical literature available. With this under consideration, a conceptual model has been developed for this particular case at hand based on the reviews of previous knowledge to discuss the interrelationships among the tools of integrated marketing communication and the performance of Origin Water Company in terms of various variables. The framework has been developed considering similar empirical studies and the theoretical illustrations on the above sections of the literature. They are made based on the promotional mix tools in this study, i.e., advertising, sales promotion, social media

and personal selling affect the brand preference and the performance of Origin Mineral Water Company positively and significantly.

Fig 2.1: Conceptual framework (adopted from Mooradian et al. 2012& Ray)



2.4.2 Research Hypotheses

From the above conceptual framework four hypotheses have been proposed, each of which specifies and determines the relationship between the variables which finally leads to the effect of Promotional mix elements on brand preference in ONMWC.

H1: Advertising has a significant positive effect on brand preference in ONMWC.

H2: Sale promotion has a significant positive effect on brand preference in ONMWC.

H3: Personal selling has a significant positive effect on brand preference in ONMWC.

H4: Social media has a significant positive effect on brand preference in ONMWC.

H5: Public relation has a significant positive effect on brand preference on ONMWC.

Chapter Three

3. RESEARCH METHODOLOGY

3. Introduction

This topic presents the approaches and methods that will be employed in the study such as the design, collected and sources of data & information as well as sampling size versus human population of the study area.

3.1 Research approaches

In an empirical research effort, research design is a complete plan for data collecting. It's a broad strategy for conducting empirical research with the goal of addressing specific research questions or proving specific hypotheses (Bhattacharjee, 2012, P.37). Depending on the precise objective that the researcher will be attempting to answer. The research can be characterized as descriptive, explanatory, or exploratory. Descriptive research aims to describe and explain what is being studied. It examines individuals, groups, institutions, methods, and materials to describe, compare, contrast, classify, analyze, and interpret the items and events that make up the diverse domains of inquiry. Its goal is to describe the current situation. Explanatory research, on the other hand, seeks to determine the cause and effect link between variables. The researcher analyzes and evaluates the data/information using the facts or information currently available to them. Exploratory research will be conducted frequently in new areas of inquiry with the goals of: (1) determining the magnitude or scope of a particular phenomenon, problem, or behavior, (2) generating some initial ideas about that phenomenon, or (3) determining the feasibility of conducting a more extensive study on that phenomenon (Abiy et al., 2009, cited in Hussen, 2012).

Two basic research approaches have been identified: inductive and/or deductive approach.

Inductive approach is a research approach that builds on specific phenomenon to generalize. A deductive approach to research is the one that people typically associate with scientific

investigations. (Soiferman, 2010). This research is using the deductive reasoning approach. The reason for selecting deductive reasoning is because the researcher intends to study what others

have done, reads existing theories of IMC and brand preference, and then emerges from those

theories. The research instrument for this study was designed through conducting the quantitative

method in the study because quantitative methods are more appropriate for large scale issues. The attempt was to express the possible relationships between one or more independent variables by conducting a great number of data. This approach was applied by collecting data using questionnaires from convenient places for the researcher.

3.2 Research Design

The research design for this study is explanatory research. For this study, explanatory research is used to obtain a picture of feedbacks of various ORIGIN mineral water consumers with a view to understand how they feel and respond Promotional mix communication strategy implemented by ORIGIN mineral water in Ethiopia. Explanatory study is also used to understand and explain the relationship between different Variables (Advertisement, personal selling sales promotion etc.) of Promotional mix communication and brand preference in case of ORIGIN mineral water in Ethiopian.

3.3 Target Population

The target population of the study compromise office, retailer, supermarkets, mini markets, hotels and individual consumers who are occasional and/or regular users of ORIGIN mineral water. Addis Ababa was the target location to be obtained from the respondents.

3.4 Sampling Frame

The sampling frame refers to the list of all units of population from which the sample is selected (William, 1991). The sampling frames for this research is infinite or undefined because there is no statistical data that list or even estimate the number of origin mineral water brand consumers in Addis Ababa and it is impossible to identify and list from this research perspective. Therefore the sampling frame of this research is the office, retailer, supermarkets, mini markets, hotels and individual consumers of origin mineral water brand product in Addis Ababa city.

3.5 Sampling Techniques

A non-probability sampling technique, which is Judgment Sampling, will be used to undertake the study and to complete the structured questionnaire on voluntary basis. It is typically not practical to include every member of the population of interest in a research study. Time, money, and resources are three limiting factors that make this unlikely. Therefore, most researchers are forced to study a representative subset, a sample of the population of interest (Marczyk,

DeMatteo, and Festinger, 2005). The specific places in which the researcher will collect the data are supermarket, GYM, cafe and restaurants, and universities.

3.6 Sample Size

In this research, the target population of the study can be considered as infinite population since the customers cannot be determined. As result, the following sampling formula for infinite population is used to come up with the sample size using the formula of (Israel, 2012).

$$n_0 = \frac{Z^2 pq}{e^2}, \text{ where}$$

n_0 -Sample size"

Z – z value at specified confidence interval

p - Estimated proportion of an attribute present in the population

e – Desired level of precision

Which is valid where n_0 is the sample size, Z is the abscissa of the normal curve that cuts off an area α at the tails ($1 - \alpha$) equals the desired confidence level, e.g., 95%) 1, 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 (Israel, 2012).

To illustrate this, assume there is a large population but that we do not know the variability in the proportion that will adopt the practice; therefore, assume $p=.5$ (maximum variability). Furthermore, suppose we desire a 95% confidence level and $\pm 5\%$ precision (Israel, 2012).

$$n_0 = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.05)^2} = 384.16 \approx 384$$

The sample size is determined by the insight, judgment, as well as meager financial resource of the researcher. Accordingly, a sample size of 384 persons will be used in random sampling.

3.7 Sources of Data and Data Collection Techniques

The data for this study will collect mainly from two sources, primary and secondary. The primary data will be obtained mainly with the research instruments (questionnaire), Questionnaires will be distributed to 384 consumers of ORIGIN mineral water products; which

are above the age of 18, who frequently visit GYM, supermarket, café and restaurants. While the secondary data also extracted from books, journals, articles, magazines, newspapers and other relevant publications.

3.8 Data collection Methodology

The research will use self-administered questionnaire survey as instrument to collect primary data. Self-structured questionnaires develop using a five point Liker scale on the four independent variables and one dependent variable.

3.9 Questionnaire Design

There are two main sections in the questionnaire. The first section is regarding the socio demographic data of respondents which included characteristics: - gender, age, educational background, Marital status, Monthly income and for how long the customer is using the ORIGIN mineral water product. The second section of the questionnaire is designed to collect data relating to the four determinants of Brand preference. This section consists of the dependent variable (Brand preference) and the four independent variables (advertisement, personal selling, sales promotion, and social Media).The questionnaire encompasses 18 items which are prepared on five point liker scale ranging from strongly disagree to strongly agree.

3.10 Data Analysis Techniques

The questionnaire will be distributed, collected, coded and analyzed using the statistical package for social science (SPSS 20).The data analysis using both descriptive and inferential statistics. Descriptive analysis includes frequency of distribution (to interpret demographic variables of respondents) and means (to find the mean sores of Determinants of Brand preference) and inferential analysis will be sued for hypothesis testing that include correlations and regression. To examine the relationship between Brand preference and independent variables, Pearson correlation will be used. Multiple Regression analysis will be used to test hypotheses and identify the significant factors affecting Brand preference. Multiple regression analysis will be used to examine the relationship between the four independent variables and one dependent variable.

3.11 Ethical Considerations

According to Saunders, Lewis and Thorn hill (2001, p. 130) “Ethics refers to the appropriateness of your behavior in relation to the rights of those who become the subject of your work, or are

affected by it". The data will be collected from the samples through by using a questionnaire; the respondents will not be required to write their name. The result of the study is will be used for academic purpose only and the response of the participants is fully confidential. The information that the respondents are analyzed without any change by the researcher. Furthermore, the works that is used in this research as a base for this study is cited appropriately as the researcher respects the work of previous studies.

3.12 Validity and Reliability

Validity and reliability are the two important characteristics of every measure of materials such as questionnaire. Reliability is fundamentally concerned with issues of consistency of measures whereas validity is the degree to which an instrument measures what it is supposed to measure. (Bryman and Bell, 2003). So before analyzing the collected data the reliability of the main items of the questionnaire was tested using Cronbach's alpha and validity of the instrument for the present study was ensured as the independent variables and items are identified from the literature. Pilot tests were then conducted with twenty consumers who were like to the population for the study. The purpose of the pre-testing was to refine the questionnaire and to assess the validity of measures in Ethiopian context. First reliability of the independent variables (Advertising, personal selling, sales promotion and social media) and the dependent variable (brand preference) was checked then overall reliability for all items which were important for the research was performed by using SPSS.

According to Hair, et al., (2010), if α is greater than 0.7, it means that it has high reliability and if α is smaller than 0.3, then it implies that there is low reliability. In this study, all the independent variables and dependent variable, met the above requirement. The alpha value is identified and summarized in the below table.

No	Dimension	Number of items	Alpha Value
1	Advertising	5	0.898
2	Sales Promotion	6	0.941
3	Personal selling	5	0.930
4	social media	5	0.944
5	Public relation	6	0.959
6	Brand preference	6	0.929
	Overall	33	0.986

Therefore, the reliability for each of the above factors that are critical to determine the influence of promotional mix communication on brand preference has been tested using Cronbach's alpha. According to Hair et al. (2006) the reliability coefficient which is more than or equal to 70 % ($A > 0.7$) is acceptable. So, reliability of the question was evaluated and the result (Cronbach's Alpha) was used to test the reliability of the material used in this research. Thus, the reliability coefficient of the above items is greater than 70% and the overall reliability test for the items is 98.6%. This implies that the items were reliable and understandable to the respondents.

CHAPTER FOUR: RESULTS AND DISCUSSIONS

4.1 Introduction

The chapter explains results as well as findings of the data collected based on the research objectives and analyses as per the research design. The results and findings are presented in tables and figures. The first part gives the response rate while the second part provides background information on the demographic representation of the respondents. The third part evaluates how Promotional mix on brand preference.

4.2 Response rate

The response rate is utilized to find out the statistical authority of a test and the higher the response rate the higher the statistical power. In this study, the researcher administered 384 questionnaires and all were completed. This represents a response rate of 100% as shown in Table 4.1.

Table 4.1 Response Rate

Questionnaires	Numbers	Percentage
Filled and collected	384	100
Non responded	0	0
Total	385	100

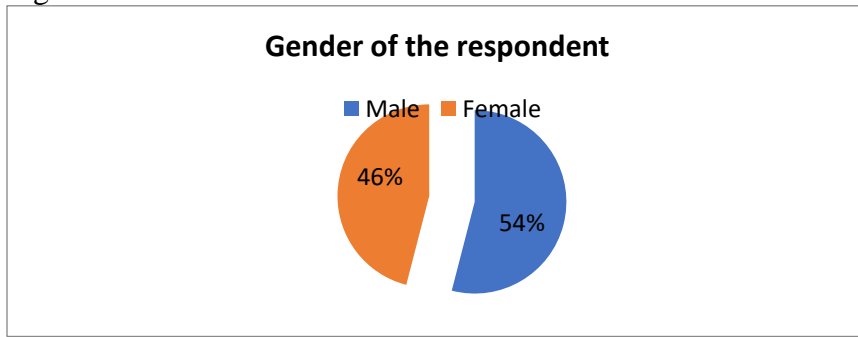
4.3 Demographic characteristics

The research-analyzed data with regard to the demographic factors and the results were presented as follows:

4.3.1 Gender

Figure 4.1 shows the gender of the people who participated in the study. From the total respondents 54% were male and 46% were female. This means that majority of the respondents in the study were male.

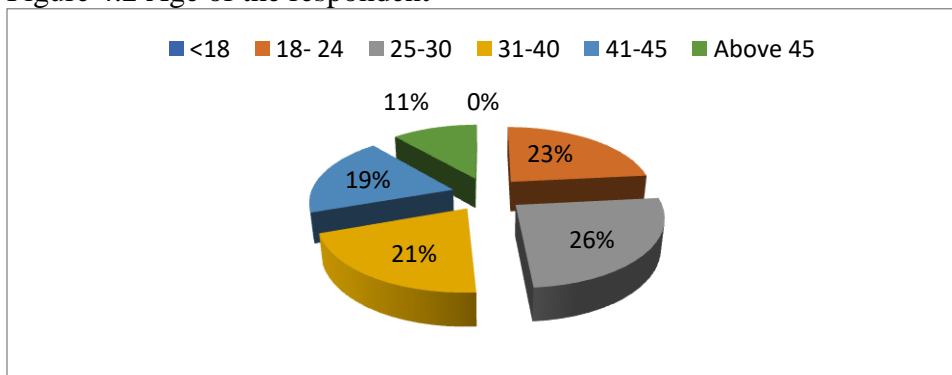
Fig 4.1 Gender



4.3.2 Age

Figure 4.2 describes the age of the respondents who participated in the study. The figure establishes that the youngest age groups below 18 were not participated in the questionnaire. From the figure the youngest age group participated in the questionnaire were 18 – 24-year-olds that accounts for 23 percent of the total respondents. The next age group 25 - 30-year-old were 26 percent, the next age group 31 – 40-year-old were 21 percent, the other age group 41 – 45-year-old were 19 percent, and the remaining age group as described below is above 45 age with 11 percent out of total respondents. Generally, from the figure below the majority of the respondents are 25-30 age group followed by 18-24 age groups and 31-40 age groups respectively.

Figure 4.2 Age of the respondent



Source: Own survey 2022

4.3.3. Decision Making Capacity

The study's focus was on decision makers of brands purchased in households. Table 4.2 demonstrates the decision-making capacity of the respondents. The results revealed that 280 respondents were responsible on deciding on or purchasing the products that they used and this

represents 73 percent of the sample, whereas 105 respondents were partially responsible on deciding on or purchasing the products that they used and this represents 27 percent of the sample as shown Table 4.2 below. This means that majority of the respondents have full capacity in deciding on the products purchased.

Table 4.2 Decision Making Capacity

Variables	Distribution	
	Frequency	percent
I am fully responsible in deciding on / purchasing the products that I use	280	73%
I am partially responsible in deciding on / purchasing the products that I use	104	27%
I am not at all responsible in deciding on / purchasing the products that I use	0	0%
Total	384	100%

Source: Own Survey 2022

4.3.4 Nationality

Table 4.3 provides the nationalities that were involved in this survey. Results show that 381 respondents are Ethiopian with 99 percent of the total sample, and the remaining three respondents came from other countries representing 1% as shown in Table 4.3. This shows that almost all respondents were mainly Ethiopian citizens.

Table 4.3 Nationality of the respondent

Variable	Distribution	
	Frequency	Percent
Ethiopian	381	99%
Other	3	1%
Total	385	100%

Source: Survey 2021

4.3.5. Net House Hold Income

Table 4.4 shows the net household income distribution for the sample. The results reveal that those earning a net household income below ETB 10000 are five respondents representing 1% of the sample. Those earning a net household income of ETB 10,000 to 30,000 are 10 respondents representing 3% of the sample. The number of respondents who earn in the interval of ETB 30,000 to 50,000 is 70 representing 18% of the sample. As described below in the table 4.4 the total number of respondents who earns between 50,000 and 70,000 Ethiopian Birr are 130 with 34

percent of the total respondents. The total number of respondents whose income range is between ETB 70,000 and 90000 are 135 respondents representing 35 percent of the sample. From the total number of respondents only 35 persons have income level of above 90, 000. Generally, the number of respondents whose income level is between 70,000 – 90000 ETB are the majority of the respondents followed by the income level of 50,000- 70,000 and ETB 30,000- 50, 000 income level. This indicates most of the customers are in the middle-income group.

Table 4.4 Net income Household Distribution

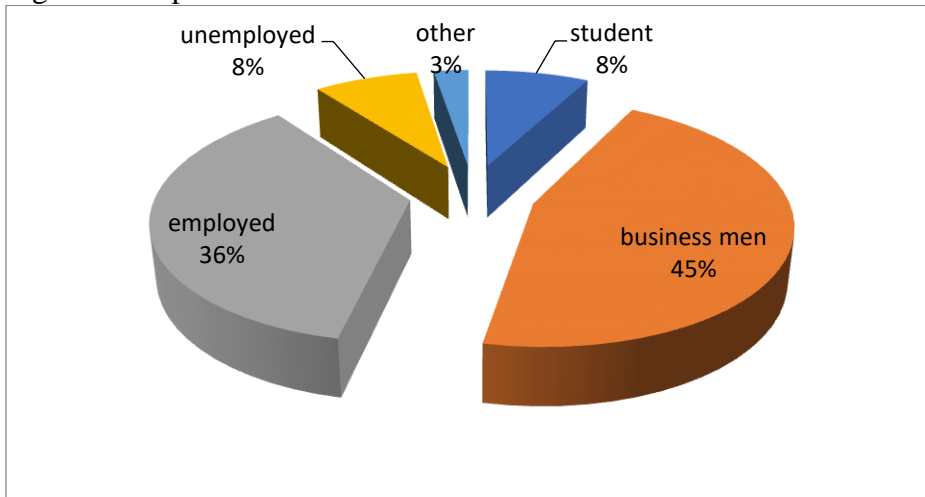
Variable	Distribution	
	Frequency	Percent
<10,000	5	1%
10,000 -30,000	10	3%
30,000-50,000	70	18%
50,000-70,000	130	34%
70,000-90,000	135	35%
>90,000	34	9%
Total	385	100%

Source: survey 2021

4.3.6 Occupation

Figure 4.3 provides the occupation of the respondents in the sample. Results show that almost half of the sample is Business men 45 percent, a significant proportion are employed 36 percent, followed by students at 8%, unemployed at 8% and 3% identified themselves with other occupation categories as shown in Figure 4.3 below. This means that over three quarters of the respondents have a steady income are employed or self-employed (businesspersons).

Fig 4.3 Occupational Status

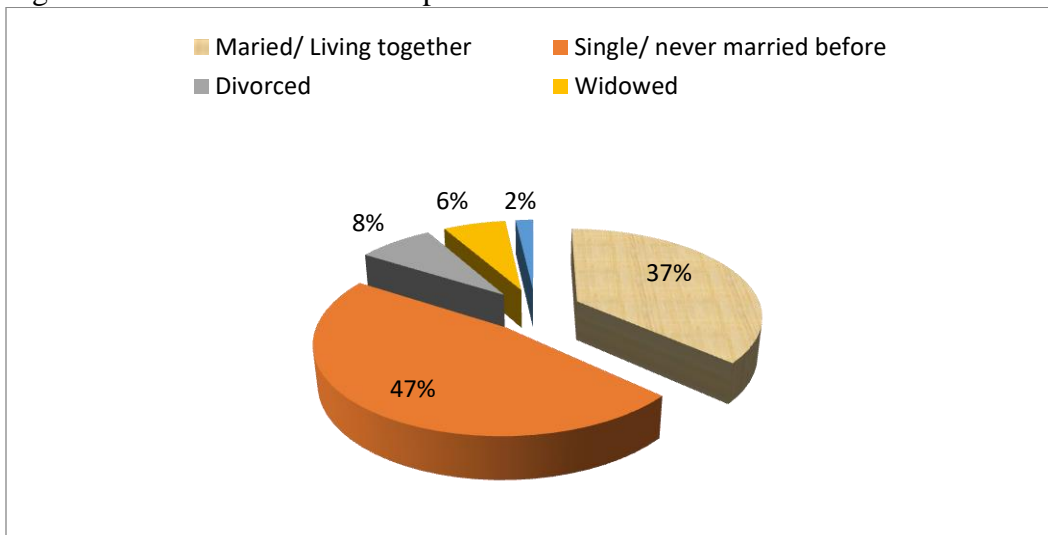


Source: survey 2021

4.3.7 Marital status

Figure 4.4 portrays the marital status of the respondents in the sample. Results show that 47 percent are single- never married before, 37 percent are married/living together, 8 percent are divorced, 6 percent are widowed and the remaining 2 percent did not answer. Generally, as we see from the graph majority of the respondents were unmarried and married but living together.

Fig 4.4 Marital Status of the Respondent



Source: Survey 2021

4.3.8 Level of Education

The researcher sought to investigate respondent's level of education. Findings showed that 10 of the respondents have no formal education and accounts 3 percent out of total respondents. Thirty respondents have studied up to primary school this represents 8 percent of the sample. Sixty-five respondents have studied up to secondary school this represents 17 percent of the sample. In addition, the other 130 respondents have studied up to college this represents 34 percent of the total sample. The remaining 150 respondents have studied up to university level and account the highest percentage from other respondents with 39 percent out of the total respondents. This indicates the sample largely consists of well-educated people.

Table 4.5 Level of Education

Variable	Distribution	
	Frequency	Percent
None	10	3%
Primary	30	8%
Secondary	64	17%
College	130	34%
University	150	39%
Total	384	100%

Source: Survey 2022

4.4 Descriptive Statistics of the Study Variables

4.4.1 Advertising

five questions asked for the one promotion mixes advertisements which were effect on brand preference for this study. Each question has incorporated its own capacity to explain the broader concept. Based on previous researches advertisement has an impact in purchase intention or among different media of advertisement some media pose a relatively higher influence accordingly the result. Advertisement scores a mean of (3.59). This indicates that the influence of advertisement in the purchase of origin mineral water is highest among respondents. The results of this study showed that the majority response of the respondents agreed that ORIGIN

mineral water Advertising provides sufficient information.

Table 4.6 : Descriptive Statistics of advertising

	N	Mean	Std. Deviation
My decision to purchase ORIGIN mineral water is influenced by advertisement	384	3.58	.887
I have frequently seen advertisements of brand ORIGIN Mineral Water	384	3.23	1.043
ORIGIN Mineral Water brand, has attractive and recognizable advertisement	384	3.74	1.060
ORIGIN mineral water Advertising provides sufficient information.	384	4.20	.878
Water ads on various media make me adjust my water choices.	384	3.23	1.096
Average	384	3.59	0.84
Valid N (listwise)	384		

Advertising is higher (3.59). This implies that it is the most significant factor among respondents. This result shows consumers of origin mineral water brand purchase at the time of sales promotion.

4.4.2 Sales Promotion

From the table below, the questionnaire, “I think sales promotions is practiced by ORIGIN Mineral Water Company”, has a mean of 4.39 and a standard deviation of 0.869. The next question, “Packages which I get at the time of Sales promotion influence me to prefer ORIGIN Mineral Water brand has a mean of 4.01 and standard deviation of 0.925. The third item, I prefer ORIGIN Mineral Water brand that is reasonably priced versus its quality, has a mean of 3.86 and standard deviation of 1.246. Similarly, more than half of the respondents responded that they were aware of sales promotion activities done by ORIGIN mineral water company. Regarding the fifth item, respondents were neutral on the sales promotion makes the to buy frequently. On average sales promotion has a mean of 3.92, which is the indication of the presence of good sales promotion I origin mineral water.

Table 4.7 : Descriptive Statistics of sales promotion

	N	Mean	Std. Deviation
I think sales promotions is practiced by ORIGIN Mineral Water Company	384	4.39	.869
Packages which I get at the time of Sales promotion influence me to prefer ORIGIN Mineral Water brand	384	4.01	.925
I prefer ORIGIN Mineral Water brand that is reasonably priced versus its quality.	384	3.86	1.246
I am aware of sales promotion activities done by ORIGIN mineral water company	384	4.13	.892
Sales promotion makes me buy more frequently	384	3.04	1.089
Sales Promotion Brings More Consumers	384	4.10	.891
Average	384	3.92	0.875
Valid N (listwise)	384		

4.4.3 Personal Selling

Personal selling serves as a communication bridge between the organization and the target audience. It is effective because it permits a direct two-way communication between buyer and seller. This gives the organization some much greater opportunities to investigate the needs of their consumers and a greater flexibility in adjusting their offers and presentation to meet these needs (Groza and Groza, 2018).

From the result below, the item “I think the sales man influence me to prefer ORIGIN Mineral Water brand.”, has a mean of 4.15 and standard deviation of 0.950. The second item I know about ORIGIN Mineral Water through a personal communication with a Sales man has a mean of 3.99 and standard deviation of 1.157. the third item has a mean of 3.19 and standard

deviation of 0.962. the other item, Sales professionals' has a solid knowledge of their organization's policies and procedures, has a mean of 4.09 and standard deviation of 1.156. lastly regarding The company's sales staff provide consumers with adequate information about their products, more than half of the customers responded that, the company sales staff provided adequate information about their product, on average personal selling has a mean of 3.93 and standard deviation of 3.93. the company has a good personal selling experience from the result.

Table 4.8 : Descriptive Statistics of personal selling

	N	Mean	Std. Deviation
I think the sales man influence me to prefer ORIGIN Mineral Water brand.	384	4.15	.950
I know about ORIGIN Mineral Water through a personal communication with a Sales man	384	3.99	1.157
I buy ORIGIN Mineral Water brand that a sales person has recommended	384	3.19	.962
Sales professionals' has a solid knowledge of their organization's policies and procedures.	384	4.09	1.156
The company's sales staff provide consumers with adequate information about their products.	384	4.28	1.086
Average	384	3.93	0.94
Valid N (listwise)	384		

The other variable that scores higher mean (3.93) is personal selling. This implies that most respondents are influenced by origin mineral water company sales persons. The statement that says — i think the sales man influence me to prefer origin mineral water brand contributes a highest mean (3.93) value to the overall mean.

4.4.4 Social Media

Social media scores a mean of (3.54) The high mean score indicates that, respondents do consider Social media of origin mineral water company to make a brand preference decision. The statement that says- I understand my need before taking buying decisions contributes a highest mean (4.18) value to the overall mean.

Table 4.8 : Descriptive Statistics of social media

	N	Mean	Std. Deviation
ORIGIN Mineral Water brand provides information through social media.	384	3.12	1.382
I know ORIGIN Mineral Water through their Facebook page /Instagram / Google+	384	3.32	1.218
I often see ORIGIN Mineral Water product through social media.	384	3.45	1.244
I search information from various sources before buying	384	3.66	1.098
I understand my need before taking buying decisions	384	4.18	.934
Average	384	3.54	1.07
Valid N (listwise)	384		

4.4.5 Public Relations

A firm uses public relations to communicate with its stakeholders for the same reasons that it develops advertisements. Public relations can be used to promote the firm, its people, its ideas, and its image and can even create an internal shared understanding among employees. Because various stakeholders' attitudes toward the firm affect their decisions relative to the firm, it is very important to maintain positive public opinion. (Font-I-Furnols and Guerrero, 2014).

From the table below, the first item has a mean of 4.17 and standard deviation of 0.970. from the result Consumer expectations are amplified by PR. The second item has a mean of 3.22 and standard deviation of 1.462. from the result we can understand that Origin Mineral water has a moderate experience in the uses other means to send it information. Regarding the public relations experts create smooth relationship with media has a mean value less than 3, which is the indication of low

public Relations experts create in smooth relationship with Media in Origin mineral water. Generally, from the overall mean of public relation, there is a moderate practice of public relation in Origin mineral water.

Table 4.8 : Descriptive Statistics of public relations

	N	Mean	Std. Deviation
Consumer expectations are amplified by PR	384	4.17	.970
Origin Mineral water uses other means to send it information	384	3.22	1.462
Public Relations have a great role for building ORIGIN mineral water	384	3.61	1.284
Public Relations experts create Smooth relationship with Media.	384	2.95	1.019
The Organization is well performed by Public Relations expert.	384	3.29	1.146
Public Relation and Publicity increases the product consumers	384	3.30	1.000
Average	384	3.42	1.05
Valid N (listwise)	384		

4.4.6 Brand Preference

Regarding I prefer ORIGIN Mineral Water products because it delivers what they promised, has a mean of 3.22 and standard deviation of 0.913. The next variable, Advertisement, personal selling, sales promotion, social media of ORIGIN Mineral Water influence me to prefer ORIGIN Mineral Water over other water BRANDS has a mean of 3.76 and standard deviation of 0.976. the third variable, Whenever I purchase Bottle water product, ORIGIN Mineral Water products are my first choice, has a mean of 2.64 and standard deviation of 1.30. the other item, I compare the available alternatives before buying has a mean of 3.91 and standard deviation of 0.78. the fifth question,

“I would like to prefer ORIGIN mineral water due to the brand is mostly chosen by customers, has a mean of 3.309 and standard deviation of 1.46. lastly the item, I would like to prefer ORIGIN mineral water due to the brand has a good name has a mean of 3.40 and standard deviation of 0.982.

The mean score of brand preference was relatively good (3.40). This indicates that respondents prefer ORIGIN Mineral brands products because it delivers what they promised in terms of quality and price. Consumers make brand preference decision depending on the perceptions they have about consistency of the quality and that origin mineral water campaign has helped consumers to be aware of the product with their Promotional mix communication tools. All the six items that measure brand preference product almost equally to the overall mean.

Table 4.9 : Descriptive Statistics of brand preference

	N	Mean	Std. Deviation
I prefer ORIGIN Mineral Water products because it delivers what they promised	384	3.22	.913
Advertisement, personal selling, sales promotion, social media of ORIGIN Mineral Water influence me to prefer ORIGIN Mineral Water over other water BRANDS	384	3.76	.976
Whenever I purchase Bottle water product, ORIGIN Mineral Water products are my first choice	384	2.64	1.300
I compare the available alternatives before buying	384	3.9167	.78053
I would like to prefer ORIGIN mineral water due to the brand is mostly chosen by customers.	384	3.3099	1.46154
I would like to prefer ORIGIN mineral water due to the brand has a good name.	384	3.6042	1.27420
Mean	384	3.40	0.982
Valid N (listwise)	384		

4.6 Correlation Analysis

Correlations are the most basic and most useful measure of association between two or more variables (Lai, 2018). This study uses the correlation analysis, which investigates the strength of relationships between the studied dependent and independent variables. One of the commonly used, Pearson correlation test was conducted to know the degree of relationship between the

independent variable promotion and the dependent variable consumer preference. The correlation analysis was used to provide evidence of convergent validity. Pearson correlation coefficients reveal the magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (-1.0 to +1.0). Cohen (1998), strength of correlations he can be interpreted as follows: Strength of correlation $r = + 0.10$ to $+ 0.29$, small effect (weak) $r = + 0.30$ to $+ 0.49$ & moderate effect $r = + 0.50$ to $+ 1.0$ strong effect. Depending on this assumption, all basic constructs were included in the correlation analysis, and a bivariate two-tailed correlation analysis was done.

From the table below, the first variable advertising has a strong correlation with social media, public relation, and brand preference while it has a moderate strong correlation with the remaining variables. The second independent variable, sales promotion has strong correlation with personal selling, social media and public relation while it has a moderate strong correlation with brand preference. The other variable, personal selling has a strong relationship with public relationship, while it has moderate strong correlation with brand preference and social media. Social media has strong correlation with public relation and brand preference. Lastly Public Relation has strong correlated with brand preference.

Table 4.10: Pearson Correlation Coefficient

Correlations							
		Adver tising	Sales Promotion	personal selling	social media	Public relation s	Brand preferen ce
Advertis ing	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	384					
Sales Promoti on	Pearson Correlation	.777**	1				
	Sig. (2-tailed)	.000					
	N	384	384				
personal selling	Pearson Correlation	.752**	.958**	1			
	Sig. (2-tailed)	.000	.000				

	N	384	384	384			
social media	Pearson Correlation	.955**	.830**	.790**	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	384	384	384	384		
Public relations	Pearson Correlation	.960**	.807**	.803**	.934**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	384	384	384	384	384	
Brand Preference	Pearson Correlation	.959**	.748**	.747**	.934**	.976**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384
**. Correlation is significant at the 0.01 level (2-tailed).							

4.7 Regression Analysis

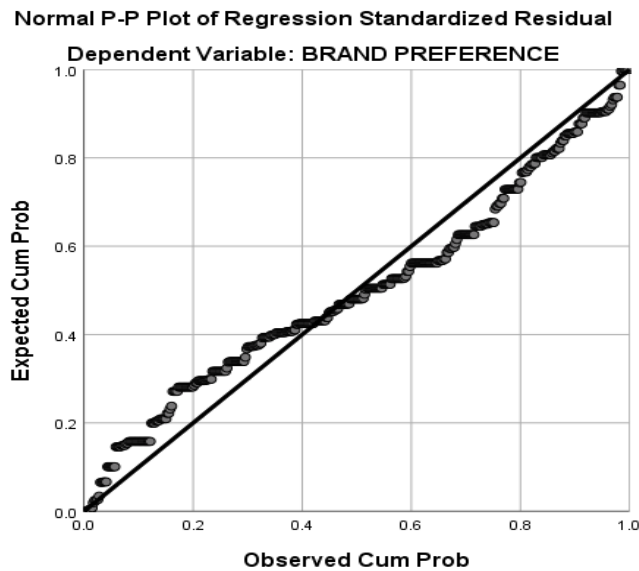
This regression analysis was conducted to know by how much the independent variable explains the dependent variable, to see the contribution of promotion on Consumer Preference; multiple linear regression analysis was employed. The logic behind the multiple regression is, therefore, to study many explanatory variables that explain a dependent variable. The regression includes one dependent variable (Brand Preference) and five independent variables (advertisement, sales Promotion, personal selling, social media and public relation). The dependent variable is a variable that is dependent on independent variables (Rohr, 2012).

4.7.1 Multiple Regression Analysis Assumptions

Before entering the variables in the regression model, tests were made to assure that statistical assumptions were not violated. Several assumptions are required to provide valid results in regression. Before running the analysis, let's test some of the basic assumptions of multiple linear regression which commonly forwarded as follow.

4.7.1.1 Linearity

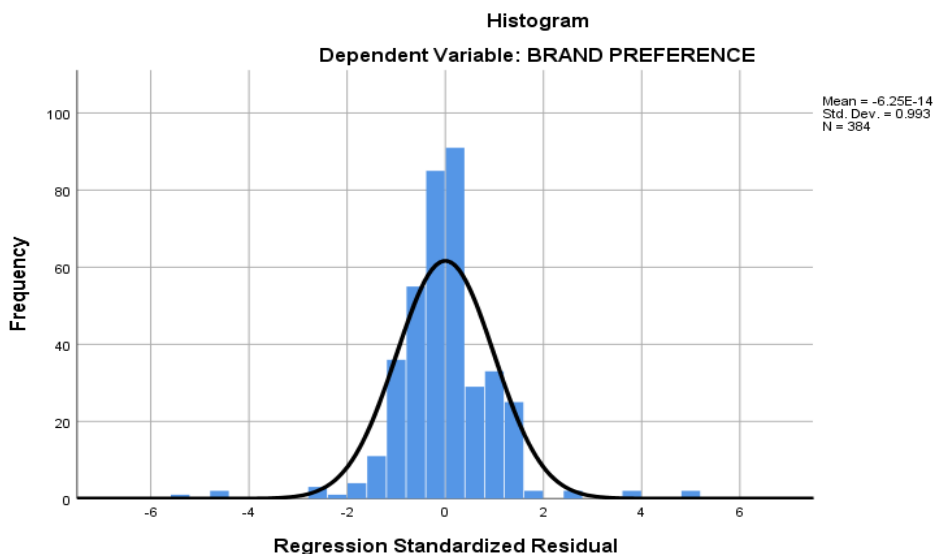
The linearity of the model in parameters the relationship between the predictors and the outcome variable should be linear. This means that at a scatter plot of scores should be a Straight line (roughly), not a curve (Field, 2009). The scatter plots of this study show that there is an almost linear relationship between the variable.



As to indicate from the above Figure 4.1 there is linearity and all residual is close to the line that suggests the assumption of linearity is met. So the assumption is satisfied in this case.

4.7.1.2 Normality

One of the classical linear regression models assumptions is the error term should be normally distributed or expected value of the error term should be normally distributed or the expected value of the errors terms should be zero ($E(UT)=0$).The researcher used a histogram to identify the normal distribution of residuals and the result indicates that standard residuals are a little bit far away from the curve, many of the residuals are fairly close more to the curve and the histogram is bell-shaped. This implies that the majority of scores lie around the center of the distribution (so the largest bars on the histogram are all around the central value. Therefore, this indicates that the residuals are normally distributed.



4.7.1.3 Multi-collinearity

Multi-collinearity is used to describe the correlation among independent variables. If there is a high correlation between two or more predictor variables, it may cause problems when trying to draw inferences about the relative contribution of each predictor variable to the success of the model (Field, 2009). The primary concern is that as the degree of multicollinearity increases, the regression model estimates of the coefficients become unstable and the standard errors for the coefficients can get wildly inflated. It is, therefore, a type of disturbance in the data and if present in the data the statistical inference made about the data may not be reliable. Multi-collinearity can be detected with the help of tolerance and its reciprocal, called Variance inflation factor (VIF). Variance Inflation Factor (VIF) quantifies, if the tolerance of below 0.10 & VIF value lies less 10, then there is no multi-collinearity and if the tolerance < 0.1 or VIF > 10, then there is multi-collinearity.

Table 4.11: Multi-collinearity

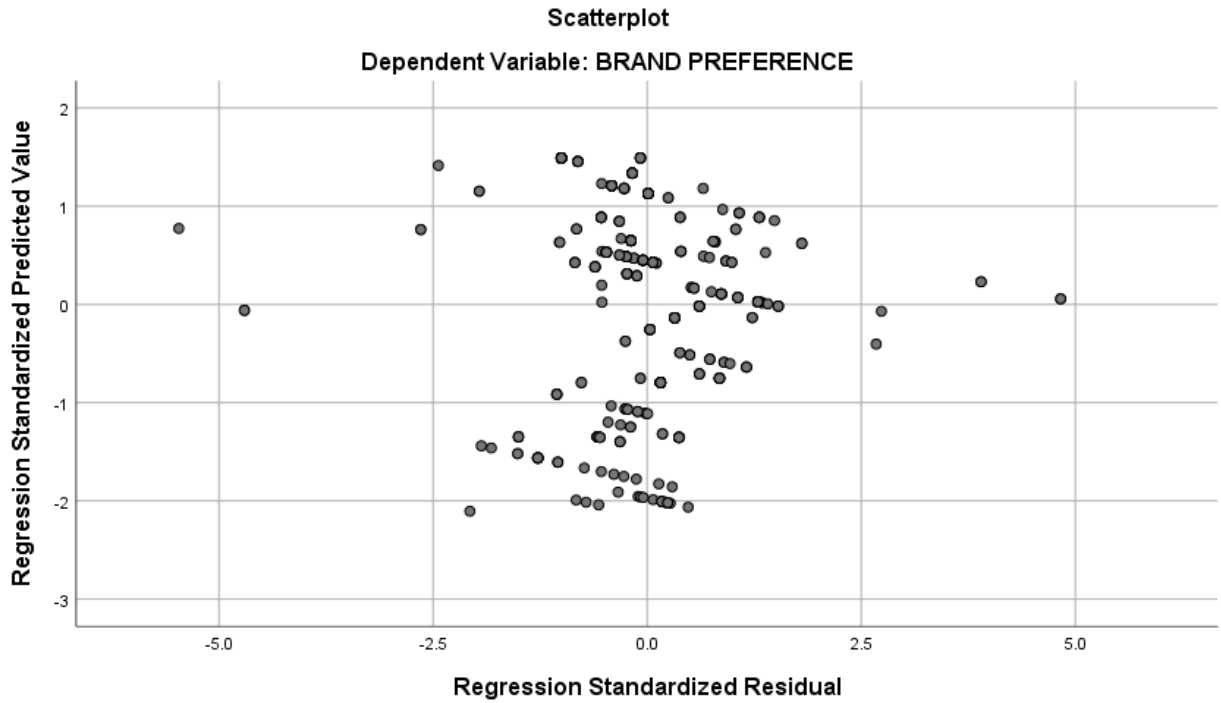
Model	Collinearity Statistics	
	Tolerance	VIF
Advertising	0.531	1.882
Sales Promotion	0.380	2.631
Personal Selling	0.502	1.994
Social Media	0.512	1.953
Public relations	0.544	1.837

As shown Table 4.20 to multicollonarity this measurement, there is no variable's tolerance level is below 0.10, and VIF above 10. So, there is no multicollinearity problem with the variable.

4.7.1.4 Homoscedasticity

To ensure the fulfillment of this relationship between the independent variable and dependent variable, the variance of dependent variable values must be equal at each value of independent variables (Hair, 2010). It refers to the variance of the errors which should be constant. That all of the disturbance terms do not have the same variance or no homogeneity of variance is known as heteroscedasticity to test for this, it is worth plotting ZRESID (Y-axis) against ZPRED (X-axis)

because this plot is useful to determine whether the assumptions of random errors and homoscedasticity have been met.



4.7.2. Multiple linear regression

This section looked at multiple regression analysis of all the dimensions of promotion on consumer preference, by using correlation analysis the interdependence between the independent and dependent variables was tested & Finally hypothesis tests were performed using regression analysis. Model specification, the statistical regression model of the study was based on the theoretical regression model as indicated follows.

Table 4.12 Model Summary

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.983 ^a	.967	.966	.18057	1.066
a. Predictors: (Constant), Public relations, personal selling, social media, Sales Promotion, Advertising					
b. Dependent Variable: BRAND PREFERENCE					

The above regression model presents how much of the variance in the measure of brand preference is explained by the underlying marketing mix variables. Furthermore, to explain R, R², adjusted R² and Durbin–Watson in detail:-

R: Indicates the value of the multiple correlation coefficients between the predictors and the outcome, with a range from 0 to 1, a larger value indicating a larger correlation and 1 representing an equation that perfectly predicts the observed value (Pedhazur, 1982). The model summary (R=.983a) indicated that the linear combination of the five independent variables (public relation, personal selling, sales promotion, social media, and advertising) strongly predicted the dependent variable (brand preference).

R Square (R²): Indicates the proportion of variance that can be explained in the dependent variable by the linear combination of the independent variables. In another word, R² is a measure of how much of the variability in the outcome is accounted for by the predictors. The values of R² also range from 0 to 1 (Pedhazur,1982). The linear combination of marketing mix variables of public relation, personal selling, sales promotion, social media, and advertising explains 96.7% of the variance in brand preference 3.3% is explained by extraneous variables, which have not been included in this regression model. In other words, 96.7% of the variation in the brand preference is explained by the changes in the aforementioned independent variables while the rest 3.3 % is explained by other factors.

Adjusted R Square (R²): The adjusted R² gives some idea of how well the model generalizes and its value to be the same, or very close to the value of R². That means it adjusts the value of R² to more accurately represent the population under study (Pedhazur, 1982). The difference for the final model is small (in fact the difference between R² and Adjusted R² is $(0.967 - 0.966 = 0.001)$ which is about 0.1%. This shrinkage means that if the model were derived from the population rather than a sample it would account for approximately 0.1% less variance in the outcome.

4.7.2.1 Analysis of Variance (ANOVA)

population, it is assumed that the values of (X_{ij}) differ from the mean of this population only because random ANOVA is to test for differences among the means of the populations by examining the amount of variation within each of these samples, relative to the amount of

variation between the samples. In terms of variation within the given effects i.e., there are influences on (X_{ij}) which are unexplainable, whereas in examining differences between populations we assume that the difference between the mean of the j th population and the grand mean is attributable to what is called a „specific factor“ or what is technically described as treatment effect (Kothari, 2004). The advantage of ANOVA was that we could look at the effects of more than one independent variable (and how these variables interact).

Table 4.13 ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	357.414	5	71.483	2192.256	.000 ^b
	Residual	12.325	378	.033		
	Total	369.740	383			
a. Dependent Variable: BRAND PREFERENCE						
b. Predictors: (Constant), Public relations, personal selling, social media, Sales Promotion, Advertising						

The ANOVA table shows the overall significance/ acceptability of the model from a statistical perspective (Pedhazur, 1982). As indicated in the above table, the p-value is less < 0.05 i.e. 0.000 which indicates the variation explained by the model is not due to chance. So, the above ANOVA table shows the acceptability of the model. As indicated in table 4.10 the researcher can connote that R , R^2 , and Adjusted R^2 conducted for the multiple regression predict brand preference based on the linear combination of marketing mix independent variables is statistically significant.

F-Ratio: F-ratio determines whether the model is a good fit for the data. The F-ratio is calculated by dividing the average improvement in prediction by the model (MSM) by the average difference between the model and the observed data (MSR). If the improvement due to fitting the regression model is much greater than the inaccuracy within the model then the value of F will be greater than 1 and SPSS calculates the exact probability of obtaining the value of F by chance (Pedhazur, 1982).

The ANOVA table above has an F value of 2192.256 and a significance value of 0.00 when all variables are considered together this implies that the regression model fits the data. F statistics explains how well the regression model fits the data. If the f-statistics is more and the significance level less than 0.05 then the hypothesis of no linear relationship between the independent variable and dependent variable is rejected.

4.7.2.2 The Regression Coefficients

This study intends to identify the most contributing, independent variable in the prediction of the dependent variable. Thus, the strength of each predictor (independent variable) influencing the criterion (dependent variable) can be investigated via a standardized Beta coefficient. The regression coefficient explains the average amount of change in the dependent variable that is caused by a unit change in the independent variable. The larger value of the Beta coefficient an independent variable has brought more support to the independent variable as the most important determinant in predicting the dependent variable.

Table 4.14: Regression Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.375	.067		5.632	.000
	Advertising	.174	.050	.149	3.459	.001
	Sales Promotion	.284	.042	.253	-6.848	.000
	personal selling	.105	.037	.101	2.866	.004
	social media	.212	.033	.231	6.350	.000
	Public relations	.689	.035	.741	19.438	.000

a. Dependent Variable: BRAND PREFERENCE

According to the above the researcher used an unstandardized beta coefficient because it tells us the unique contribution of each factor to the model and it is appropriate. A high beta value and a small p-value (0.05) indicate the predictor variable has little or no significant contribution to the model (Gorge et al., 2003). Therefore, in this study, five independent variables have a high beta

value ($p < 0.05$)) the predictor variable has made a significant statistical contribution to the model.

The analysis result for each explanatory variable is presented below

- 1. Advertising:** Advertising is also used to create images and symbolic appeals for products and services. This is quite useful for companies that are selling products and services that are very difficult to differentiate. With effective advertising, you get to define or set out the image you want target customers to have of your brand. You can demonstrate or showcase your product, explain where and how customers can buy from you and emphasize value through the benefits-price comparison. The result shown in the analysis above indicates that advertising have a significant positive influence on the brand preferences. This is shown by the P-value which 0.001 which is less than 1% and the positive beta coefficient (0.174). As advertising increased by 1 percent, brand preference increases by 17.4%.
- 2. Sales Promotion:** Often, sales promotions restrict your profit potential, but they allow you to generate more revenue in the short run due to increased sales volume. This also means more cash flow, which is why companies struggling to meet near-term financial obligations often turn to discounts. Promotional products help increase brand awareness largely due to how long people keep promotional products as opposed to other forms of advertising. Promotional products are tangible items that help leave lasting impressions in the mind of the recipient. The regression result indicated that sales promotion has a significant positive effect on brand preferences as indicated by a P value of 0.000 which is less than 0.01 and a positive beta coefficient of 0.284. As sales promotion increases by some amount, a retailer of brand preferences increases by 28.4%. This finding is constant Khanfar (2016) studied the degree of promotion mix elements used by Jordanian Shareholding Ceramic and glass production companies, sales promotion is a significantly and positive relation with buying behavior except direct marketing. Therefore, the study supports the hypothesis.
- 3. Personal Selling:** Personal selling minimizes wasted effort, promotes sales, and boosts word-of-mouth marketing. Also, personal selling measures marketing return on

investment (ROI) better than most tools, and it can give insight into customers' habits and their responses to a particular marketing campaign or product offer. Describe the value added by personal selling. Salespeople provide information and advice: customers see the value and are willing to pay indirectly for the education and advice salespeople provide. - Salespeople save time and simplify buying: customers perceive value in time and labor savings. The result from the regression analysis indicated that the personal selling has a significant positive influence on the brand preferences. This was revealed by a P value of 0.004 which is less than 0.01 and a positive beta coefficient (0.105). As a point of personal selling increases by some amount, brand preferences increases by 10.5 %.

4. **Social Media:** Social media has a huge impact on branding as it encourages the user to share stories and details with others. But, be aware that social media communication messages need to be completely different from advertising to encourage the consumer to share. The results of statistical tests suggest that social media usage has a positive influence on brand awareness of consumers. Both the dimensions were positively related to brand awareness. It can be concluded from the study that social media marketing can be handy in educating potential consumers about brands. A beta coefficient of 0.212 for social media indicated that there a positive relationship between social media and brand preferences. This is further assured by a P value of 0.000 which is less than 1%. As social media increases by some amount, retailers of brand preferences increases by 21.2%.
5. **Public Relations:** Public relations (PR) efforts, like advertising, can help to build business and product awareness among target buyers and end users, often at a fraction of the cost of advertising. Many small and large businesses consciously utilize PR as a way to obtain free advertising about their products and services. Public Relations helps the brands to become thought leaders by developing interesting, informative, and engaging content for your audience. This will establish you as an expert in your field. PR helps the brand build creative content that will add value to your prospects' life. According to the result source factor has a positive and significant effect on consumer beer preference with beta value of 0.517 and p-value of 0.000 ($p < 0.01$). This finding is supported by Mulia(2019) The Influence of Public Relations on Consumer Purchasing Decisions Shows Public relation has positive and a significant effect on purchase decision(Mulia, 2019).Therefore, the study supports the hypothesis.

4.7.2.3 Hypotheses Testing

Hypothesis testing is the pillar of true research findings. This write-up substantiates the role of a hypothesis, steps in hypothesis testing, and its application during the research exercise. The world that we are living in is full of uncertainties. Scientifically, we can't have 100 percent confidence in assumptions, especially in the context of a social science research field. Human reasoning is complex and can be complicated; this is why we have to rule out chances or 65 assumptions as a reasonable explanation for the results of a research study. In this vein, statisticians have devised a means of drawing inferences from research findings through hypothesis testing. Further light is being shed on decision errors and rules of interpreting hypothesis test results. Procedures of a hypothesis test in regression analysis, t-test, and chisquare goodness of fit test have also expatiated. Statistical software like SPSS, STATA, JMP, etc. has eased the stress of all the rigorous calculations stated in this text (sekumade, 2017).

To measure or construct the relationship between the marketing mix and retailers on ORIGIN mineral preference water, regression analysis techniques were applied. The results of the regression analysis showed above were used to measure the relations between the Public relations, personal selling, social media, Sales Promotion, Advertising on brand preference.

H₁: There is positive and a significant relationship between advertising and brand preference. Advertising has positive and a significant relationship effect on consumer beer preference with beta value 0.174, and p-value 0.001 which is less than 0.05. This finding is constant with studied factors influencing brand preference of Beer consumption in PortHarcourt Metropolis, Rivers State, Nigeria., advertising is a significantly and positive relation with buying behavior except direct marketing (Christian and Sunday, 2013). Therefore, the study supports the hypothesis.

H₂: There is positive and significant relationship between Sales promotion and consumer preference. According to the result source factor has a positive and significant effect on consumer beer preference with beta value of 0. 2834 and p-value of 0.000 ($p < 0.05$). This finding is constant Khanfar (2016) studied the degree of promotion mix elements used by Jordanian Shareholding Ceramic and glass production companies, sales promotion is a significantly and positive relation with buying behavior except direct marketing. Therefore, the study supports the hypothesis.

H₃: There is positive and significant relationship between personal selling and brand preference. As it is shown in the above table, personal selling factor has a positive and a significant effect on brand preference with beta value of 0.105 and p-value of 0.000 ($p < 0.05$). This finding is constant studied the impact of promotional mix elements on consumers purchasing decisions (Nour and Almahirah, 2014). Therefore, the study supports this hypothesis.

H₄: There is positive and a significant relationship between social media and brand preference. Social media has positive and a significant relationship effect on brand preference with beta value 0.212, and p-value 0.001 which is less than 0.05. This finding is constant with studied factors influencing brand preference of Beer consumption in PortHarcourt Metropolis, Rivers State, Nigeria., social media is a significantly and positive relation with buying behavior except direct marketing (Christian and Sunday, 2013). Therefore, the study supports the hypothesis.

H₅: There is a positive and significant relationship between public relation and publicity consumer preference. According to the result source factor has a positive and significant effect on consumer beer preference with beta value of 0.517 and p-value of 0.000 ($p < 0.05$). This finding is supported by Mulia(2019) The Influence of Public Relations on Consumer Purchasing Decisions Shows Public relation has positive and a significant effect on purchase decision(Mulia, 2019).Therefore, the study supports the hypothesis .

CHAPTER FIVE: SUMMARY, CONCLUSION, AND RECOMMENDATION

5.1 Summary of the Study

The main objective of the study was the influence of Promotional mix communication on the customer brand preference of origin natural mineral water brand in Ethiopia. The study about Promotional mix (advertisement, sales promotion, personal selling, public relation) and brand preference accordingly, the following are major findings of the study.

The findings revealed that five components of Promotional mix: advertisement, sales promotion, personal selling, public relation and social media are well correlated with consumers' preference of origin mineral water brand. Pearson correlation coefficient shows that there is strong relationship with one of the independent variables which is social media and dependent variable (brand preference). The correlation between the rest of independent variables (: advertisement, sales promotion, personal selling) variable and dependent variable (brand preference is strong.

The result of multiple regression analysis between dependent variable (brand preference) and independent variables (Advertising, Sales promotion, Personal selling, Social media and public relation). All the five independent variables, multiple regression analysis revealed that significant determinants of brand preference.

5.2 Conclusion

The main purpose of this research focuses on understanding the influence of Promotional mix implemented by origin mineral water brand on consumers' brand preference in Ethiopia. The main issue in implementing Promotional mix is to cope up those marketing communication practices with the fusion of available resources and various communication channels and building an understanding of consumers' preferences. The result form this study will helps to recognize the adaptation in their marketing practices according to the changing environment and

changing consumers' buying trends and highlight the important tools which are mostly influencing consumers to prefer origin mineral water brand.

Promotion is an important ingredient of marketing mix as it refers to a process of informing, persuading and influencing a consumer to make choice of the product to be bought, and also it has significant effect on consumers' preference. The business communication process is integrated and balanced combination of marketing elements provided on the basis of the implementation of difficult and complicated marketing tactics. The promoter's goal is to increase sales of these goods or services by drawing people's attention to them and showing them in a favorable light. The mission of promotion is to reach prospective customers and influence their awareness, attitudes and prefer their brand. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand the effect of advertising, sales promotion, personal selling, direct marketing and public relation and publicity on consumer preference. Generally based on the discussions and analysis made the following conclusions were drawn. The result indicates that among the reasons in the water preference, direct marketing of the product has high degree of effect than other reasons do. In contrary, easy sales promotion are the best reasons consumers pointed out in their choice of water preference. All elements of source of promotions have a significant impact on brand preference.

The result of correlation analysis revealed that all components of promotion such as, advertising, sales promotion, personal selling, direct marketing and public relation and publicity are positively and strongly correlated with brand preference. The result of regression analysis also shows that independent variables have positive and significant effect on consumers' beer preference. This research concludes that Promotional mix communication is the best way to influence the consumers on their brand preference., because the consumers are strongly influenced by Promotional mix communication implementations. The research also confirms the past research literatures are valid and reliable after data analysis of consumers' feed backs. Concluding the consumer's feedback, is obvious that they want firm to incorporate Promotional mix communication activities as they are well informed and able to purchase from the variety of water brands available, so which water brand reach them more effectively will influence them more.

5.3 Recommendation

Based on the major findings of the study and conclusion drawn above, the following recommendations are made,

- ✚ Origin mineral water company should start advertise more since it's a big marketing weapon to attract customers and stay in customers' mind, and it will have significant impact on consumers to prefer Origin mineral water brand. Consumers will recall and rely on advertisements of Origin mineral water. This recall helps them in preferring Origin mineral water brand and made impulse purchase any time they are exposed to the advertisement.
- ✚ According to Schultz, an IMC plan is created not only to transmit a consistent message about the company and its customers but also to choose the most effective methods for communicating and building relationship with the current and potential customers. origin mineral water need to analyse by building relationship with consumers and implementing Promotional mix communication practices.
- ✚ The key recommendations for personal selling is Origin mineral water company should maintain current performance on personal selling as most customers are happy across the various factors which include the types of products it is done for; household and personal care. Consumers also appreciate the extra convincing efforts implemented for water items. And it increases the trustworthiness and image of a brand
- ✚ Recommendations for Sales promotions, in Origin mineral water company Price discounts should be widely used however there is potential to get more effective results through 'extra amounts' e.g. buy 2 get 1 free. Leverage on training sales representatives and effective TV communication since they are the main sources of knowledge on sales promotions. Sales promotions should be used to boost immediate sales since they promote temporary switch of brands.
- ✚ Origin mineral water company should use more of Facebook, Instagram and WhatsApp for achieving wide reach since they are most frequent and widely used And for providing adequate product information. Social media marketing should be leveraged

on because it is perceived to be more creative and attractive compared to other marketing platforms.

References

- Agenjo-Calderón, A. (2021). The economization of life in 21st-century neoliberal capitalism: A systematic review from a feminist political economy perspective. *Structural Change and Economic Dynamics*, 58, 185-192.
- Aaker, J.L., (1997) Dimensions of brand personality, *Journal of marketing research*, pp.347-356.
- Adebisi, S.A. and Babatunde, B.O. (2011). Strategic influence of promotional mix on organizational sale turnover in the face of strong competitors. *Business Intelligence Journal*, 4 (2): 343-350.
- Aghdaie, S.F.A., & Yousefi, E. (2011) 'The Comparative Analysis Of Affecting Factors On Purchasing Domestic And Imported Cars In Iran Market-Using AHP Technique.' *International Journal Of Marketing Studies*, 3(2), Pg.142.
- Alharthey, Bandar khalaf .(2015) 'understanding Decision Making of Consumers through Advertising Strategy and Integrated Marketing, *journal of marketing management*,5(26),pp.10446-10451.
- Arnold, E. (2006, February 2). BOTTLED WATER: Pouring Resources Down the Drain. Retrieved April 22, 2011, from earthpolicy.org: http://www.earthpolicy.org/Updates/2006/Update51_printable.htm (6 de 7) 25/02/2006 18:52:45
- Bagozzi, R.P., & Dholakia, U.M. (2006) 'Antecedents And Purchase Consequences Of Customer Participate on In Small Group Brand Communities.' *International Journal Of Research In Marketing*, 23(1), pg. 45-61.
- Baungartner J. (1991). Nonmarketing Professionals Need More Than 4Ps, *Marketing News*.
- Belch, G. E., & Belch, M. A., (6th ed.). (2003) *Advertising and promotion: An Integrated Marketing Communications perspective*. New York: Tata McGraw-Hill.

- Belch, George E., & Belch, Michael A., (5thed.). (2001) Advertising and Promotion: An Integrated Marketing Communications Perspective. New York : Irwin/McGraw-Hill.
- Bhattacharya, C.B., & Sen,S. (2003) ‘Consumer-Company Identification: A Framework For Understanding Consumers Relationships With Companies.’ Journal Of Marketing, 67(2), pg. 76-88.
- Blanchard, A.L., & Markus, M.L. (2004) ‘The Experienced Sense Of A Virtual Community: Characteristics And Processes.’ ACM Sigmis Database, 35(1), pg.64-79.
- Blattberg., & Neslin, S.A.(1990) sales promotion: Concepts Methods and strategies, Englewood Cliffs,N.J:Prentice Hall.
- Booms B. H. & Bitner B. J. (1980). Marketing strategies and organization structures for service firms. In Donnelly, J. & George W. R. (Eds.), Marketing of services. American Marketing Association, 47-51.
- Borden, N. H. (1965). The concept of the marketing mix. In Schwartz, G. (Ed), Science in marketing. New York: John Wiley & Sons, 386-397.
- Cant, MC & Van, Heerden C.H. (2004). Personal Selling. Lansdowne : Juta and Co Ltd., 2004.
- Casaló, L.V, Flavián, C, & Guinalú, M. (2010) ‘ Determinants Of The Intention To Participate In Firm-Hosted Online Travel Communities And Effects On Consumer Behavioral Intentions’, Tourism Management, 31(6), pp. 898-911.
- Chakraborty, R.K., Hossain, M., Azad, F.H., and Islam, J. (2013). Analyzing the effects of sales promotion and advertising on consumer’s purchase behavior. World Journal of Social Sciences, 3 (4): 183-194.
- Chakravarti, A., & Janiszewski, C. (2003) ‘The Influence Of Macro-Level Motives On Consideration Set Composition In Novel Purchase Situations.’ Journal Of Consumer Research, 30(2), pg.244-258

- Chevalier, J.A., & Mayzlin, D. (2006) 'The Effect Of Word Of Mouth On Sales: Online Book Reviews.' *Journal Of Marketing Research*, 43(3), pg.345-354.
- Clow, K. E & Baack, D. (2007). *Integrated advertising, promotion & marketing communications*. Upper Saddle River, N.J: Pearson Prentice Hall.
- Culliton, J.W. (1948). *The Management of Marketing Costs*. Division of Research, Graduate School of Business Administration, Boston, MA: Harvard University
- Dibb S., Simikin L., Pride W.M., and Ferrell O.C. (2006) *Marketing: Concept and Strategies 5*. Houghton: Mifflin Company Hartford.
- Doyle.(1989)'the role of advertising in brand image development', *journal of products& Brand management*,Vol.4issuse:4,pp23-34
- Duncan, T. & Duncan, T. (2005) *Principles of advertising & IMC*. Chicago IL: McGraw Hill/Irwin
- Dutton, J.E., & Dukerich, J.M. (1991) 'Keeping An Eye On The Mirror: Image And Identity In Organizational Adaptation.' *Academy Of Management Journal*, 34(3), pg. 517-554
- Emily, A., & Janet, L. (2006) *Plan B Updates From Earth Policy Institute*: Available at http://www.earth-policy.org/index.php?/plan_b_updates/2006/update51. [Retrieved March 13, 2011].
- Evans, D. & McKee, J. (2010) *Social Media Marketing The Next Generation of Business Engagement*, Wiley Publishing, Inc., Indianapolis, Indiana.
- Farquhar, P.H. (1989).*Managing Brand Equity*. *Marketing Research* ,1(September),24-33.
- Ferrier, C. (2001) ' Bottled Water: Understanding a Social Phenomenon of Ambo' 30(2), pp. 118- 119.
- Frey, A. W. (1961). *Advertising* (3rd ed.). New York: The Ronald Press.

- Gedamnesh Tesfay, (2014). 'Choice of consumers: the case of bottled water brands in Addis Ababa.' School of Commerce. Addis Ababa University. Unpublished Thesis paper.
- Gedamnesh Tesfaye, (2013). Factors Underlying Brand Choice of Consumers: The Case of Bottled Water Brands in Addis Ababa. Unpublished Master's Thesis, Addis Ababa University.
- Ghose, S., & Lowengart, O. (2013) 'Consumer Choice And Preference For Brand Categories', *Journal Of Marketing Analytics*, 1(1), pp. 3-17.
- Goldsmith R. E. (1999). The Personalized Marketplace: Beyond the 4Ps. *Marketing Intelligence and Planning*, 17(4),178-185.
- Hair, J. B. (2010). *Multivariate Data Analysis*. PEARSON.
- Hair, j. f., Black, w. c., Babin, b. J. & Anderson, r. e., 2010. *Multivariate Data Analysis*. 6th ed.s.l.:Pearson prentice Hall.
- Heilman, Kyryl Lakishyk, Sonja Radas, (2011) "An empirical investigation of in- store sampling promotions", *British Food Journal*, Vol. 113 Issue: 10, pp.1252-1266.
- Hellier, P.K., Geursen , G.M., Carr, R.A., & Rickard, J.A. (2003) ' Customer repurchase intention: A general structural equation model.' *European journal of marketing*, 37(11/12), pp.1762-1800.
- Hodder Education (n.d). *Introduction to the Marketing Mix - Pricing*. [Online] Available <http://www.hoddersamplepages.co.uk/pdfs/cceabus6.pdf>
- Holbrook, Morris B., & Hirschman, Elizabeth C. (1982) ' The experiential aspects of consumption: Consumer fantasies, feeling, and fun.' *Journal of Consumer Research*, 9 (September), pp.132-140.
- Israel, G. D. (2012). *Determining Sample Size 1*. Florida: University of Florida.
- Jobber, D. (2001). *Principles and practice of marketing (3rd Edition)*. London: McGraw-Hill

International (UK) Limited.

Jobber, D. and Lancaster, G. (2006). Selling and sales management (7th Edition). Harlow: Prentice Hall

Julian & Ramaseshan (2004).effect of salesperson on consumer brand preference;,AUR,vol.3no.2,july-december 2009,pp-57-64.

Kapferer, Jean-Noel. (2008). The New Strategic Brand Management: Creating and Sustaining Brand Equity. London: kogan page

Keller, K.L. (2003) 'Brand synthesis: The multidimensionality of brand knowledge.' Journal of consumer research, 29(4), pp.595-600

Keller, L. K. (2001) 'Mastering the Marketing Communications Mix: Micro and Macro perspectives on Integrated Marketing Communication Programs', Journal of Marketing Management, Vol (17), pp. 819 – 847.

Kothari, C. (2004). Research Methodology. New Delhi: New Age International (P) Limited.

Kotler, P. (1986). Principles of Marketing (3rd ed.). New Jersey: Prentice Hall.

Kotler, P. (2000) Principles of marketing: prentice- Hall, Inc., N.J.

Kotler, P. (2002). 'Integrated Advertising, Promotion and Marketing Communications', pp. 338.Prentice Hall PTR

Kotler, P. and Armstrong, G. (1997) Marketing: An Introduction. 4th Ed. New Jersey. Prentice Hall International

Kotler, Philip & Armstrong, Gary.(2010). Principles of Marketing. NewJersey :Pearson Education, Inc.

Kotler,P.& Keller,K.L.(14thed.).(2012) Marketing Management. NewJersey: Pearson Education,Inc

- Lamb, C. W., Hair, J. F., & McDaniel, C. (1996). *Marketing*, 3rd edition. Cincinnati, OH: South-Western College Publishing.
- Lazer, W. & Kelly, E. K. (1962). *Managerial Marketing: Perspectives and Viewpoints*. IL: Richard D. Irwin.
- Lazer, W., Culley, J.D. & Staudt, T. (1973). The Concept of the Marketing Mix, In Britt, S. H. (Ed.), *Marketing*.
- Lenzner, R., (1997) 'Monster beverage Water, water, everywhere.' *Forbes*, 160, pp.64-64
- Loureiro, S.M., Sardinha, I.M.D., & Reijnders, L. (2012). The Effect Of Corporate Social Responsibility On Consumer Satisfaction And Perceived Value:
- Lovelock, Christopher & Wirtz, Jochen. (2011) *Service Marketing: People, Technology, Strategy*. Edinburgh : Pearson Education.
- M Sayeed Alam and Md. Farhan Faruqui (2009), effect of sales promotion on consumer brand preference ;, *AUR*, vol.3no.2, july-december 2009, pp-57-64.
- MaGrath A. J. (1986). When Marketing Services, 4Ps Are Not Enough. *Business Horizons*, 29(3), 45-50.
- Malhotra, N. K., & Birks, D. F. (2007). *Marketing Research: An Applied Approach* (Third European Edition ed.). England: Prentice Hall, Inc., a Pearson Education company.
- Marczyk, G., DeMatteo D. and Festinger, D. (2005), *Essentials of Research Design and Methodology*, Published by John Wiley & Sons, Inc., Hoboken, New Jersey
- Mathur, A., Moschis, G.P. & Lee, E. (2003) 'Life events and brand preference changes.' *Journal of Consumer Behaviour*, 3(2), pp.129-141.
- Matthew, J., Ogedebe, P.M., and Ogedegbe, S. (2013). Influence of web advertising on consumer behavior in Maiduguri Metropolis, Nigeria. *Asian Journal of Social Sciences and Humanities*, 2 (2): 548-557.

- Maurya, & Mishra,P. (2012) ‘What is a brand? A Perspective on Brand Meaning.’ *European Journal of Business and Management*, 4(3), pp.122-133.
- McCarthy, E. J. (1964). *Basic Marketing*, IL: Richard D. Irwin.
- Mccoll-Kennedy, J. R., & Fetter Jr, R. E. (2001) ‘An Empirical Examination Of The Involvement To External Search Relationship In Services Marketing.’ *Journal Of Services Marketing*, 15(2), pg.82-98.
- Melkamu Daba, (2014). “The effect of media advertising on consumers’ buying behavior in the banking service (The case of Oromia International Bank S.C)”. School of Commerce. Addis Ababa University. Unpublished Thesis paper
- Mickwitz, G..(1959). *Marketing and Competition*. Finland: Societas Scientarium Fennica, Helsingfors.
- Mitchell, A (1984).*Marketing sales promotion force: Hampshire and London: Macmillan Press Ltd.*
- Möller, K. (2006). *The Marketing Mix Revisited: Towards the 21st Century Marketing* by E. Constantinides. *Journal of Marketing Management*, 22(3), 439-45
- Muthukrishnaveni, D. and Muruganandam, D. (2013). Effect of sales promotions on consumer purchase behaviour with reference to personal care products. *International Journal of Scientific Research*, 2 (10): 1-22
- Naeem, et.al. (2013), ‘Integrated Marketing Communication: A Review Paper’, *Interdisciplinary Journal Of Contemporary Research In Business*, 5(5), pp.124-133.
- Olakunori O.K(1997),*successful Research Theory and practice :amazing grace printing and publishing company.*
- Olson, E. D. (1999). *Bottled Water: pure drink or pure hype?* California: NRDC Publications Department.

- Oluwatayo, J. A. (2012). Validity and Reliability Issues in Educational Research. *Journal of Educational and Social Research* , Vol. 2 (No. 2).
- Osman, M. A., Talib, A.Z., Sanusi, Z.A., Shiang-Yen, T. & Alwi, A.S. (2012) ‘A Study Of The Trend Of Smartphone And Its Usage Behavior In Malaysia.’ *International Journal Of New Computer Architectures And Their Applications (IJNCAA)*, 2(1), pg. 274-285.
- Pallant, J. F. (2005). *SPSS Survival Manual: a step by step guide to data analysis using SPSS* (1st ed.). Crows Nest, Australia: Allen & Unwin.
- Rao, K. Rama, Mohana. (2011) *Services Marketing*. Singapore : Pearson Education. Rashmi F, Belwal.(2013) ‘Social media Marketing Management, 12 (3), pg. 26- 32.
- Rasmussen, A. (1955). *Pristeori Eller Parameterteori - Studier Omkring Virksomhedens Afsaetning (Price Theory or Parameter Theory - Studies of the Sales of the Firm*. Denmark: Erhvervsøkonomisk Forlag.
- Ray,M.L,Sawyer,A.G,Rothschlid,M.L.,Heeler,R.M.,Strong,E.C.&Reed,J.B(2012)Marketing communication and the hierarchy of effects.
- Rijnsoever, V, Farla, F.J, & Dijst, M. J. (2009) ‘ Consumer Car Preferences And Information Search Channels’, *Transportation Research Part D: Transport And Environment*, 14(5), pp. 334-342.
- Rizwan, M., Javed, M.A., Khan, M.T., Aslam, M.T., Anwar, K., Noor, S., and Kanwal, W.(2012).
- The impact of promotional tools on consumer buying behavior: A study from Pakistan. *Asian Journal of Empirical Research*, 3 (2): 118-134.
- Rundle-Thiele, S., & Mackay, M.M. (2001) ‘Assessing the performance of brand loyalty measures.’ *Journal of Services Marketing*, 15(7), pp. 529–546.
- Saunders, M., Lewis, P. & Thornhill, A. (5th ed.).(2009) *Research methods for business*

students. Harlow, England: Pearson Education Limited.

Saxena, A., & Khanna, U. (2013). Advertising on social network sites: a structural equation modelling approach. *Vision*, Vol. 17 No. 1, pp. 17-25

Schultz, Don E.; Tannenbaum, Stanley & Lauterborn, Robert, F. (1993). *Integrated Marketing Communications*. Chicago : NTC Publishing Business Books.

Shutri Arora & Anukrati Sharam. (2013) "Social Media: Marketing The Next Generation of Business Engagement, Wiley Publishing, Inc., Indianapolis, Indiana

Soiferman, L.K., (2010). Compare and Contrast Inductive and Deductive Research Approaches. Online Submission.

Swani, K., & Yoo, B. (2010) 'Interactions Between Price And Price Deal.' *Journal Of Product & Brand Management*, 19(2), pg.143-152.

Tahir Ali is Professor ,Department of commerce, University of Karachi ,ali2122@ymail.com

Tamara, H.B., (2014), Perceived advertising., *European Journal of Business and Management*, Vol.(5), Nr.2, p.41

Taylor, S.A., Hunter, G. L., & Lindberg, D. L. (2007) 'Understanding (Customer-Based) Brand Equity In Financial Services.' *Journal Of Services Marketing*, 21(4), pg. 241-

Verhallen et al. (2007). effect of salesperson on consumer brand preference ;, *AUR*, vol.3no.2, july-december 2009, pp-57-64.

Vignali, C. & Davies, B. J. (1994). *The Marketing Mix Redefined and Mapped - Introducing the MIXMAP Model*.

Webster, M. Definition of Social Media. [www.merriam-ebster.com/dictionary/social media](http://www.merriam-ebster.com/dictionary/social%20media). (Accesses 18/11/2013).

Wheeler, A. (2012). *Designing brand identity: an essential guide for the whole branding team*.

John Wiley & Sons.

William, C. A. (1991). *Business Research Methods*. Boston: Richard D. IRWIN INC.

Wright, P, L. (1973) 'The Cognitive Processes Mediating Acceptance Of Advertising.' *Journal Of Marketing Research*, pg. 53-62.

Yeboah, A., & Atakora, A. (2013) 'Integrated Marketing Communication: How Can It Influence Customer Satisfaction? ', *European Journal of Business and Management*, Vol.(5), Nr.2, p.41.

Yoo, B., Donthu, N. & Lee, S., 2000. An Examinaton of Selected Marketing Mix Elements and Brand Equity. *Journal of the Academy of Marketing Science* , 28(2), pp.195-211.

Zaichkowsky, J. L. (1987) 'The Emotional Effect Of Product Involvement.' *Advances In Consumer Research*, 14, pg. 32-35.

Zoltanpolla. (2017). Effect of Personal Selling and Marketing on Sales Growth. Retrieved from URL: <http://www.zoltanpolla.com/marketing/effect-of-personalselling-and-marketing-on-sales-growth/index.ht>

Questionnaire

SECTION 1 - GENERAL QUESTIONS

A.1 Tick your gender. SINGLE ANSWER

	A.1
Male	<input type="checkbox"/>
Female	<input type="checkbox"/>

A.2 Tick your age. SINGLE ANSWER

	A.2
Below 18 years	Close Interview (Respondent does not qualify)
18 to 24 years	<input type="checkbox"/>
25 to 30 years	<input type="checkbox"/>
31 to 40years	<input type="checkbox"/>
41 to 45 years	<input type="checkbox"/>
Above 45 years	<input type="checkbox"/>

A.3 Which of these statements best describes you? SINGLE ANSWER

	A.3
1. I am fully responsible in deciding on / purchasing the products that I use	<input type="checkbox"/>
1. I am partially responsible in deciding on / purchasing the products that I use	<input type="checkbox"/>
2. I am not at all responsible in deciding on / purchasing the products that I use	Close Interview (Does not qualify)

A.4 What is your nationality? SINGLE ANSWER

	A.4
Ethiopian	<input type="checkbox"/>
Other	Close Interview (Respondent does not qualify)

A.5 What is your NET household income range after deductions? SINGLE ANSWER

	A.5
Below Birr. 10,000	<input type="checkbox"/>
10,000 to 30,000	<input type="checkbox"/>
30,000 to 50, 000	<input type="checkbox"/>
50,000 to 70,000	<input type="checkbox"/>
70,000 to 90,000	<input type="checkbox"/>
Above 90,000	<input type="checkbox"/>

A.6 What is your occupation? SINGLE ANSWER

	A.6
Student	<input type="checkbox"/>
Business man / Entrepreneur	<input type="checkbox"/>
Employed	<input type="checkbox"/>
Unemployed	<input type="checkbox"/>
Other	<input type="checkbox"/>

A.7 What is your marital status? SINGLE ANSWER

	A.7
--	-----

Married / Living together	<input type="checkbox"/>
Single – Never married before	<input type="checkbox"/>
Divorced	<input type="checkbox"/>
Widowed	<input type="checkbox"/>

A.8 What is your level of formal education? SINGLE ANSWER

	A.8
None	<input type="checkbox"/>
Primary school	<input type="checkbox"/>
Secondary school	<input type="checkbox"/>
College / university	<input type="checkbox"/>

Part II: Determinants of Brand preference

Direction: Please indicate your degree of agreement/disagreement with the following statements

by putting () the appropriate box.

No	Advertising	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	My decision to purchase ORIGIN mineral water is influenced by advertisement					
2	I have frequently seen advertisements of brand ORIGIN Mineral Water					
3	ORIGIN Mineral Water brand, has attractive and recognizable advertisement					
4	ORIGIN mineral water Advertising provides sufficient information.					
5	Water ads on various media make me adjust my water choices.					
	Sales Promotion	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I think sales promotions is practiced by ORIGIN Mineral Water Company					
2	Packages which I get at the time of Sales promotion influence me to prefer ORIGIN Mineral Water brand.					
3	I prefer ORIGIN Mineral Water brand that is reasonably priced versus its quality.					
4	I am aware of sales promotion activities done by ORIGIN mineral water company					
5	Sales promotion makes me buy more frequently					
6	Sales Promotion Brings More Consumers					
	personal selling	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I think the sales man influence me to prefer ORIGIN Mineral Water brand.					

2	I know about ORIGIN Mineral Water through a personal communication with a Sales man					
3	I buy ORIGIN Mineral Water brand that a sales person has recommended					
4	Sales professionals' has a solid knowledge of their organization's policies and procedures.					
5	The company's sales staff provide consumers with adequate information about their products.					
	social media	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	ORIGIN Mineral Water brand provides information through social media.					
2	I know ORIGIN Mineral Water through their Facebook page /Instagram / Google+					
3	I often see ORIGIN Mineral Water product through social media.					
4	I search information from various sources before buying					
5	I understand my need before taking buying decisions					
	Public relations	Strongly disagree	disagree	neutral	agree	Strongly agree
1	Consumer expectations are amplified by PR					
2	Origin Mineral water uses other means to send it information					
3	Public Relations have a great role for building ORIGIN mineral water					
4	Public Relations experts create Smooth relationship with Media.					
5	The Organization is well performed by Public Relations expert.					
6	Public Relation and Publicity increases the product consumers					
	BRAND PREFERENCE	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I prefer ORIGIN Mineral Water products because it delivers what they promised					
2	Advertisement, personal selling, sales promotion, social media of ORIGIN Mineral Water influence me to prefer ORIGIN Mineral Water over other water brands.					
3	Whenever I purchase Bottle water product, ORIGIN Mineral Water products are my first choice					
4	I compare the available alternatives before buying					
5	I would like to prefer ORIGIN mineral water due to the brand is mostly chosen by customers.					
6	I would like to prefer ORIGIN mineral water due to the brand has a good name.					

