

ASSESSEMENT OF THE PROMOTIONAL PRACTICE: THE CASE OF WOW  
MINERAL WATER FACTORY IN GURAGE ZONE



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## **List of Acronyms**

IMC      Integrated Marketing Communication

PR        Public Relation

PSA      Public Service Announcement

SNNPR   South Nation Nationalities and Peoples Region

## Abstract

*This research tried to assess the promotional practice of Wow mineral water factory at Gurage zone. Wow water factories were never evaluate/assesses the effects of their promotion activities due to this the researcher initiated to fill this gap. The objective of this study was to identify promotion tools that WoW mineral water factory are applying, to investigate customers reaction on the promotion practice of Wow mineral water factory, to examine major challenges of promotion practice that affect Wow mineral water factory. By using descriptive research design, the primary data was collected through distributing research questionnaires for Wow mineral water factory employees. The study was based on the data collected from 66 marketing department employees by using census method. The descriptive analyses concluded that from total of 66(100%) respondents of Wow mineral water factory use an advertisement promotion tool which are television and radio. Among different personal selling promotion techniques, Wow mineral water factory use the direct contact and telephone communication techniques, among different sales promotion tools, Wow mineral water factory use the price deal and trade show tools for promotion and among different public relation tools, Wow mineral water factory use the news release tools for promotion. On the other hand customers were gave reaction on Wow mineral water factory promotion practice which are complain and recognition. They rise complain on advertisement and gave recognition on personal selling. The respondents also proved that Wow mineral water factory has challenges related to promotion practice which are; promotion may prepare deceptive and misleading information and may increase the cost of goods and services. The researcher recommended that in order to minimize problem and increase its reliability and prefer ability by customers and in turn increase its profitability the factory should adjust its promotion technique.*

**Key words:** *Wow water factory, descriptive research design, Gurage zone*

# CHAPTER ONE

## 1. INTRODUCTION

### 1.1. Background of the study

Promotion is an integral part of our social and economic systems in a business environment. In our complex society, promotion has evolved into a vital communications system for both consumers and businesses. The ability of promotional methods to deliver carefully prepared messages to target audiences has given them a major role in the marketing programs of most organizations. Companies ranging from large multinational corporations to small retailers increasingly rely on promotion to help them market products and services. In market-based economies, consumers have learned to rely on promotion for information they can use in making purchase decisions (Lagazian, 2007).

Furthermore, the change in certain social, economic and environmental factors has influenced the way customer's change their needs and preference. People change their needs and their perception of stimuli according to the context that surrounds them and it comes directly from here the evident necessity of concreteness and short-term orientation that characterize promotion. This is why marketing strategies have been adapted to this new trend towards promotion. In addition, with limited marketing budget, the marketer today often faces immense pressure and challenge to communicate their marketing objectives to their customers (Lebas and Euske, (2002).

Today's customer oriented market environment is characterized by a countless amount of products and brands. Globalization causes: increased competition, disappearance of national boundaries, increased customers demand, and the pressure on producers to efficiently and effectively fulfill to customer's expectations keeps increasing. For organizations to survive, these challenging conditions and to secure their growth and market share figures, proper marketing mix techniques are of greatest importance. The ultimate goal of any business establishment is to remain in business profitably through maximum production and high sales volume of products or services. Without best profit, a business company cannot survive in this competitive marketing environment. One of the fundamental activities in a business organization is having a well-developed marketing as well as promotional mix strategy. The

critical success or failure of a business organization depends on its marketing strategies (Chelliah and Kwon, 2011).

According to Onditi, (2012) the need of promotion arises because of the presence of information gap between producers (of goods, services and ideas) and potential customers. The customers need information to be aware of the existence of substitute products, its prices, availability of supply, location, etc. Abhijit (2012) agreed that Company uses promotional tools to inform, reach and persuade the existing and potential customers to buy the product for resale or ultimate consumption.

One should note that benefits from promotional strategy get only when it operates properly. To be effective, the strategy must consistent with the needs of customers and integrated with other marketing mix elements (product, price, and place). In contrast, ineffective operation of promotion can waste millions of dollars and actually damage the image of company and its products. Thus, this study will try to assess the promotional practice of WoW mineral water company in Guraghe zone.

## **1.2. Statement of the problem**

Because of the dynamic nature of business and the business environment the present is relatively different from what it was in the past. Nowadays marketing is becoming more and more important in this modern life. Every company uses different promotional tools to success and move forward. Marketing is also a dynamic lesson, and not just stuck in one point, it develops from time to time marketers should be able to adjust to changing market condition through the major controllable and tactical elements of marketing mix product, price, place and promotion. In this regard, promotion plays a very important role in increasing company profitability and market share and therefore, should be given due emphasis by the organization. Development of an optimum promotion mix is by no means easy. Decisions about the promotional mix are often diffused among many decision makers, impending the information of a united promotion strategy. Frequently, decision makers are not adequately aware of the objectives and broad strategies of overall product program that the promotion plan is designed to implement. To sum up, it is natural that every business organization whether small or large, private or government, domestic or international operate in a turbulent and uncertain environment. In the context of changing expectations, customer expectation, technological discontinuities, increasing environmental uncertainties, business managers have a big challenge of making the right strategic choice and setting their strategic

priorities in order to allocate their resources to different functions in efficient manner for business success. Due to this, managers must develop new tools, new concepts, new strategy and the new mind sets of promotion to cope with the turbulent and chaotic environments leading to discontinuous changes (Kotler, 2007).

In fact when you run a business, everything might not be easily accomplished. Marketing success is the lifeblood of any company. Everyone knows that promotion influences the company's ability to generate profits or to stay in business. Likewise WoW water factory might face with some problems while practicing/implementing its promotion strategies. Having this idea, WoW water factory spends millions of dollars in promoting their goods, service and ideas in this competitive period. But, it does not evaluate the promotion activities whether their promotion packages attracts customers or not. In fact it is very difficult to evaluate the effectiveness of promotion, because promotion may influenced by other factors. Despite of this fact, WoW water factory was not evaluating their promotion effort before it is presented, while it is being presented or after it has completed. But in WoW water factory observed most of the time do not evaluate/assesses the effects of their promotion activities whether the promotion of the organization increase its performance or not particularly in sales. In line with the above study of the problem, the following research questions are formulated to be answered the above gaps identified.

### **1.3. Research questions**

1. What types of promotional tools does WoW mineral water factory are applying?
2. What are the challenges of WoW water factory promotional practice?

## **1.4. Objective of the study**

### **1.4.1. General objective of the study**

The general objective of the study is to assess promotional practice of WoW mineral water factory in Gurage zone.

### **1.4.2. Specific objectives of the study**

Specific objectives of the study are:

1. To identify promotion tools that WoW mineral water factory are applying.
2. To examine major challenges of promotion practice that affect WoW mineral water factory.

## **1.5. Significance of the study**

The ultimate goal of any business establishment is to remain in business profitably through production and sale of products or services. To this end having a well-developed promotion strategy leads to ultimate success in the business operations particularly on sales volume (Kennie, 2006). The study therefore, intended to help the company management to redirect their attention to this highly essential function. The study is worth doing because it helps the company to look its problems, to take in to the alternative considerations and to give basic knowledge about promotion and its significance in the water factory. Generally, the result of this research benefit several stakeholders such as the organization itself, employees, other researchers to use as input for their study, and clients as well as society as a whole.

## **1.6. Scope of the study**

The scope of this study is limited to assessments of promotional practice: in the case of WoW water factory. Promotion is an element of marketing mix that is often divided mainly as, advertising, promotion, and publicity, personal selling and direct marketing (Kennie,2006). All of these elements contribute to the achievement of the marketing objective. However, the scope of the study concentrates on promotional practice of WoW water factory in the year 2020.

## **1.7. Organization of the study**

This paper had organized in five chapters. The first chapter contains the introduction part; it includes background of the study, statement of the problem, research question, objective of the study, Significance of the study and Scope of the study. The second chapter deals with related review literature, the third chapter deals with research methodology and chapter Four deals with result and discussion and finally chapter Five deals with conclusion and recommendation.

## CHAPTER TWO

### 2. LITERATURE REVIEW

#### 2.1 Conceptual Review of promotion

Promotion can be referred to as any incentive used by manufacturer or retailer to provoke trade with other retailer or with other channel member, or with consumers to buy brands apart from encouraging the sales force to aggressively sell the items (Aaker, 2004). Promotion is more immediate oriented and capable of influence behavior. Aaker and A.D stated that term promotion refers to many kind of selling incentive and technique intended to produce immediate or short –term sales effect (Aaker, 2004). Promotions can good-looking for extremely promotions prone consumers for reason outside price saving. These extremely promotions prone consumer might change brand toward accept “particular” deal to return and support their well-dressed shopper self-perceptions. Extremely promotions prone consumer may attempt to innovative products that have promotions (Cravens & Binder, 2003).

#### 2.2 Effects of Promotion on Consumer Buying Behavior

Promotion refers to raising customer awareness of a product or brand, generating sales, and creating brand loyalty. It is one of the four basic elements of the market mix, which includes the four P's: price, product, promotion, and place (Jiang, 2004). Promotion is also defined as one of five pieces in the promotional mix or promotional plan. These are personal selling, advertising, sales promotion, direct marketing, and publicity (ibid).

Lagazian (2007) indicate that promotions might be good-looking for extremely promotions prone consumer used for reason past prices saving. These consumers are favorably promotion prone, these consumers make an attempt to try a new product or service that have been promoted. promotion means any activity that is utilize by the producer to encourage the trade (retailer, wholesaler, or network associates) as well as make customers to purchase a brand and boost sales force to aggressively sell it. The term sale promotion refers to several types of selling incentives and methods indented to yield immediate sales effects (ibid).

## **Promotion and Consumer behavior**

Marketing begins with understanding the need of a consumer as those acts of individual who are directly involved in obtaining, using and disposing of economic goods and services including the decision processes that precede and determine this acts. Therefore, knowledge of consumer behavior is an indispensable input to forming any promotional mix. Consumer behavior is defined as the behavior that consumers display in seeking, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their personal needs. Kotler (2007) defines consumer behavior as the study of the processes involved when individual or groups select, purchase, use or dispose products, services, ideas or experiences to satisfy need and desires.

## **Promotion and Consumer Loyalty**

Jiang (2004) says that, promotion generally works on a direct behavioral basis rather than effecting awareness or attitude. He states that, business consumer are larger than individual consumer; meaning that each business consumers is more important to the economic situation of the business marketers company. There are also a few businesses, so each business consumers is also more important to the economic situation of the company; unhappy consumers can affect the business marketers business in a noteworthy way. Basically there are two types of consumer loyalty: hardcore loyal consumers and brand switchers. A hardcore loyal consumer is one who makes repeat purchases of a particular product irrespective of the premium price of the brand. In other words, hardcore loyal consumers are fewer prices sensitive (Jiang, 2004). In contrast, a brand switcher refers to consumers who use two or more brands when a single brand does not satisfy all their needs.

## **2.3 Developing Effective Promotion Packages**

Today there is a new view of communications as an interactive dialogue between the company and its customers that takes place during the pre-selling, selling, consuming, and post-consuming stages.

As Kotler (2007) point out, there are eight steps to follow in developing an effective marketing communications program:

### **Step 1: Identifying the Target Audience**

The first step is to identify a clear target audience: potential buyers of the company's products, current users, deciders, or influencers; individuals, groups, particular publics, or the general public. The target audience is a critical influence on the promoter's decisions. Promotion helps the company to assess the audience's current image of the company, its products, and its competitors. Image is the set of beliefs, ideas, and impressions that a person holds regarding an object. People's attitudes and actions toward an object such as a product or service are highly conditioned by that object's image. In assessing image, marketers research the audience's familiarity with the product, and then they ask respondents who know the product how they feel about it (Kotler, 2007).

### **Step 2: Determining the Communication Objectives**

Understanding the target audience and its perceptions, the promoter can now decide on the desired audience response, seeking a cognitive, affective, or behavioral response. That is, the marketer might want to put something into the consumer's mind, change an attitude, or get the consumer to act.

### **Step 3: Designing the Message**

Ideally, the message should gain attention, hold interest, arouse desire, and elicit action. In practice, few messages take the target audience all the way from awareness through purchase, but the awareness, interest, desire; and action framework suggests the desirable qualities of promotions (Kotler, 2007). Formulating the message will require solving four problems: what to say (message content), how to say it logically (message structure), how to say it symbolically (message format), and who should say it (message source).

### **Step 4: Selecting Communication Channels**

Now that the message has been designed, the promoter must select efficient communication channels to carry it.

### **Step 5: Establishing the promotions Budget**

Industries and companies vary considerably in how much they spend on promotion. How do companies decide on the promotion budget?

## **Step 6: Developing and Managing promotions**

Having established a communications budget, companies must decide how to allocate it over the five promotional tools.

## **Step 7: Measuring Results**

After implementing the promotional plan, the communicator must measure its impact. Members of the target audience are asked whether they recognize or recall the message, how many times they saw it, what points they recall, how they felt about the message and their previous and current publicity/public relations, and personal selling. However, in this text we view direct marketing as attitudes toward the product and company (Kotler, 2007). The promoter should also collect behavioral measures of audience response, such as how many people bought the product, liked it, and talked to others about it.

## **Step 8: Managing the Integrated promotion stages**

Given the fragmenting of mass markets into mini markets, the proliferation of new types of media and the growing sophistication of consumers, companies need to use a wider range of communication tools, messages, and audiences. To do this most effectively, companies must embrace integrated marketing communications.

## **2.4 Promotion Mix**

Promotion has been defined as the coordination of all seller-initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea.

While implicit communication occurs through the various elements of the marketing mix, most of an organization's communications with the marketplace take place as part of a carefully planned and controlled promotional program.

The basic tools used to accomplish an organization's communication objectives are often referred to as the promotional mix.

Traditionally the promotional mix has included four elements: advertising, sales promotion, publicity/public relations, and personal selling. However, in this text we view direct marketing as well as interactive media as major promotional-mix elements that modern day marketers use to the same time. The non-personal nature of advertising means that there is

generally no opportunity communicate with their target markets. Each element of the promotional mix is viewed as an integrated marketing communications tool that plays a distinctive role in an IMC program. Each may take on a variety of forms. And each has certain advantages.

It refers to all the decisions related to promotion of sales of products and services. The important decisions of promotion mix are selecting advertising media, selecting promotional techniques, using publicity measures and public relations etc. There are various tools and elements available for promotion. These are adopted by firms to carry on its promotional activities. The marketer generally chooses a combination of these promotional tools. According to Kotler (2002), following are the tools or elements of promotion. They are also called elements of promotion mix: Advertising, Sales promotion, Personal selling and Public relation.

#### **2.4.1. Advertising:**

Advertising is defined as any paid form of non-personal communication about an organization, product, service, or idea by an identified sponsor. The paid aspect of this definition reflects the fact that the space or time for an advertising message generally must be bought. An occasional exception to this is the public service announcement (PSA), who's advertising space or time is donated by the media. The non-personal component means that advertising involves mass media,(Radio, magazines, newspapers) that can transmit a message to large groups of individuals, often at for immediate feedback from the message recipient (except in direct-response advertising).Therefore, before the message is sent, the advertiser must consider how the audience will interpret and respond to it. Advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important promotional tool, particularly for companies whose products and services are targeted at mass consumer markets.

There are several reasons why advertising is such an important part of many marketers' promotional mixes. First, it can be a very cost-effective method for communicating with large audiences. Advertising can be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services that are difficult to differentiate on functional attributes. The nature and purpose of advertising differ from one industry to another and/or across situations. The targets of an organization's advertising efforts often vary, as do advertising's role and function in the

marketing program. Marketers advertise to the consumer market with national and retail/local advertising, which may stimulate primary or selective demand. For business/professional markets, they use business-to-business, professional, and trade advertising.

### **2.4.2 Personal Selling**

The final element of an organization's promotional mix is personal selling, a form of person to person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company's product or service or to act on an idea. Unlike advertising, personal selling involves direct contact between buyer and seller, either face-to-face or through some form of telecommunications such as telephone sales. This interaction gives the marketer communication flexibility; the seller can see or hear the potential buyer's reactions and modify the message accordingly. The personal, individualized communication in personal selling allows the seller to tailor the message to the customer's specific needs or situation.

Personal selling also involves more immediate and precise feedback because the impact of the sales presentation can generally be assessed from the customer's reactions. If the feedback is unfavorable, the salesperson can modify the message. Personal selling efforts can also be targeted to specific markets and customer types that are the best prospects for the company's product or service.

To sum up Personal Selling is the interpersonal arm of the promotion mix. It involves two-way personal communication between salespeople and individuals. The sales force serves as a critical link between a company and its customer.

They do two things: they represent the company to customers and also represent customers to the company. Personal selling brings humanness to selling. Sales representatives do what advertisements do: inform, persuade or remind. But they do it in person and can thus give your company a distinct personality.

### **2.4.3 Sales Promotion**

The next variable in the promotional mix is sales promotion, which is generally defined as those marketing activities that provide extra value or incentives to the sales force, the

distributors, or the ultimate consumer and can stimulate immediate sales. Sales promotion is generally broken into two major categories: consumer-oriented and trade-oriented activities.

Consumer-oriented sales promotion is targeted to the ultimate user of a product or service and includes couponing, sampling, premiums, rebates, contests, sweep stakes and various point – of purchase materials. These promotional tools encourage consumers to make an immediate purchase and thus can stimulate short-term sales. Trade-oriented sales promotion is targeted toward marketing intermediaries such as wholesalers, distributors, and retailers. Promotional and merchandising allowances, price deals, sales contests, and trade shows are some of the promotional tools used to encourage the trade to stock and promote a company's products.

In recent years many companies have shifted the emphasis of their promotional strategy from advertising to sales promotion. Reasons for the increased emphasis on sales promotion include declining brand loyalty and increased consumer sensitivity to promotional deals. Another major reason is that retailers have become larger and more powerful and are demanding more trade promotion support from companies.

Promotion and sales promotion are two terms that often create confusion in the advertising and marketing fields. As noted, promotion is an element of marketing by which firms communicate with their customers; it includes all the promotional-mix elements we have just discussed. However, many marketing and advertising practitioners use the term more narrowly to refer to sales promotion activities to either consumers or the trade (retailers, wholesalers).

Therefore, one can understand that Sales promotion has been defined as “a direct inducement that offers an extra value or incentive for the product to the sales force, distributors or the ultimate consumer with the primary objective of creating an immediate sale.” There are several important aspects to sales promotion that should be kept in mind as you read this section. Here, First, sales promotion involves some type of inducement that provides an extra incentive to buy, A second point regarding sales promotion is that it is essentially an acceleration tool that is designed to speed up the selling process and is often used to maximize sales volume and A final point regarding sales promotion activities is that they can be targeted to different parties in the marketing channel.

#### **2.4.4. Publicity/Public Relations**

Public relations are defined as “the management function which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance.

Another important component of an organization’s promotional mix is publicity/public relations. Publicity refers to non-personal communications regarding an organization, product, service, or idea not directly paid for or run under identified sponsorship. It usually comes in the form of advertising, publicity involves non personal communication to a mass audience, but unlike marketers communicate directly with consumers, often on a one-to-one, interactive basis. Improved advertising, publicity is not directly paid for by the company. The company or organization attempts to get the media to cover or run a favorable story on a product, service, cause, or event to affect awareness, knowledge, opinions, and/or behavior. Techniques used to gain publicity include news releases, press conferences, feature articles, photographs, films, and video tapes.

An advantage of publicity over other forms of promotion is its credibility. Consumers generally tend to be less skeptical toward favorable information about a product or service when it comes from a source they perceive as unbiased (Kotler, 2002).

Therefore publicity is something that happens to a company and the result may be good or bad. Public relations (or PR) involve a sustained attempt to develop your reputation as a business by using the media to help create the image you desire. It is a way of keeping the business in your customers Eyes.

#### **2.4.5 Direct Marketing**

Direct marketing is the reverse of mass marketing. Mass marketing is targeting broadly with standardized messages and marketing offers. Mass marketers have typically sought to reach millions of buyers with a single product and a standard message delivered through the mass media. Today, there is a trend toward more narrowly targeted or one-to-one marketing called Promotion Management: An Integrated Marketing Communication Approach direct marketing. Direct marketers communicate directly with consumers, often on a one-to-one, interactive basis. Improved data base technologies and new media computers, modems, fax

machines, e-mail, the internet, and online services permit more sophisticated direct marketing.

To sum up direct marketing is an increasingly popular technique as it enables you to target specific customer groups very accurately. It is a flexible way to deliver your message and, because each letter can be personalized, the chances of a response are greatly improved. The overall success of a campaign can also be directly measured in terms of the number of responses received.

## **2.5 Challenges of Promotion Practices**

### **I. Extensively causes people to buy more than they can afford**

Marketing critics voice the concern that promotional communications efforts persuade individuals to purchase goods and services they do not need and cannot afford. People seeking immediate gratification tend to live beyond their means. Unfortunately, critics point an accusatory finger toward marketing managers, arguing that they offer consumers luxurious goods and services that are out of their price ranges and entice them to create personal financial problems as a result.

### **II. Promotion overemphasizes materialism**

Closely tied to the notion that people buy too many goods and services are the criticism that promotion has created a materialistic society. The debate centers on one issue: Has the promotion of goods and services created an attitude of materialism, or has marketing merely responded to the materialistic desires of society.

### **III. Promotion increases the costs of goods and services**

Another reason people find fault with promotional communications is that it increases the cost of merchandise. Indeed, advertised goods do cost more and allow producers to charge higher prices. Those who defend marketing point out that choice are the key variable. Those who wish to spend less can and do. Those who buy products for prestige as well as function should be entitled to spend money as they wish.

### **IV, Promotion create offensive**

Many citizens believe that promotions are becoming more offensive. Sex and nudity are the most troubling and controversial issues. What is offensive to one individual or group may not

be to another. Company leaders must decide on a comfort level when it comes to promotion emphasizing sexuality or utilizing nudity. The ultimate judges, however, are consumers and how they respond to the content of promotions.

## **V. Sometimes promotion use unfair tactics**

A sensitive ethical issue in advertising concerns the tactics marketers use when products or services are of a highly personal nature. Some find these approaches to be objectionable. For example, one tactic used to promote goods is to stress the idea that happiness depends on physical attractiveness.

## **VI. Promotion may prepare deceptive and misleading information**

Another criticism of marketing communications' messages is that they are too often deceptive and misleading. Certainly some companies and marketing firms are guilty of this offense. At the same time, members of the marketing community are quick to point out that deceptive and misleading ads are rare. It is not in a firm's best interests to create deceitful advertisements. In the long run, consumers realize they have been cheated and do not purchase products. In addition, negative publicity and bad word of mouth can force a firm out of business. Therefore, some instances of deceptive and misleading marketing communications do occur, the free market system normally punishes firms that consistently use this type of advertising.

## **2.6 Empirical Review**

Serenurun (2011), thesis depicts how price promotion influences customer brand loyalty and buying behavior in the context of the retail industry. So, in his paper, the influence of price promotions was studied by interviewing twenty customers and analyzing their answers. Price promotions are a critical marketing method: by conducting a retailer survey and analyzing several academic papers, he scrutinized the relationship between price promotions and brand loyalty, and the effects of price promotion on customer decisions during the time of purchase. Based on previous research and empirical data analysis, he found that price promotions do not influence customer brand loyalty. This sort of marketing activity satisfies consumers, but this alone is not enough to improve sales. He said that the most popular marketing strategy is promotion, which is frequently used in order to increase an awareness of product and brand. He proved that today's consumers are quite knowledgeable about promotional activities. They know that the primary aim of promotion is to boost the brand and the product instead of

rewarding customer loyalty. He also found that price promotion pushes customers to buy more than they would have otherwise. They tend to stockpile products for future use, especially if the products in question are non-perishables and/or long lasting. Finally, his research shows that a brand's external appearance and the history of an individual brand in terms of price promotion are important issues for customers. Sometimes customers hesitate about a promoted product's quality. Professional promotion management and a professional external appearance can reduce any prejudice and/or any reluctance to buy a specific brand.

AdekoyaOlusolaAbiodun (2011), the major aim of this thesis was to demonstrate the impact of advertising on the sales and profit of a business organization taking StarcommsPlc as a case. He defined advertising as any personal paid form of non-personal communication which is directed to the consumers or target audiences through various media in order to present and promote a product, services and idea. Good advertising requires competent personnel including a number of specialists to enable it thrive in the ever dynamic and competitive business environment. It is therefore imperative that key personnel in departments that are directly involved to be carefully selected and positioned to ensure continuous success. In recognizing the role of advertising can play a growing number of companies and establishments have to embark on a nationwide advertising campaign. He found that advertising campaigns obviously informed by depressed consumer demand thrive by persuading the consumer on the need for consumptions. At the completion of this thesis, the impact of advertising at Starcomms was clearly defined and states it should have become a continuous practice for Starcomms.

Having this concept from the empirical study, the two studies have been seen the effect of sales promotions and advertising on brand equity and brand awareness in a narrow way. But my study focused on assessment of promotion: in the case of WoW water factory in wide range.

## CHAPTER THREE

### 3. RESEARCH METHODOLOGY

This chapter entirely concerned with the methods and approaches of the study to provide clear insight about promotional practice of Wow water factory at Guragie zone. Sampling design and methods, data sources and methods of data collection and data analysis techniques and interpretation systems are among thoroughly discuss issues of this chapter..

#### 3.1. Description of the Study Area

The study area is found in Welkite town. Wolkite is a town and separate woreda in southwestern Ethiopia. The administrative center of the Gurage zone of the Southern Nations, Nationalities and Peoples Region (SNNPR), this town has a latitude and longitude of 8° 17 ' N and 37 ° 47 ' E and an elevation between 1910 and 1935 meters above sea level. It is surrounded by Kebeenaworeda and it was part of former Goroworeda (Gurage zone government, 2007).

Based on the 2007 census conducted by Central Statistic Agency, this town has total population of 28,866 of whom 15074 are male and the rest 13792 are female. The plurality of the inhabitants practiced Ethiopian Orthodox Christianity, with 48.17% of the population reporting that belief, while 42.31% were Muslims, 7.86% were Protestants, and 1.34% was catholic.

Wow water is extracted from the Guragie chained mountain which is found 175 KM south of Addis Ababa in the Southern Ethiopia national and nationalities region, ChehaWereda, at Adoche and Atulchekebele.

#### 3.2. Research design

Depending on major research inquiries; this study mainly follow a descriptive type of research where the promotional practice of Wow water factory at Guragie zone are investigated using a cross-sectional household survey..

### **3.3. Target Population of the Study**

The populations of the study are 66 employees of marketing department who are working in the year 2020 G.C in WoW water factory.

### **3.5 Sampling Technique**

Because of the target population is too small the researcher use census so as to incorporate all 66 target population in the study.

### **3.6 Data Sources and Type**

The study had used both primary and secondary data types. Primary data were collected from study participants and secondary data were collected from secondary data sources like journal article, document, book and the like.

### **3.7 Data Collection Methods**

This study had used the quantitative primary data collection tool that was collected from WoW water factory marketing department employees. So a structured questionnaire had used to collect the data. The data collection instrument for the study was developed based on literature from various scholars on the subject of promotional practice.

### **3.8 Methods of Data Analysis**

The data collected from respondents has presented in tabulation and analyzed through descriptive statistics like frequency and percentage.

## CHAPTER FOUR

### 4. RESULTS AND DISCUSSION

This part of the research tries to discuss the results obtained from respondents by questionnaire. As it has indicated in the methodology part, questionnaire was prepared and distributed to 66 marketing department employees. In this part of analysis the data collected from employees has presented by the percentage distribution and frequency on the table and discussed.

#### 4.1 Demographic characteristics of respondents

Table 4.1. distribution of respondent demographic characteristics

| No       | demographic characteristics | frequency | percentage |
|----------|-----------------------------|-----------|------------|
| <b>1</b> | <b>Sex</b>                  |           |            |
|          | Male                        | 40        | 60.6%      |
|          | Female                      | 26        | 39.4%      |
|          | Total                       | 66        | 100%       |
| <b>2</b> | <b>Age</b>                  |           |            |
|          | <20 year                    | 0         | 0%         |
|          | 20-40 year                  | 63        | 95.5%      |
|          | 41-60 year                  | 3         | 4.5%       |
|          | >60 year                    | 0         | 0%         |
|          | Total                       | 66        | 100%       |
| <b>3</b> | <b>Marital status</b>       |           |            |
|          | Married                     | 56        | 84.8%      |
|          | Single                      | 10        | 15.2%      |
|          | Widow                       | 0         | 0%         |
|          | Divorced                    | 0         | 0%         |
|          | Total                       | 66        | 100%       |
| <b>4</b> | <b>Education background</b> |           |            |
|          | Illiterate                  | 0         | 0%         |
|          | Read and write              | 0         | 0%         |

|  |                        |    |        |
|--|------------------------|----|--------|
|  | Elementary completed   | 0  | 0%     |
|  | High school            | 5  | 7.58%  |
|  | Diploma                | 20 | 30.3   |
|  | 1 <sup>st</sup> Degree | 38 | 57.58% |
|  | Master and above       | 3  | 4.54%  |
|  | Total                  | 66 | 100%   |

Source: field survey, 2020

The data on table 4.1 shows 40(60.6%) of the respondents are male and 26(39.4%) are female. From this analysis it can be concluded that most of the respondents are male.

On this table 63(95.5%) of the respondents are 20-40 age category and 3(4.5%) of the respondents are between 41-60 age. From this analysis it can be concluded that most of the respondents are between 20-40 age categories. The data also show the marital status of respondents and 56 (84.8%) of respondents are married and 10 (15.2%) are single. From this it can conclude that most of the respondents are married. The other information on table 4.1 is the respondent's education background. The table shows that 5(7.58%) of respondents are high school educated, 20(30.3%) are diploma, 38(57.58%) 1<sup>st</sup> degree and the rest 3(4.54%) are master and above educated. From this it can conclude that most of respondents are 1<sup>st</sup> degree certified.

#### **4.2 survey results related to the promotion tools that WoW mineral water factory was applying**

Table 4.2 respondents response related to the promotion tools that WoW mineral water factory was applying

| 1 | Does Wow mineral water factory use an advertisement promotion tool?                  | Frequency | Percentage |
|---|--|-----------|------------|
|   | Yes  | 66        | 100%       |
|   | No   | 0         | 0%         |
|   | Total  | 66        | 100%       |
| 2 | If you say "yes" for the above question number 1, what type of advertisement it use? |           |            |
|   | Newspaper  | 0         | 0%         |

|  |                           |    |      |
|--|---------------------------|----|------|
|  | Television                | 33 | 50%  |
|  | Radio                     | 33 | 50%  |
|  | Magazine                  | 0  | 0%   |
|  | Direct mail               | 0  | 0%   |
|  | If other, please specify? | 0  | 0%   |
|  | Total                     | 66 | 100% |

Source: field survey, 2020

Table 4.2 shows the advertisement promotion tools that Wow mineral water factory was applying. All 66 respondents respond that Wow mineral water factory use an advertisement promotion tool. Respondents were asked “what type of advertisement promotion tool that Wow mineral water factory use?” and 33(50%) of respondents said television and the rest 33(50%) of respondents said radio. From this it can conclude that Wow mineral water factory use television and radio advertisement tools.

Table 4.3 respondent’s response on personal selling promotion tool

|   |   |           |            |
|---|---|-----------|------------|
| 3 | Does WoW mineral water factory use personal selling promotion tool?                               | Frequency | Percentage |
|   | Yes   | 66        | 100%       |
|   | No  | 0         | 0%         |
|   | Total   | 66        | 100%       |
| 4 | If you say “yes” for the above question number 3, what type of personal selling technique it use? |           |            |
|   | Direct contact  | 30        | 45.45%     |
|   | Through telephone communication   | 36        | 54.54%     |
|   | If other, please specify?   | 0         | 0%         |
|   | Total   | 66        | 100%       |

Source: field survey, 2020

Table 4.3 shows the personal selling promotion tools that Wow mineral water factory was applying. All 66 respondents respond that Wow mineral water factory use the personal selling promotion technique. Respondents were asked “what type of personal selling promotion technique that Wow mineral water factory use?” and 30 (45.45%) of respondents said direct

contact and the rest 36 (54.54%) of respondents said telephone communication. From this it can conclude that among different personal selling promotion techniques, Wow mineral water factory use the direct contact and telephone communication techniques.

Table 4.4 respondent's response on sales promotion tool

| 5 | Does Wow mineral water factory use sales promotion tool?   | frequency | Percentage |
|---|--|-----------|------------|
|   | Yes  | 66        | 100%       |
|   | No   | 0         | 0%         |
|   | Total  | 66        | 100%       |
| 6 | If you say "yes" for the above question number 5, what type of sales promotion technique it use? |           |            |
|   | Price deal   | 41        | 62.12%     |
|   | Sales contest  | 0         | 0%         |
|   | Trade show   | 25        | 37.88%     |
|   | Couponing  | 0         | 0%         |
|   | Sampling   | 0         | 0%         |
|   | Premium  | 0         | 0%         |
|   | Rebate   | 0         | 0%         |
|   | Sweep take   | 0         | 0%         |
|   | If others, please specify?   | 0         | 0%         |
|   | Total  | 66        | 100%       |

Source: field survey, 2020

Table 4.4 shows the sales promotion tools that Wow mineral water factory was applying. All 66 respondents respond that Wow mineral water factory use the sales promotion technique. Respondents were asked "what type of sales promotion tool that Wow mineral water factory use?" and 41 (62.12%) of respondents said price deal and the rest 25 (37.88%) of respondents said trade show. From this it can conclude that among different sales promotion tools, Wow mineral water factory use the price deal and trade show tools for promotion.

Table 4.5 respondent's response on public relation tool

|   |   |           |            |
|---|---|-----------|------------|
| 7 | Does Wow mineral water factory use public relation tool?  | frequency | Percentage |
|   | Yes   | 66        | 100%       |
|   | No  | 0         | 0%         |
|   | Total   | 66        | 100%       |
| 8 | If you say "yes" for the above question number 7, what type of techniques it use to gain publicity? |           |            |
|   | News release  | 66        | 100%       |
|   | Press conference  | 0         | 0%         |
|   | Feature article   | 0         | 0%         |
|   | Photograph  | 0         | 0%         |
|   | Film and video tabs   | 0         | 0%         |
|   | If others, please specify   | 0         | 0%         |
|   | Total   | 66        | 100%       |

Source: field survey, 2020

Table 4.5 shows the public relation tools that Wow mineral water factory was applying. All 66 respondents respond that Wow mineral water factory use the public relation technique. Respondents were asked "what type of public relation tool that Wow mineral water factory use?" and all 66 (100%) of respondents said news release. From this it can conclude that among different public relation tools, Wow mineral water factory use the news release tools for promotion.

**4.3 survey results related to investigate customers reaction on the promotion practice of Wow mineral water factory.**

Table 4.6respondent’s response on customers give reaction related to promotion practice

| 9  | Do ever customers give reaction related to promotion practice?   | frequency | Percentage |
|----|--|-----------|------------|
|    | Yes  | 66        | 100%       |
|    | No   | 0         | 0%         |
|    | Total  | 66        | 100%       |
| 10 | If you say yes for the above question number 9, what type of reaction they raise?                                |           |            |
|    | Complain   | 30        | 50%        |
|    | Recognition  | 30        | 50%        |
|    | If other, please specify?  | 0         | 0%         |
|    | Total  | 66        | 100%       |
| 11 | If you say complain for the above question number 10, for what types of promotion tool they raise complain?      |           |            |
|    | Advertising  | 66        | 100%       |
|    | Personal selling   | 0         | 0%         |
|    | Sales promotion  | 0         | 0%         |
|    | Public relation  | 0         | 0%         |
|    | If others, please specify?   | 0         | 0%         |
|    | Total  | 66        | 100%       |
| 12 | If you say recognition for the above question number 10, for what types of promotion tool they give recognition? |           |            |
|    | Advertising  | 0         | 0%         |
|    | Personal selling   | 66        | 100%       |
|    | Sales promotion  | 0         | 0%         |
|    | Public relation  | 0         | 0%         |

|  |                            |    |      |
|--|----------------------------|----|------|
|  | If others, please specify? | 0  | 0%   |
|  | Total                      | 66 | 100% |

Source: field survey, 2020

Table 4.6 shows the customers reaction on Wow mineral water factories promotion practice. All 66 respondents respond that customers were gave reaction on Wow mineral water factory promotion practice. Respondents were asked “what type of reaction that customers raise on Wow mineral water factory promotion practice?” and 30 (100%) of respondents said complain and the rest 30 (50%) of respondents respond recognition. Related to this, employees who respond “complain” were asked *for what types of promotion tool they raise complain?* And all 66 (100) respondents respond advertisement and on the other hand, respondents who were respond “recognition” were asked *for what types of promotion tool they give recognition?* And all 66 (100) respondents respond personal selling. From this it can conclude that among different promotion tools of Wow mineral water factory advertisement were not good and personal selling were good and preferred by customers.

#### **4.4 survey results related to major challenges of promotion practice that affect Wow mineral water factory**

Table 4.7 respondent’s agreement level on examining major challenges of promotion practice that affect Wow mineral water factory

|   | ITEM   | SCALE             |    |          |      |         |    |       |      |                |    |
|---|--|-------------------|----|----------|------|---------|----|-------|------|----------------|----|
|   |  | Strongly disagree |    | Disagree |      | Neutral |    | Agree |      | Strongly agree |    |
|   |  | F                 | %  | F        | %    | F       | %  | F     | %    | F              | %  |
| 1 | Promotion can extensively causes people to buy more than they can afford | 0                 | 0% | 66       | 100% | 0       | 0% | 0     | 0%   | 0              | 0% |
| 2 | Promotion overemphasizes materialism                                     | 0                 | 0% | 66       | 100% | 0       | 0% | 0     | 0%   | 0              | 0% |
| 3 | Promotion increases the costs of goods and services                      | 0                 | 0% | 0        | 0%   | 0       | 0% | 66    | 100% | 0              | 0% |

|   |  |   |    |    |      |   |    |    |      |   |    |
|---|--|---|----|----|------|---|----|----|------|---|----|
| 4 | Promotion create offensive                                 | 0 | 0% | 66 | 100% | 0 | 0% | 0% | 0%   | 0 | 0% |
| 5 | Sometimes promotion use unfair tactics                     | 0 | 0% | 66 | 100% | 0 | 0% | 0% | 0%   | 0 | 0% |
| 6 | Promotion may prepare deceptive and misleading information | 0 | 0% | 0  | 0    | 0 | 0% | 66 | 100% | 0 | 0% |

Source: field survey, 2020

Table 4.7 shows an agreement level of employees on the challenges of promotion practice that affect Wow mineral water factory. All 66(100%) of respondents respond disagree on Promotion can extensively causes people to buy more than they can afford, Promotion overemphasizes materialism, Promotion create offensive and Sometimes promotion use unfair tactics. On the other hand all 66(100%) respondents respond agree on Promotion increases the costs of goods and services and Promotion may prepare deceptive and misleading information. This implies that the main challenges of Wow mineral water factory promotion practice are that, promotion may prepare deceptive and misleading information and may increase the cost of goods and services.

## **CHAPTER FIVE**

### **5. CONCLUSION AND RECOMMENDATIONS**

#### **5.1. Conclusion**

Depending on the findings of the research, Wow mineral water factory use an advertisement promotion tool which are television and radio. Among different personal selling promotion techniques, Wow mineral water factory use the direct contact and telephone communication techniques, among different sales promotion tools, Wow mineral water factory use the price deal and trade show tools for promotion and among different public relation tools, Wow mineral water factory use the news release tools for promotion. On the other hand customers were gave reaction on Wow mineral water factory promotion practice which are complain and recognition. They rise complain on advertisement and gave recognition on personal selling.

The respondents also proved that Wow mineral water factory has challenges related to promotion practice which are; promotion may prepare deceptive and misleading information and may increase the cost of goods and services.

#### **5.2. Recommendations**

As the finding shows the factory has problems related to promotion practice like its promotion create deceptive and misleading information and may increase the cost of goods and services. So in order to minimize such problem and increase its reliability and prefer ability by customers and in turn increase its profitability it should adjust its promotion technique.

Finally the researcher recommended that, if other researchers in the future wants to conduct the research in such area we sure that it will get the additional result when it can conduct in the wider scope because our study has conducted in a small area.

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## Appendix

Annex 1 : Questionnaire for marketing department employees of Wow water factory

WOLKITE UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMET

BACHELOR OF ARTS DEGREE IN MARKETING MANAGEMENT

I am graduating class of Marketing Management student at Wolkite University. This questionnaire is prepared for research purpose entitled ‘assessment of promotional practice’ in the Case of Wow mineral water factory in Gurage zone. As member of your organization, your participation in this study will be valuable and greatly appreciated. Information gathered will be treated with utmost confidentiality and will not be used for any other purpose.

**INSTRUCTIONS:** The questionnaires contain statements about promotional practice of Wow mineral water factory. Give your own opinion and feeling about each item. Please put “✓” mark to your response for close-ended question and give your opinion for open-ended questions on the space provided.

### **General Instruction**

No need of writing your name.

### **Part One: Personal Information of WoW mineral water factory employees**

#### **1. Gender**

A. Male\_\_\_ B. Female\_\_\_

#### **2. Age**

A. under 20\_\_\_ B. 20-40\_\_\_ C. 41-60\_\_\_ D. above 60\_\_\_

#### **3. Your level of education:**

A. Illiterate\_\_\_ B. Read and write\_\_\_ C. Elementary completed\_\_\_ D. High School \_\_\_  
E. Diploma\_\_\_ F. First Degree\_\_\_ G. Masters and above \_\_\_

#### 4. Marital Status

A. Married\_\_\_ B. Single\_\_\_ C. Widow\_\_\_ D. Divorced\_\_\_

#### **Part Two: Questionnaires filled by marketing department employees of WoW mineral water factory.**

1. Does WoW mineral water factory use an advertisement promotion tool?

A. Yes\_\_\_ B. No\_\_\_

2. If you say “yes” for the above question number 1, what type of advertisement it use?

A. newspaper\_\_\_

B. television\_\_\_

C. radio\_\_\_

D. magazine\_\_\_

E. direct mail\_\_\_

F. if other, please specify-----?

3. Does WoW mineral water factory use personal selling promotion tool?

A. Yes\_\_\_ B. No\_\_\_

4. If you say “yes” for the above question number 3, what type of personal selling technique it use?

A. direct contact

B. through telephone communication

C. if other, please specify-----?

5. Does WoW mineral water factory use sales promotion tool?

A. Yes\_\_\_ B. No\_\_\_

6. If you say “yes” for the above question number 5, what type of sales promotion technique it use?

A. Price deal\_\_\_ E. Sampling\_\_\_

B. sales contest \_\_\_ F. Premium\_\_\_

C. trade show \_\_\_ G. Rebate\_\_\_

D. couponing\_\_\_ H. Sweep take\_\_\_ I. If other, please specify-----?

7. Does WoW mineral water factory use public relation tool?

A. Yes\_\_\_ B. No\_\_\_

8. If you say “yes” for the above question number 7, what type of techniques it use to gain publicity?

A. news release\_\_\_

B. press conference\_\_\_

C. feature article\_\_\_

D. photograph\_\_\_

E. film and video tabs\_\_\_

F. If other, please specify-----?

9. Do ever customers give reaction related to promotion practice?

A. Yes\_\_\_ B. No\_\_\_

10. If you say yes for the above question number 9, what type of reaction they raise?

A. complain

B. Recognition

C. if other, please specify

11. If you say complain for the above question number 10, for what types of promotion tool they raise complain?

A. advertising\_\_\_

B. personal selling\_\_\_

C. sales promotion\_\_\_

D. public relation\_\_\_

E. if other, please specify-----?

12. If you say recognition for the above question number 10, for what types of promotion tool they give recognition?

A. advertising\_\_\_

B. personal selling\_\_

C. sales promotion\_\_

D. public relation\_\_

**The following are questions related to the challenges of promotion practice. So, Please put right mark (✓) in the response that yours feeling resembles about the question provided.**

|   | ITEM   | SCALE             |          |         |       |                |
|---|--|-------------------|----------|---------|-------|----------------|
|   |  | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|   |  | 1                 | 2        | 3       | 4     | 5              |
| 1 | Promotion can extensively causes people to buy more than they can afford |                   |          |         |       |                |
| 2 | Promotion overemphasizes materialism                                     |                   |          |         |       |                |
| 3 | Promotion increases the costs of goods and services                      |                   |          |         |       |                |
| 4 | Promotion create offensive   |                   |          |         |       |                |
| 5 | Sometimes promotion use unfair tactics                                   |                   |          |         |       |                |
| 6 | Promotion may prepare deceptive and misleading information               |                   |          |         |       |                |

**THANK YOU!!!**