



WOLKITE UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MANAGEMENT
THE ROLE OF PROMOTIONAL MIX ELEMENT FOR SALES
VOLUME (INCASE OF WOW WATER CAMPANY IN ENDBIR
WOREDA).

RESEARCH PAPER SUMMETED TO DEPARTMENT OF
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Declaration

This research is our original work and has not been presented to any other institution or university. But we use secondary data for literature review that is made before.

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Abstract

Identifying the role of promotional mix elements for sales volume is essential for the success of the organization. The overall objective of this study was identifying the role of promotional mix elements for sales volume. The significance of this study was for the organization to check the existing promotional mix-elements. The study was utilized both primary and secondary data. The researcher used self administered questionnaires and unstructured personal interview. The researcher used simple random sampling and judgmental sampling techniques. For selected sample of wow water company employee and their customers respectively. Finally the collected data were processed, analyzed and interpreted by using tables and charts and the researcher identified that wow Water Company has no well-organized promotional department, less budget for promotion and less concentration for promotion and less attention in analyzation of competitor's promotional strategy. The researcher recommends that to the company to set up separate promotional department, to set enough budget for the promotional activity and to give attention for can an alization of competitor's promotional strategy.

Key words: Promotion, Competitor, customer, role .

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CHAPTER ONE

1. INTRODUCTION

1.1 Background of the study

Marketing strategies is a set of specific idea and action that out line and guide decisions on the best chosen way to create, distribute, promote and price of product or services within the given business environment. Marketing strategy focuses on ways in which one business activity differentiates itself from the other business. From this point of view promotion has vital role to announce the organizational product and service to increases the volume of sales in today's competitive business world.

In the current time many local and international profitable organization are using different type of promotional mix-elements such as advertising, public relation, direct marketing, sponsorship, exhibition, packaging, post merchandizing, sales promotion and personal selling to increase their sales volume.

In Ethiopian context some of the above listed promotional mix-elements are not used in practice effectively. The most common promotional mix-elements which are implemented are: Advertising, sales promotion, public relation, and personal selling to encourage intersociety and to increase the company's sales volume (rahel tadesse,2007).Wow water companies are one of Ethiopian companies that use promotional mix-elements to increase its sales volume.

So the researcher is motivated to study regarding this topic and tray to show the role utilization of promotional mix-elements and their effective in the amount of sales volume of the company.

1.2. Statement of the problem

In dealing with its promotional mix element play important role in the profitable of the organization. Organization that do promotional mix element their service to the customers have profitable and might be attracted with other company that do promotional mix element a large number of prospects at a low cost per person and allow the message repeating and can improve public image and its allows the company dramatization which captures customers attention . Therefore promotional mix element shall give a great attention for their objective budget, message and media used for their advertising to establish successful and effective advertising. In Ethiopia the expansion of promotional mix element is a recent phenomenon .As a result most of the people are live in the rural area. By this case promotional mix element is limited by advertising, personal selling, and sells promotion.

Wow Water Company which give service fast to generate profit but the company use for promotional mix element is advertisement, sells promotion, and personal selling. The problem of attractiveness and influencing directly paint to word the effort of promotional mix element company .Due to lack of enough experience and marketing knowledge of advertising company. Redundancy of information exaggeration of message and limitedness of promotional mix element practice are problems of the company advertising agency (MA Michael .A, 2005).

The study was concentrated on this to know the company problem regarding to promotional mix element and when to be promote their company products and also find solution about the problem. The gap of this research Many times about this topic do not prepare research to find solution regarding to wow water company but the researcher want to prepare regarding to this topic, and also to role of promotional mix element on customer attraction in the company. So, the researcher was assessed how customers about the company product and by what type of promotional mix element used they understand of the company to promote their product.

1.3. Research question.

1. What type of promotional mix-elements is being used by wow Water Company?
2. What is the role of promotional mix-element in the company's sales volume?
3. What is the company strategy to analyze competitor's promotional effort?

1.4. Objective of the study

1.4.1 General objective

The general objective of the study was to assess the role of promotional mix-elements so as to increase sales volume in the case of wow Water Company.

1.4.2 Specific objective

1. To assess the promotional mix-element that issued in wow Water Company.
2. To assess the role of promotional mix-elements for sales volume.
3. To know about what is the company strategy concerning analyzation of competitor's promotional mix-element.

1.5 Significance of the study

The study was significant, because it enables to know the promotional mix-element and promotional strategy of wow water Company, and its role for sales volume of the product that uses to create awareness of its customer in relation to other related competitive companies. Depending up on this study the following are significances.

- ✓ It helps the company to enhance its effective usage of company promotional mix-elements to increase sales volume in relation to other competitors.
- ✓ It enables to identify potential customers and to what extent they are interested toward the product of wow Water Company.
- ✓ It helps any business companies who are interested to study similar and related topics.

1.6 Delimitation / Scope of the Study

The scope of research proposal covers role of promotional mix element for sales volume in Endibir wereda wow Water Company. Generally this study would be delimited in geographically, conceptually and time. Geographically, this research would be delimited only in wow Water Company. Conceptually, this research focuses on role of promotional mix element for sales volume. Timely, this research would be restricting from September up to June.

1.7 Limitation of the Study

The Credibility of this researcher was wow water company production, which means this research proposal is limited only to a specific company. Even though some of its ideas can be used to describe other situations, this study cannot be used to generalize any other research. Other than this, not responding to the questionnaires on time, not even responding at all are the limitations throughout the study.

1.8. Organization of the paper

This research proposal have been organized with five chapters.

Chapter one includes introduction part, chapter two discuss about the review of literature section, chapter three is about design, methodology of the study, and Research time schedule and budget, the fourth chapter consists data presentation and analysis, the fifth chapter consists of conclusion and recommendation.

CHAPTER TWO

2. LITERATURE REVIEW

2.1. Meaning of promotion

Promotion is one of the four elements of marketing mix i.e. product, price, promotion and place. It is a communication link between sellers and buyers for the purpose of influencing, informing or persuading a potential buyers purchasing decision. The promotion mix specify that how much attention to pay to each of sub categories and how much money to budget for each.

A promotional plan can have wide range of objectives including: sales increase, new product acceptance, creation of brand equity, positioning competitive realization and creation of a corporate image. Persuade and remind the market of a product and/or the organization of saving it, with the hope of influencing the recipients 'feelings, beliefs behavior.

Promotion includes all those activities, which are aimed at creating of stimulating demand. It has been defined as the coordination of all sever initiated efforts to set up channels of information and promotion is the element in organizations mix that service of acceptance of an idea. Thus, promotion is marketing activity, which is aimed at informing, persuading and including the consumer to buy goods or services.

2.2 Objective of promotion

The different promotion method is different form of communication. But good marketing managers aren't interested in just communicating. They want communication that encourages customers to choose a specific product. They know that if they have a better offering, informed customers are more likely to buy. Therefore, they are interested

1. Reinforcing present attitudes of relationships that might lead to favorable behavior or actually changing the attitude and behavior of the firm's target market.
2. Interims of demand curves, promotion may help the firm make its present demand curve more inelastic, or shift the demand curve to the right or both. The firm's promotion objectives must be clearly defined because the right promotion blend depends on what the firm wants to accomplish. It is helpful to think of three basic promotion objectives; informing, persuading and reminding target customers about the company and its marketing mix. All try to affect buyer behavior by providing more information. Even more useful is a more specific set of promotion objectives that states exactly who you want to inform, persuade or remind and why. This is unique to each company's strategy and specific objectives vary by promotion method. (Kotler; 1998, p 228).

2.2.1 The three basic promotion objectives.

1. Informing-potential customers must know something about a product if they at all. A firm with a really new product may not have to do anything but inform customers about it and show that it meets consumer needs better than other products.
2. Persuading- when competitors offer similar product, the firm must not only inform customers that its product is available but also persuade them to buy it, persuading objectives means the firm will try to develop a favorable set of attitudes so customers will buy and keep buying, its product. A persuading objective often focuses on reasons why one brand is better than competing brands.
3. Reminding- if target customers already has positive attitudes about a firm's marketing mix of a good relationship with the firm a reminding objective might be suitable. This objective can be extremely important in some cases. Even though customers have been attracted and sold once, they are still targets for competitor's appeals. (P.KOTLER: 1997, P 662).

2.2.2 Promotion requires effective communication

Promotion is wasted if it doesn't communicate effectively there are many reasons why a promotion message can be misunderstood or not heard at all. To understand this, it's better to think about a whole communication process, which means a source trying to reach a receiver with a message.

1. Communication- they gain attention and usually provide information that may lead the consumer to the product.
2. Incentive- they incorporate some concession inducement and contribution designed to represent value to the receiver.
3. Invitation- most includes distinct invitation to engage in the transaction now.
(G.Lilienkotler and Armstrong; 1992p.326).

2.3 The promotional budget.

Decision about the allocation of effort above and below the line cannot be made of course, until it has been established how much money is available to be spent on media buying, the distribution of news releases, trade marketing costs sponsorship, the designing and production of packaging, point of sale and sale:-3 promotion material and so on. This amount formally defined as the promotional appropriation reflecting the fact that it is appropriated from the total funds allocated to the marketing effort.

In fact budget is not an amount of money as in colloquial usage, but a plan for spending it as in the chancellor's annual budget speech. It describes sources and uses of funds over a given future period, normally a year. By demanding for word planning providing an integrated frame work for operational decisions and establishing quantifiable standards of cost effective performance, it formalize control over expenditure. If the statement of the promotion appropriation is not accompanied by such a plan for spending it. It is no longer enough for the marketing director to determine how much it is right to spend an advertising he/she still has make this decision but must now do more justify it. The most crucial control mechanism in a promotional budget will be the cost effectiveness criteria it specifies. The tedious straight forward process of recording all the any costs attributable to a campaign presents of recording all the any costs attributable to a campaign presents no practical difficulties however reliable measures of the effectiveness of a campaign are rarely encountered in practice beyond the direct marketing and advertising disciplines. Even in those two cases, criteria are severally limited

The success or failure of direct marketing initiatives is normally reported in terms of coupon returns enquires of the page order its communicative efficiency is seldom tested in any way advertising effectiveness is typically measured by criteria such as awareness, recall, attitude change and sales movements.

Yet there has never been convincing proof that the first three actually increases the probability that the audios will subsequently take appropriate action, while the fourth makes dubious assumption about short-term causes and effect. We have to conclude promotional expenditure may be scrutinized and contained, but it is not controlled in any meaning full sense of the world.

2.4. Developing the promotional mix-element

Practicing managers faced by the choice of nine broad means to achieve promotional objectives within the budget need a formal framework for deciding which to use and which not in a particular strategic situation, and how much weight to give to one chosen. An overall constraint on choice will of course be imposed by the funds appropriated for the purpose, the subject of the previous section, and an influence inevitably exerted by the company. Decision makers will further more monitor the tactics of their competitors debating the relative merits of head-to head assaults versus out flanking maneuvers. (J, Baker: 2000, p. 388).

2.5. Developing the promotional message

Originators of promotional messages normally delegate the task of converting an abstract strategy into the concrete words and images. The recipient of that responsibility will be either a specialist's intermediary with expertise in the particular promotional technique concerned, or full particular promotional technique concerned, or a full-service advertising agency.

It is likely to describe itself as an agency. Creative planning starts with a client brief from which the agency distills an internal creative brief. Specialists in turn convert that into the creative executions which in due course become finished messages in the form of advertisements, mail shots, promotion of the process which produce these transformations is surprisingly elusive. Text books and professional monographs focus instead on other promotional techniques and outcome.

Creative planning is a team operation of the agency. It involves account managers, who keep the client involved through the process; account planners, who bring a research based understanding of the target audience to the task; copy writers, who produce the words to convey the message; and art directors, who devise the images to reinforce it. Their collective aim is to meet the objectives in the client's proposition in doing so. Brief and an out flank the process being with the isolation of specifically creative objectives from guidelines in the brief, including a clear statement of the key message and target

audiences. The next stage is likely to be a think, tank session at which the remit is to apply lateral, disruptive thinking to the problem, in the worlds of a 'prominent creative directive director.

It is inspiration by such means that redefined lakeside as an energy drink for teenagers and the Automobile Association as the forth emergency service. Row ideas of that kind age next subjected to the disciplines of secreting against research based analysis of probable audience responses, and the survivors refined in to more precise communication concept. (J.baker:2000, p 390).

2.5.1 Delivering the promotional message

The promotional 'mix' offers a very diverse set of message delivery Channels. For example, the gap between originate and audience might be bridged by team chosen for a sports sponsorship linkage by Telemarketing operators, by the media in which back ages there are displayed or most obviously by the idea in which publicity and advertising appear.

Little has been written formally on the process of selecting specific options with in the first four general choices, but a whole sub- industry is devoted to the task. This section will therefore restrict itself to advertisers and their approach to media planning.

The complex task of allocating available funds appropriately among proliferating media options is almost invariably delegated to an advertising agency or media independent. This section will use agency to stand for both. Developing the plan for delivering the message is a team operation, involving account managers, who keep the client involved through the process media planners, information technologists with access to a vast of media owners.

Their collective aim is to find the right targets, out flank the competition, and soon cost effectively. Planning the correct strategy for delivering of the message starts with client brief, from which all internal media briefs stem, specialists apply that to the twin tasks of media selection, choosing the vehicles to deliver the creative strategy to the target audience, and media scheduling, fixing the target audience and media scheduling, fixing the timing of individual exposures over the duration of the campaign.

The process begins with the isolation of objectives in the client brief relevant to such media related factors as the 'mood' or tone of voice of the advertising and the description of the target audience.

The latter must include a clear psychographic profile for the sophisticated and comprehensive database built up by industry, wide media research over many years can tell planners great deal about associated media consumption habits.

An essential second step is to establish the media allocation within advertising appropriation, for it places a limit on what is practically possible. The team will next monitor competitor's media usage, in order to find unoccupied ground and scope.

(J.baker:2000, p 392).

2.6 Type of promotional mix-element.

There are many promotional mix elements such as advertising, Exhibition, packaging, publicity, direct marketing, sponsor ship merchandising, sales promotion and personal selling. (J. Baker: 2000 P. 279)

1. Advertising- is any paid form of non-personal presentation and promotion of ideas, goods and services by identified sponsor, (Armstrong: 2004 P. 494).

2. Publicity- is major mass promotional tools building good relations with the companies various publics by obtaining favorable publicity, building up a good corporate image and handling and of unfavorable rumors, stores and events. (Armstrong: 2004 P. 515)

Publicity: Is major mass promotional tools building good relations with the companies various publics by obtaining favorable publicity,

3. Direct marketing- is promotion Via, direct mail, e-mail or telemarketing initiative, guarantying exposure to identifiable individuals in a chosen target audience in return for the price of postage, computer time or telephone calls plus a cost of producing the mail short e-mail message or telesales operator's script (J. Baker: 2000 P. 379)

4. Sponsorship- is promotional via association with an entity, event or activity typically. Delivering exposure to a primary target audience by means of the sponsor's logo and to a secondary one by means of reference to the sponsor in associated media coverage in return for the price of a negotiated sponsor ship contract plus the cost of producing visual identification material.

5. Exhibition- are promotional via display and the presence of sales representatives on an exhibitors stand, delivering exposures to visiting potential customers, in return for rate charged for the Space by the exhibition promoter plus the cost of building, installing and stocking the stand.

6. Packaging- is a promotion via display garneting exposure to customers at the point of sale in return for the cost of designing
And producing the package.
7. Point of sales merchandizing is promotion via various forms of display, acting as a remainder to customers of previously noticed promotional messages, in return for the cost of producing the material used. (J. Baker: 2000 P. 380).
8. Sales promotion- this is consists of short term incentives to encourage purchase or sales of products and services.
9. Personal selling- this is two people communication in an attempt to influence each other. (Armstrong: 2004, p. 509).

CHAPTER THREE

3. METHODOLOGY

3.1 Research approach

The study would be used a mixed research approach, because for this study to achieve the designed research objectives such approach is the most suitable. Meaning, the objectives need both qualitative and quantitative data collection instruments.

3.2. *Research Design*

The type of research design would be used descriptive research and being well-defined subject and conduct research to describe accurately. Because descriptive type of research design describing the statement of affairs, situations, and identify what is.

3.3. Target Population and Sample size

In Wow Water Company there are 159 employees in number. To determine the total number of employees 61 respondents would take as a sample size from the given population. The researcher uses Yamane sample size determination formula.

$n = N / (1 + N(e)^2)$, where n = sample size

N = total population

e = level of precision or error

If 10% is selected as an error

$$n = N / (1 + N(e)^2)$$

$$n = 159 / (1 + 159(0.1)^2) = 61$$

3.4. Sampling techniques

The study would be used simple random probability sampling technique for employee of the organizations likewise; some management body of the organization would be interviewed.

3.5. Research time horizon

To answer the research questions, the researcher would be used cross-sectional study design. Because it is useful to obtained an overall picture of the company at the time of the study. Since it involves only one contact with the study population,

3.6. Source of data

The researcher would be used both primary and secondary sources of data. The primary data is collected from customers and employees of the organizations. Secondary data would be collected from both published and unpublished materials such as memos, manuals, books, another relevant material related to be the organization

3.7. Methods of data collection

To obtain relevant information the researcher would be used self administered questionnaire and unstructured personal interview. Self administered questionnaire is designed to give freedom for respondent and unstructured personal interview would be selected to get plenty information.

3.8. Method of Analysis

The information or data that are going to obtained through questionnaires in support of interview and observation would be analyzed by using table, pie charts and percentages, and the researcher would give a meaning for the figure and items that would be presented through tables, pie charts and percent. The interview responses would be analyzed qualitatively whereas, the questionnaires quantitatively

CHAPTER FOUR

4. DATA ANALYSIS AND PRESENTATION

The study was based on the role of promotion mix elements and their role for the amount of sales volume in the case study of wow water Company.

In order to collect essential data self-administered questionnaire and unstructured personal interview were used. The total sample size of the study was 61. The questionnaire was distributed for all sample size and only 47 questionnaires were collected successfully and the remaining which was 14 questionnaires were not collected. In addition to additional information unstructured personal interview were conducted with management bodies such as marketing management department. So the analysis, conclusion and recommendation of this study were full depend and delimited on this available data.

4.1. Respondent background information

In this section, the student researcher tried to show the information of respondent's background such as age, sex and educational status of the respondents.

Table 4.1.1 Age distribution of the respondents.

Age range	No of respondents	Percentage
18-30	26	55.31
31-45	15	31.91
Above 45	6	12.76
Total	47	100

Source: compile from questionnaire, 2019

As it indicated in total 4.1 which shows the age distribution of the respondent 55.31% (26 respondents) of the total sample size respondents were in the age range of 18-30 years, moreover; 31.91%(15 respondents) were found in the age range of 31-45. Finally, 12.76 % (6 respondents) were found in the age of above 45.

Table 4.1.2. Sex distribution of the respondents

Sex	Number of respondents	Percentage
Male	34	72.34
Female	13	27.65
Total	47	100

Source: compile from finally questionnaire, 2019

As indicated in the above table which shows sex distribution of the respondents about; 72.34 %(34 respondents) were male. Moreover, 27.65 %(13 respondents) were female. From this data one could conclude that most of the company customers were male.

Table 4.1.3. Educational level of respondents

Educational level	No of respondents	Percentage
Below certificate	5	10.63
Certificate	7	14.89
Diploma	23	48.93
Degree	12	25.53
Master		
Above master	-	-
Total	47	100

Source: compiled from primary questionnaire, 2019

As indicated in table 4.3 which shows educational level of the respondents and the respondents were asked their educational level and about, 10.63% (5 respondents) were replied that below certificate moreover, 14.89%(7 respondents) were certificate holder. On the other hand, 48.93 %(23 respondents) were diploma holder. Likewise, around 25.53 %(12 respondents) were degree holder moreover, from this discussion one could conclude that the respondents were found different educational level

4.2. Types of advertising media.

In this section student researcher tried to show what type of advertising media the company uses. In order to identify the type of advertising media customers and employee of the company were asked and their response were presented in the following table

Table 4.2 (a).type of advertising media

S.N	Item	Response	No of response	%
1	Did you heard or listen any promotion regarding the company product	Yes	28	59.57
		No	19	40.42
		Total	47	100

Source: compiled from primary questionnaire, 2019

As indicated in table 4.2 (a) about, 59.57% (28 respondents) were listen or heard about the company promotion. On the other hand 40.42%(19s respondents) were replied that they were not heard or listen the company promotion regarding the company product from these one could conclude that there were a lot of respondents who not heard or listen about the company promotion.

Table 4.2 (b) Type of advertising media

S.N	Item	Respondents	Respondents	
			N	Percent
1	In what type of media did you hear or listen	Radio	10	21.27
		Television	7	14.89
		Booklet	19	40.42
		News paper	4	8.51
	Promotion board	8	17	
		Total	47	100

Source: compiled from primary questionnaire, 2019

As it can be seen in table 4.2(b) which shows the type of advertising media that the customer heard or listened about the promotion of the company product and about, 21.27 (10respondents) were replied that they were heard or listed through radio. On the other hand, around 14.89 % (7 respondents) were heard and listen through television.

Likewise, around 40.42 %(19 respondents) were replied that they were heard or listen the promotion of the company on booklet moreover around 8.51 %(4 respondents) were replied that they read from newspaper about the company product. While 17 %(8 respondents) were replied that they read from promotional board.

4.3. Promotion strategy of the company.

In this section the student research tried to show the company strategy regarding promotion of the products. In order to identify these objective the employees were asked different kind of questions and their answer was illustrated in the table below

Table 4.3. Promotion strategy of the wow water company

S.N	Item	Response	No of response	%
1	Does the company promotion strategy create any motivation to by its product	Yes	18	38.29
		No	29	61.7
		Total	47	100
2	Is the type of promotions used by the company enough to attract customers?	Yes	10	21.27
		No	37	78.72
		Total	47	100
3	Is the promotion mix used by the company is attractive enough in relative to others company?	Yes	12	25.53
		No	35	74.46
		Total	47	100
4	Did you observe any improvement regarding to the promotion style of the company?	Yes	33	70.21
		No	14	29.78
		Total	47	100

Source: compiled from primary questionnaire, 2019

As indicated in table 4.3 which shows the company strategy and their attitude regarding promotion according to this objective in question number one the employee were asked that did the company promotion strategy create any motivation to buy its product and

about, 38.29%(18respondents) were replied that the promotion strategy of the company create motivation to buy the product. On the other hand 61.7%(29 respondents) were replied that there were not motivation to buy the company product from these data one could conclude that promotion strategy which is currently used by the company was not attractive and motivational the customs to buy the company produce. So it is better to the company to take this in to consideration and act accordingly.

According to question number 2 of the above table the employee were asked is the type of promotion used by the company is enough to attract customers and about 21.27% (10 respondents) were answered that the promotion is attract enough. On the other hand, 78.72 %(37 respondents) were replied that the promotion strategy currently used by the company is not attractive. From this illustration one could conclude that the promotion of wow Water Company currently used were not attractive enough.

According to table 4.3 in question number 3 the employee was asked that is the promotion mix-element used buy the company is attractive enough in relation to other company and about, 25.53%(12respondents) were replied that promotion mix element were attractive enough. On the other hand, about 74.46 %(35 respondents) were replied that it was not attractive enough in relation to other related company. From this illustration one could conclude that the promotion strategy which is currently used by the company is not attractive enough in relation to other related company.

According to table 4.3 question number 4 the employee was asked did you observe any improvement in regarding to the promotion style of the company and about 70.21%(33 respondents) were replied that there was improvement in promotion style of the company and on the other hand about 29.78%(14 respondents) were replied that there was not any improvement in promotion style of the company from the above discussion it is clear that there was improvement in promotion style of the company.

4.4 role of promotion on sales volume.

In this section the student researcher try to show the role of promotion on sales volume. In order to illustrate this situation, the respondent's response were presented in the table below

Table 4.4. Role of promotion sales volume.

S.N	Item	Response	No of response	%
1	Do you think the promotion mix element have any role on sales volume?	Yes	31	65.95
		No	16	34
		Total	47	100

Source: compiled from primary questionnaire, 2019

As indicated in table 4.4 which shows the impact of promotion on the amount of sales volume and the respondents were asked did the promotion method used by the company increase your frequency to buy the company product and about, 65.95%(31 respondents) were replied that it increases our frequency to buy the company product. On the other hand, about 34 %(16 respondents) were replied that the company promotion method did not increase their frequency to buy the company product. According to these illustration one could conclude that the promotion which is eventually used by wow Water Company is increase the customer's frequency to buy their product. Likewise, the interview questions were also asked to the marketing and sales management and the said that the company did concentrate on promotion rather. It focuses on quality and other related things.

4.5. Relationships between quality and promotion

In this section the student researcher try to show the relationship between quality and promotion of the company. In order to know these customers were asked and their answer also illustrated in the table below.

Table 4.5. Relationship between quality and promotion

S.N	Item	Response	No of response	%
1	How do you compare the promotion and quality of products	Related	29	61.7
		No related	11	23.4
		Promotion is greater	7	14.89
		Quality is greater	-	-
		Total	47	100

Source: compiled from primary questionnaire, 2019

As indicated in table 4.5 which shows the relationship between promotion and quality of products. customers were asked how do you compare the promotion and quality of the company product and about 61.7 %(29 respondents) were replied that promotion and quality were related on the other hand 23.4 %(11 respondents) were related that quality and promotion were not related. Likewise, 14.89 %(7respondents) were replied that promotion is greater than quality of the company product. Finally, no respondents replied that quality is greater than promotion. From these one could said that the company promotion and quality of product were mostly related.

4.6. Type of promotion mix element

In this section the student researcher try to show and illustration type of promotion mix elements such as: - personal selling, public relation, sales promotion and advertising and others. In order to identify the promotion mix element which is currently used by wow water company employee of the companies were asked and their responses were presented in the table below.

Table 4.6 Type of promotion mix element

S.N	Item	Response	No of response	%
1	What type of promotion mix element the company currently used	Personal selling	13	27.65
		Public relation	5	10.63
		Sales promotion	4	8.51
		Advertising	25	53.19
		Total	47	100

Source: compiled from primary question, 2019

As indicated in table 4.6 which shows the type of promotion mix element used by the company and employee of the organizations were asked that what type of promotional mix element the company used currently and about 27.65%(13 respondents) were replied that personal selling. On the other hand 10.63 % (5 respondents) were replied that public relation. Moreover around 8.51%(4 respondents) were answered that sales promotion and finally, 53.19%(25 respondents) were answered that advertising promotional mix element from this presentation one could conclude that even if the degree of usage different the company uses almost all type promotion mix elements likewise interview were also conducted and released questions and the concerned body replied that the company mostly concentrated on advertising different media such as radio and television.

4.7. Length of customer hood with company product.

In this section the student researcher tried to show the time length that customers of the company to the product.

S.N	Item	Response	No of response	%
1	For how long you have been customer of wow water company?	1-5 year	47	100
		6-10 year		
		Above 10 year		
		Total	47	100

Source: own survey compiled from primary questionnaire, 2012

As indicated in the above table which shows the length of customer hood that respondents were asked for how long have you been customer of the company and about, 100% (47 respondents) were replied that only 1-5 years.

4.8. Factor of customer attractions

In this section student researcher paper tried that to identify factors that attract customers such as quality, price condition, promotion of it may be any other factor.

Table 4.8 roles that attract customers

S.N	Item	Response	No of response	%
1	What role make you to become customer of wow water company	Quality	25	53.19
		Price condition	9	19.14
		Promotion	13	27.65
		Total	47	100

Source compiled from primary questionnaire, 2019

As indicated in the above table which indicates factors that attract customers and the respondents were asked that what factor make you to become customer of wow water company and about, 53.19%(25 respondents) were answered that quality is the factor to become the customer of the company. Moreover 19.14 %(9respondents) were replied that price is a condition that attracts to become the customer of the company. Finally 27.65 %(13 respondents) were replied that promotion is a condition to become customer of the company. From this illustration one could conclude that the company has good in quality and not good in other dimension such as promotion and pricing strategy.

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

5.1 Conclusion

For any business firm to be successful in their business conducting and giving attention for promotional mix element is critical part of their successful activity. It is better for all business firm to manage and follow up their promotional activity to be known in the market. Even if the company profitability is the sum of different functions such as finance marketing and other departments promotional mix elements also plays a great role on its success through creating good public image, knowledge about the company product and increasing the amount of sales volume. Having this in to consideration this paper also tries to study and show the role of promotional mix elements for the amount of sales volume.

The conclusion from the analysis of respondents answer and the interview were presents as follow.

Most of wow water company respondents were male who found in different age range and educational level.

There were a lot of respondents they were not heard or listen about the company products.

The company uses different promotional advertising media such as radio television, booklet, promotional board and newspaper. But their degree is different one from the other. Radio and booklet covers a majority part of advertising media. Promotional strategy currently used by wow Water Company is less attractive and create no motivation to buy the company products. On the other hand, the respondents also replied that it was less attractive in relation to other related company. But most respondents indicate that the company promotion is showing improvement from time to time.

Most respondents replied that the promotion and quality of the company product is related but their promotion did not increase the customer frequency to buy the company product due to our date of promotion method.

The company uses different type of advertising mix element such as: - advertising, personal selling public relation and sales promotion. The company performs this different promotional mix element in order to announce its product for different kind of people.

The company does not have well organized promotion department independently with other departments. And also the company sets a budget for promotion is not independent and separate from others budget. Thus result the company promotional practice poor when perceived by the customer.

To sum up water product is highly substitutable product thus it requires quite an attractive promotional activity and well design which meets the need and specification of the customers. Moreover, good promotional activity helps the company to increase sales volume. Finally, the company faces different problem which is related to promotional activity so the company is expected to overcome this problem in order to achieve its objective.

5.2 Recommendations

As indicated from the analysis part of this paper the company faces different problem regarding promotion and their role for sales volume in regarding to promotion. In order to overcome this problem the researcher recommend the following mechanism based on finding of analysis part.

It is better to the company to update its promotion technology to accommodate the competition.

It is advisable to the company to have establish a separate promotional department and should set budget separately for promotional activity. On the other hand, it is better to the company to set well planned promotional strategy and well defined marketing concept to succeed and attract a lot of customers in the competitive business market.

It is advantageous us to the company to continue relating its product quality and promotion these lead the customer to be satisfied and loyal with the company products. It is better to

the company to plan appropriately in order to develop and formulate its promotional activities in attractive and motive manner in order to increase the frequency of their customer to buy their product and increase the amount of sales volume.

It is better to the company uses different promotional mix element such as advertising, sales promotion, public relation and personal selling to cover large market share

The company prefers these different promotional mix elements in order to announce its product for different people in the country.

It is advantageous to the company to continue improving their promotional method with current dynamic and competitive business environment.

It is better if the company to give attention and analyze the competitor's promotional strategy and act accordingly.

Promoting of the product and service is the main element of marketing mix. Which is subject to variation according to the type of products. For some products promotion plays minimal role but for most products promotional activity plays an important role since there is a large number of competitors in the industry and there were large number of customers and people who not have enough information about the company product. Therefore, wow Water Company by considering this case it is better to the company to overcome promotion related problems that enable to have large market share and increment of sales volume.

Lastly but not least the company has a big opportunity that Number of our population is increasing with the demand for factory products. So the company become advantageous by consider the available opportunities and act accordingly by overcoming its problem especially promotional related problem in every direction to be reputable water production company in the country and as well in the world.

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APPENDIX

Wolkite University
College of Business and Economics
Department of management

Dear respondents,

My name is BirkeFenta and currently, I am a graduate student at Wolkite University under the department of management. To get a BA (bachelor of art) degree in management, I am doing research which is entitled on **“THE ROLE OF PROMOTIONAL MIX ELEMENTS FOR SALES VOLUME IN THE CASE OF WOW WATER COMPANY.”** Accordingly, to collect information, I have prepared a questionnaire and to succeed in obtaining the necessary and accurate information your honest cooperation is highly appreciated on answering the questions. The information you provide will be used only for the research purpose and the researcher will assure you that your information will not be disclosed to other parties.

Thank you in advance for your cooperation!

Direction:

- Put (x) mark in the box for close ended questions

1. Sex : Male Female
2. Age: 18-30 31-45 ve 45

3. Educational levels

Below certificate
Certificate Diploma Degree
Masters above MA

4. For how long have you been customer of wow Water Company?

1-5 year 6-10 year above 10 year

5. Do you heard or listen any promotion regarding to wow water company product?

Yes No

6. If your answer is yes for Q. 5 in which media?

Radio Television News paper
Promotion board Booklet

If any other please specify _____

7. Does the company promotion strategy create any motivation to buy its products?

Yes No

8. If your answer is No for question 7 do you have any suggestion to improve its strategy

9. Is the type of promotion have been used by wow water company is enough to attract customers?

Yes No

10. If your answer is No for question 9 please specify why not attractive _____

11. What make you to become the customer of wow Water Company?

Quality
Price condition
Promotion strategy

If any other please specify _____

12. What kind of promotion mix-element does the company uses?

Personal selling Advertising
Public relation
Sales promotion

If any others please specify _____

13. Is promotional mix-element uses by we're is attractive enough in relation to other competitive companies?

Yes No

14. If your answer is No for Q 13 please give your suggestion to make attractive?

15. Do you observe any improvement in regarding promotion of wow water company during your customer hood?

Yes No

16. Do you think the promotional mix-element have any effect in relation to sales volume?

Yes No

17. Did the promotions method used by wow water company increase your frequency of buying their product?

Yes No

18. How do you compare the promotion and the quality of company product?

Related no related

Promotion is greater than quality

Quality is greater than promotion

If others please specify _____

