



WOLKITE UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DPARTMENT OF MARKETING MANAGEMENT

THE PROMOTIONAL EFFECTIVENESS ON MARKET SHARE
THE CASE OF METEMAMEN MICRO FINANCE IN WOLKITE BRANCH

A SENIER ESSAY SUBMITTED TO THE COLLEGE OF BUSINESS AND
ECONOMICS IN PARTIAL FUL FILLMENT OF THE REQUIRMENT FOR DEGREE
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Approval sheet

Wolkite University College of business and economics under graduate studies
department of marketing management promotional effectiveness on market share
(in case of MMF in Wolkite branch)

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endorsement

The researcher paper has been sub meted to Wolkite universities college of business and economics department of marketing management for The examination with my approved by advisor

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ACKNOLODJEMENT

Above all, I would like to say thanks my God, Secondly, my special thanks go to my adviser MEAZA GETNET (MBA) who give his available time and serious of comment, and follow up and checking of the project up to end of this paper.

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Abstract

This research was conducted in WOLKITE on the assessing the promotional effectiveness on market share in MMF. In the study the employees and sample customers of the company is considered. The specific objectives assessed by the research. Considering those objectives some main problem of the company are also analyses. In order to accomplish, the stated objective of the study primary data collected from the employees and the sample customers of the company. The secondary data also collected from documents and reports of the company. To interpret the collected data descriptive statistical used.

Finally, from the dissection and analyses, conclusion was draw and possible recommendations forwarded to solve the identified problem of the company based on the findings.

Acronym

MMF..... METEMAMEN micro finance

MCS.....METEMAMEN credit and saving institution

ECC-SAD.....ETIOPIAN catholic church social and development communication

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CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Promotion is the marketing communication systems. It is the transmission of message from seller to buyer designed to induce prescribed behavior. Marketing communication (promotion mix) can directly and indirectly facilitates exchange by communicating information to interest groups, current potential customers and investor's regulatory authorities and society in general. Promotional activity can help a firm justify its existence and maintain positive and health relationship with various groups in the marketing environment (Shhkazmi-kaz, 2008).

Promotion is a key part of marketing program and is concerned with effectively and efficiently communicating the decision of marketing strategy to target audiences. In fact the reality is that everything a company does has the potential of promotion.

Typically organizations choose one or more of the following methods to promote their products and services or ideas. These methods of promotion refers to as marketing communication mix or promotional mix, advertising, sales promotion, personal selling, public relation tools that the company use to pursue its advertising and marketing objectives (SHAKAZL S.)

Promotion is a technique of communication relating to the selling effort in order to express the merits of products in order to enhance sales.

This study was try to identify the promotional effectiveness on marketing share. Promotional strategy in METEMAMEN micro finance also is used reach selected markets. Most sources identify the specific promotional objectives or goals of providing information, differentiating the service, interesting new customers, establishing customer and accentuating the service value. Promotion is an important tool to communicate easily and it is the communication of personnel selling, advertising, sales promotions public relation and directing marketing. (Kottler, 2006)

1.2 Background of the organization

Metemamen Micro finance Institution is a growing MFI established with the financial and technical support of Ethiopia and Ethiopian Catholic Church Social and Development Commission (ECC-SADCO). It was founded on April 10, 2001 as a share company and secured its operating license under the licensing and supervision of MFIs proclamation No. 40/ 1996 from the National Bank of Ethiopia in 2002. The institution obtained its operational license to conduct micro financing business and started actual operations on April 24, 2002. It was established mainly to address the financial need of the active poor population both in urban and rural area.

1.3 Statement of the problem

Promotion plays important roles in bringing companies and customer's closer and facilitates the exchange process.

If any business firm uses the promotional activities properly, it helps to generate profit and achieve organizational objectives.

That means, through effective promotion that creates awareness for new means through effective promotion that creates awareness for new customer and member the loyal customers. However, METEMAMEN micro finance is not used properly the promotional activities. So customers are not ready to credit saving without provide make awareness and communicate using promotional tools particularly organizational customers. Credit mobilization and development of saving habits of a certain society was have an impact on capital accumulation and thus on economic growth of a country in general and on the financial security of the individuals in particular. Countries having higher level of saving rates have managed to reduce the burden of foreign debt and thus domestic investments was be financed by domestic saving. However many people are not interested for credit because of different reason research done in Ethiopia, shows that lack of awareness and other social saving culture are main factors that undermine credit behavior of people. Concludes that credit culture of the society in general is poor which is the poorest credit rate in the world and even in the Sub-Saharan countries cause of which are many and diversified Most paper conducted in Ethiopia shows us on the performance of credit in Ethiopia while

overlook on factors that hinder credit performance. Then the researcher was be motive to address this topic to understand on the role of promotional factors for poor credit habits especially on micro finance

Therefore; against this background that this study was attempt to the following research gaps:

Lack of promotional mix in the company which lead to different problem

Less credit volume that customer does not have enough awareness about the credit of the company.

The study was be taken to answer the following general questions about the effect of promotion on market share (Armstrong, 1999).

1.4 Research questions

- What types of promotion used by the company?
- Does promotional strategy used by MMF is effective in acquiring new customers?
- Does the organization promotion is effective on market share?
- What problems the organization faces with the current promotional techniques?

1.5 Objective of the study

1.5.1 General objective

The general objectives of the study was be the promotional effectiveness on market share in the case of MMF In WOLKETE branch

1.5.2 Specific objective

The specific objectives of the study was be the following

- .To identify types of promotion used by the company
- To describe the promotional strategies used by MMF are effective in acquiring customers.

- To investigate the organization promotion is on market share.
- To determine the organization problem with its current promotional techniques.

1.6 Significance of the study

The researcher believes that the study was be to create awareness for the management of MMF's about the way how practices promotion and may help them to understand better use of promotion for the development of their market share. Furthermore the finding of the study May serves as bases for further study by other researcher who want- to conduct as they on MMF's promotion practice. It serves as a source of experience for the researcher conducting more incentive business research.

1.7 Scope/delimitation of the study

Theoretical limitation, this study was be delimited the effect of promotion on market share of MMF in WOLKITE branch because due to the existence of time and resource limitation the study focus only in this limited geographical area.

Other delaminated is methodology limitation. The researcher use census and random sampling techniques. So these methods do not present all type of data analyzing tools.

Conceptual promotional implies the communication arm of the marketing and including marketing activities used to inform, persuade and remained the target market about on organization us the result of these study focus only the title of the promotion on market share

1.8 Limitation of the study.

The research may be face different problems. The major limitation is financial problem that may restrict the distribution of questionnaires. Researcher to customer/client shortage of times unavailability of data in reference book unwasingness of client to respond to questionnaires. Those are factor that may limit this study.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Introductions

The chapter contains both the theoretical and empirical review of the study. Theoretical review includes introduction, promotion definition, target of promotion, objective of promotion, promotional mix, promotional organization in-house agency, promotional environment, and also includes empirical review.

2.2 Promotions Definition

Promotion is the communication arm of marketing and includes marketing activities used to inform people and educate the target market about an organization: its products, services and other activities to build a favorable image. Marketing communication (promotion range) can directly facilitate exchanges by communicating information to interest groups, current and potential customers and investors, regulatory authorities, and society in general. Promotional activities can help a firm justify its existence and maintain positive and healthy relationships with various groups in the marketing environment (Shakazmi-2009).

Promotion is a perceptive form of communication that attempts to facilitate a marketing exchange by influencing individuals, groups and organizations to accept goods, services and ideas. Promotion is used not only to sell products but also to influence opinions and attitudes toward a company (its personnel or its role in society). Most people probably equate promotion with advertising. Promotion, however, also includes personal selling, publicity and sales promotion. The role that these elements play in a marketing strategy is extremely important (Crevan David, 2009).

Promotion is a communication activity that reaches the target groups and convinces customers. It helps to compare the company's whole seller, retailer, industrial customer and final customers. Generally, promotion is an important tool to communicate easily and it is the combination of personal selling, advertising, sales promotion, public relation, publicity

and direct marketing – promotion, public relation, publicity and direct marketing (wasiam F -1997)

2.2 Target of Promotion

Promotion activities direct towards four different groups. These are whole seller, retailer, ministerial customer and final customers. The size of each group and their perspective needs condition affect the marketers promotional types. The only way to provide the information they required compared each target group. Example personal selling for industrial costumer is the best but it is expensive Advertising for seller's retailer and final customer is pressured to mass selling (Armstrong, 1999) .

2.3 OBJECTIVE OF PROMOTION

The different methods are all different forms of communication. They should encourage customers to choose specific products services and idea. The main objective of promotion is informing, persuading and reminding.

Informing means the firm produce the new products and services that uses promotional Mix to inform its products and services for the target customers what about that product quality quantity and where, when and how they can get it.

Persuading means when the firm offer similar products and services with its commutators the firm not only inform the customer but also persuaded to develop favorable set of activities.

Reminding means if the target customers already have positive attitude about the firms' products and services the firm use reminding their past satisfaction keep them from shit to commutator. (Wouldiam et al, 2002)

2.4 PROMOTIONAL MIX

Promotional mix is the combination of advertising sale promotion, publicity, and public relation personal selling and direct marketing.

Element of promotional mix is grouped in to two:

1. Personal promotion – personal promotion is the sellers’ promotional presentation conduct with person to person face to face.
2. Non personal promotion non personal promotion is without personal face to face contact the sellers. Communicate with the customers. Example Advertising, sale promotion, public city and direct marketing. (Kottler, 2006).

2.4.1 Advertising

Advertising is non-personal any paid presentation of idea, service and goods by identified sponsor. The paid aspects of this definition reflects the fact that the space or time for an advertising message generally must be bought.

The no personal component means that advertising involves mass media (e.g. TV, radio, magazines, newspapers) that can transmit a message to large groups of individuals, often at the same time the non-personal nature of advertising means that there is generally no opportunity (except indirect response advertising)

Therefore, before the message is sent the advertiser must consider how the audience would interpret and respond to it. It reflects some characteristics such as:

- ✓ It is impersonal and indirect
- ✓ Mass media
- ✓ Identified sponsor
- ✓ One way communication
- ✓ Large number of avoids with the same message

2.4.2. Setting Advertising Objective

Advertising objective is specific communication task to be accomplished with specific target avoiding during specific prides of time .but the objective grouped in to three there are reminding, informing and persuading. When the company builds primary demand for new products his advertising objective is informing .when the companies build selective demand his advertising objective is persuading. Whereas the company grown level is

reached on maturity, advertising objective is reminding to keep customers thinking the product.

2.4.3 Importance of Advertising

- ✓ It help to sale men while making personal case
- ✓ To increase valiance to familiarize products and sale men task
- ✓ To develop effective price change
- ✓ To encourage the creative artists in the process and develop in society

2.4.4. Advertising Environment

Advertising environment is uncertainty threat and opportunity of advertising. Activities that are grouped in to:

- ✓ Economic environment
- ✓ Cultural environment
- ✓ Social environment
- ✓ Political and legal environment

2.5. Direct Marketing

Direct marketing is getting message through directly the seller. However it is associated as interactive system. Of marketing message to effective measurable response or identifies some key word to other marketing. It is the latest tool in which organization communicate directly with target customer to generate a response and/ or transaction through relatively a new tool direct marketing is making steed in roads in to the materials list and on increasing number of marketers are extensively using is in their communication plans. Traditionally, direct marketing has not been considered an element of promotional mix. The growth of direct marketing is influenced by several factors such as:-

- ✓ Media cost
- ✓ Fragment of market
- ✓ Development and application of computer technology

- ✓ Marketing program of the company
- ✓ Advertising system of the company

2.5.1. Characteristics of Direct Marketing

Directs marketing in the promotion has the following benefit such as :

1. To buyer:- to get accurate and full information from seller
 - ✓ To get detangle explanation, about the product characteristics, uses qualities and prizes
2. To seller:- get feedback pro buyer and help to relive his back growth
 - ✓ To get target customer or buyers

2.6 Sales Promotion

Sales promotion is one of the promotional mix elements. It is the short term incentive to encourage the purchase or sale of the products or service. Sale promotion is not to profitable institution. The largest of sales promotions are:-

- ✓ Final buyers or consumer promotion
- ✓ Business costumers /business promotion.
- ✓ Whole seller and retailer/ trade promotion
- ✓ Sale force promotion /number of sale force.

The main objective of sale promotion are increasing short from sales and to build long term to carry mutates.

Benefit of sale promotion:

- ✓ Coupes, contents, premium, are tools of sale promotions. Because of these sale promotion. Help to gain attention and usually inform the customer to buy the products.
- ✓ Incentive incorporates some commission and contribution and contribution give values to customers.
- ✓ Invitation it in clued different invitation to engage in the transaction.

2.7. Public City and Public Relation

Public relation is how organization relates to and communicates with various groups. It demonizes discipline responsibility for manager of corporate. It tends to relate a whole organization rather than specific brand.

2.7.1 Objective of Public Relation

To build good relationship between corporation and groups with who come in to contrast.

2.7.2. Importance of Public Relation

- ✓ It create high impact and low cost than advertising
- ✓ The company does not pay for space time in media, rather it pay for staff to develop and circular promotion and message events.
- ✓ Public city is non-paid non-person presentation. Of ideas goods and service in the public city the transmission information may be uncontrollable and positive or negative (wasiam Dpt, 1997).

2.8. Personal Selling

It is the form of person to person communications in which sever attempts to assist perspective buyers to purchase the company products and services. Personal servicing differs from advertising by:-

- ✓ Personal selling involves immediate and interactive relation between the two and more
- ✓ Personal selling permits all kinds of relationship to deep up
- ✓ Personal selling enables response buyers feel under some obligation for having listened to the sale tale.

2.8.1 Nature of Personal Selling

These are five distinct stages of personal selling evaluation:

1. Provider stage selling activities are limited to accepting orders for the supplier's available offering and conveying it to the buyer

2. Persuader stage selling involves an attempt to persuade market members to buy the suppliers offerings
3. Prospector stage activities include seeking out selected. Buyers who are perceived to have a need for the offering as well as the resources and authority to buy it.
4. Problem solver stage selling involves abstaining the participation of buyers. To identify their problems, which can be translated in to needs and then presenting a selection from the suppliers offering that core's ponds with. Those needs and can sale those problems.
5. -Pro-creator stage selling defines the buyer's problem need and their solution through active buyer's seller. Collaboration and then creates a market offering uniquely tailored to the customer. (Belch,2007).

2.9. Promotional Organization

Every business organization uses some form of communication. However, the firms organize the way. Example the size of The Company, number of products, the rote of advertise and promotion. On a marketing mix, advertising and promotion budget and market organization students. Many, individual throughout the organization may be gulped in the promotional decision making process. Marketing personal has the most direct relationship with advertiser and is often involved in many aspects of decision process. Example: agency selection, evaluation of proposed program.

2.10. Promotional Management

Promotional management involves coordinating the promotional mix elements to develop. In Contracted and integrated program of effective marketing communication, There are major tasks of promotional management such as:-

- ✓ Deterring promotional tows to use and how to use them to achieve the organization marketing and promotion objectives.
- ✓ Distribute them to tow promotional budget across the promotional mix elements.
- ✓ Identify the factors which influence development and selection of promotional mixes

Managers decide these tasks in three areas: - promotional mix decision, budget decision and factor decision. (John Brunet, 1993)

2.11. Promotional Environment

The promotion marketing program is directly and indirectly affected by micro and macro environment immediately controlled by the firm's macro environment uncontrollable forces that are brought by the firm themselves.

Example: - democratic environment, economic environment, technological environments. (Kotler, 2006).

2.12 Market share

Market share is used by business to determine their competitive strength in a sector as compared to other companies in the same sectors. Measuring market share you can see if you are doing better, challenges and opportunities. There are four basic ways you can improve your market share

- You can improve your product so that it's better than your competitor.
- You can change the price or offer special incentives for buyers. Such as discount or sales.
- place.
- Finally you can advertise and promote your product using these techniques in any combination may improve market share.

(<http://www.investorpedia.com/dictionary>)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research design

Research design express both the structure of the research problem and the plan of investigation used to obtain empirical evidence on relations on the problem The study was be used descriptive research design because it was easy to researcher and easy to describe marketing problems, situation and marketing if potential for products, demographic and attitude of the customer. So, using descriptive research design the researcher was be conducted the study widely and properly.

3.2 Source of data

The researcher was be use primary and secondary data. Primary data was be collect through questionnaires .Whereas secondary data was be collect from documents, books and from other relevant data source.

3.3 Research approach

The researcher was be using both quantitative and qualitative approaches. The qualitative approach would use to describe the raw data gathered from the manager interview. And also, the researcher was use the quantitative method of data analyze by using percentages with numerical formats to analyze and interpret the raw data.

3.4 Target population

The target population of the study was be the employees and customers of MMF in WOLKITE branches

3.5 Sampling technique and sample size

The study was be focused on company employees and customers. So the researcher uses census techniques for employees. The number of population or all population would have equal chance of being taken as samples. Total 20 employees were taken as respondents. There is 100 customers daily and 500 customers weakly by using company. And the student researcher would take 50 customers and 20 employees.

There for sample size was determined using the formula

Where n= sample size

N= total population

e= the level of precision

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{100}{1+100(0.1)^2} = 100/2 N = 50$$

. The study was be making use of convenience sampling technique to select sample respondents of customers. Because convenience sampling method were ease to take approximate customer, so the sample size would be 50 customers and 20 employees respectively

3.6 Methods of Data collection

The process of data collection method for this study was be use on instruments open and close questionnaires. Then the questionnaires distributes for the sample respondents were returned to the researcher.

3.7 method of data analysis

Data of promotion on market was be conduct using open –ended and close- ended questionnaires. Ones data would be collected, data processing would be made by editing the data which help as to correct error in questionnaires before data were analyses, and finally the result was be interpret using table and percentage. In addition the organized data was be presented and interpret through qualitative and quantitative approach.

3.8 Organization of the paper

The paper is consist five chapters. The first chapter deals with the introduction part of the study that consists of background of the study, background of the organization , statements of the problem, objectives of the study, significant of the study, scope of the study and limitation of the study. Chapter 2 contains a review of the related literature; in chapter three the research methodology of the study is discussed. Chapters 4 discussed about data analyses and the last but not the list chapters five consist summery, conclusion and recommendation

CHAPTER FOUR

DATA ANALYSS AND PRESENTATION

This chapter deals with the result obtained from the questioners that are filed by the target respondents. The researcher prepared the questionnaires and distributed for the employees and customers of MMF. All question papers are field and returned. The collected data were analyzed by using qualitative and quantitative methods.

4.1 Profile of the respondents

4.1.1 Sex composition of the employees, age distribution of employees and educational level of the employees

Number	Item	Frequency	Percentage (%)
1	Sex	No	
	Male	15	75
	Female	5	25
	Total	20	100
2	Age	No	
	25-35	10	50
	36-45	8	40
	46-55	2	10
	>55	-	-
	Total	20	100
3		No	
	Certificate	3	15
	Diploma	10	50
	Degree	7	35
	Above degree	-	-
	Total	20	100

Source: - Questionnaires (2023)

According to table 4.1.1 from the table 20 respondent 15(75%) are males, 5(25%) are females. This implies that the company is dominated by male respondents or from this the researcher can inter that majority of the respondents' are male.

From the above table shows that from the total respondents 10(50%) are between 25-35, 8(40%) are between 36-45, 2(10%) are between 46-55 and no one is above 55. Based on the table the majority of the company respondents are between 25-35 ages.

According to the above table shows that from the total respondents 3(15%) are certificate, 10(50%) are diploma, 7(35%) are degree and none of are above degree.

From this the student researcher see that the majority of the respondent are belongs to diploma holder in the service industry.

4.1.2 Employees joined to the company

Number	Item	Frequency	
		No	%
4	When did you joined in this company?		
	Before 3 years	3	15
	Before 4 years	8	40
	Before 5 years	7	35
	Before above 5 years	2	10
	Total	20	100

Source: - Questionnaires 2023

Table 4.1.2 shows that from the total respondents 3(15%) are joined before 3 years, 8(40%) are joined before 4 years, 7(35%) are joined before 5 years and 2(10%) were joined before above 5 years. It shows the most of the respondents joined before 4 years are high experience in the company.

4.1.3 The effectiveness of promotional activities of the company

Number	Item	Frequency	
		No	%
5	How do you see the effectiveness of your promotional activities?		

	Excellent	5	25
	Very good	6	30
	Good	9	45
	Poor	-	-
	Total	20	100

Source: - Questionnaires (2023)

Table 4.1.3 shows that from the total respondents 5(25%) said that the effectiveness of promotional activities are excellent, 6(30%) said that the effectiveness of promotional activities are very good, 9(45%) said that the effectiveness of promotional activities are good and none of them said that the effectiveness of promotional activities are poor. From this, the researcher concludes that the effectiveness of the company is at good level.

4.1.4 Tool of information

Number	Item	Frequency	
		No	%
6	Which promotional mix does currently applied by the company?		
	Advertising	-	-
	Sales promotion	-	-
	Personal selling	-	-
	Public relation	10	50
	Publicity	10	50
	Total	20	100

Source: - questionnaires (2023)

Table 4.1.4 shows that from the total respondents 10(50%) said that used public relation and 10(50%) said that used publicity by the company. It can be concluded that the company uses publicity and public relation rather than the other promotional mixes.

4.1.5 Image of promotion for the product

Number	Item	Frequency	
		No	%
7	Do you think your promotional activities create good image for the product in the mind of customers?		
	Yes	15	75
	No	5	25
	Total	20	100

Source: - Questionnaires (2023)

Table 4.1.5 shows that from the total respondents 15(75%) said that the promotional activities create good image for the products and the remain 5(25%) respondents said that the promotional activities do not create good image. Majority of the employees think that their promotional activities do create good image for the products in the customer mind. From the table the student researcher can understand that the company promotional activity was not attractive in the manner of creating good image in the customer mind.

4.1.6 Providing of the solution for the problem of the company

Number	Item	Frequency	
		No	%
8	Do you think using all promotional mix is providing the solution for the problem of the company if any?		
	Yes	4	20
	No	16	80
	Total	20	100

Source: - Questionnaires (2023)

Table 4.1.6 shows that 4(20%) of the respondents reveal using all promotional mix is provide the solution for the problem and 16(80%) for the respondents not reveal that using all promotional mix is provide the solution of the problem. The research concludes as using all promotional mix elements is not only provider the solution of the company

problem. That from the respondent response one can deduce that using the all promotional mix doesn't generate any solution to the company so the company rather selects the appropriate promotional tools to solve the problem which is connected to the promotional.

Media selection

4.1.7 Preferable media to transfer messages and media used at the time

Number	Item	Frequency	Percentage
9	Which media is preferable to transmit your company message?	No	%
	Television	-	-
	Radio	8	40
	News paper	3	15
	Magazine	-	-
	Other	9	45
	Total	20	100
10	Which media is used at the first time in your company?	No	%
	Television	-	-
	Radio	5	25
	News paper	5	25
	Magazines	-	-
	Other	10	50
	Total	20	100

Source: - questionnaires (2023)

According to the table 4.1.7 for the total 8(40%) respondents said radio is preferable to transmit their message. 3(15%) said that newspaper is preferable to transmit their

message and 9(45%) respondents said that other media is preferable to transmit their message. Based on the table it can be concluded as mostly the company prefers other Medias. According to the above table shows that from the total respondents 5(25%) of the respondents said radio is the first, 5(25%) of other respondents said newspaper is the first, the remaining 10(50%) said that other medias are the first. Based on the table it can be concluded mostly the company was using other medias like brochures in the first time.

4.1.8 Perception of the customers on promotion

Number	Item	Frequency	
		No	%
11	How do you think the perception of your customers on your promotional activities?		
	Positive	17	85
	Negative	—	—
	Medium	3	15
	Neutral	—	—
Total		20	100

Source: questionnaires (2023)

According to table 4.1.8 shows that from the total respondents 17(85%) think that their customer perception positively on their promotional activities and remaining 3(15%) of the respondents think out their customer perceive medium for their promotion activities. The researcher concludes as the perception of the customer for the company promotion activities mostly consider as positive.

4.1.9 Cost of the promotional mix

Number	Item	Frequency	
		No	%
12	Which promotional mix is costly for your company?		
	Advertising	5	25
	Personal selling	8	40
	Public relation	2	10
	Publicity	2	10
	Sales promotion	3	15
	Total	20	100

Source: - Questionnaires (2023)

According to table 4.1.8 shows that from the total respondents 5(25%) of the respondents said that advertising is cost, 8(40%) of the respondents said that personal selling is cost, 2(10%) of the respondents said that public relation is cost, the other 2(10%) of the respondents said that publicity is cost, and the remaining 3(15%) of the respondents said that sell promotion is cost. As we clearer seen from the above table personal selling was cost than others.

4.2 Open ended questions for employee

1. The factors that affect the promotional activities of the company

* Most of the respondents detailed the following factors

Internal factor –management systems of the company

- Un interested employments
- Farcical and experience constant
- Lack of employment coordination

External factor _customer perception and interpretation of message

- Culture of the society
- Awareness of the society
- Administrative policy
- Geographical location of customers
-

2. The impacts of promotion in the company

* Most of the respondents list out that

It can increase and decrease the company customers and revenue

It increase and decrease the relation between others

It accept good was negatively or positively

It increase or decrease market share

It increase or decrease the sale volume of the company

3. The objectives of using promotional activities in the company

* Most of the respondents list that

To inform the customer for products and services to achieve the company goals effectively to strong then contact with other organizations and develop experience sharing.

4. The role of employees to increase the future performance of the company's promotional activities

* Majority of the respondents said that the following lists expected from them

Perform their responsibility perfectly

They are accountable for their action

Accomplish tasks based on policy

They are loyal and interested for the company

5. Employees opinions about the company

Most of the respondents suggested that the company is on good and developing position that has faire managerial treat that is comfortable for customers and employees that provide a good credit, saving service to the society. But the company has some weeks like financial constraint, lack technician employees, lack of smooth of the relations with society

4.3 Profile customers

4.3.1 Sex composition of the customers, age and educational levels of the customer

Number	Item	Customer/Frequency	
		No	%
1	Sex		
	Male	32	64
	Female	18	36
	Total	50	100
2	Age		
	18-22	8	16
	23-30	30	60
	31-45	12	24
	Above 45	-	-
	Total	50	100
3		No	%

	Grade 1-12	15	30
	Certificate	12	24
	Diploma	13	26
	Degree	10	20
	Other	-	-
	Total	50	100

Source: - Questionnaires (2023)

According to table 4.3.1 from the total 50 respondents 32(64%) are males, 18(36%) are females. The table implies that the company is dominated by male customers. According to the above table shows that from the total respondents 8(16%) are ages between 18-22, 30(60%) are ages between 23-30, 12(24%) are ages between 31-45 and none is above 45. Based on the table the majority of the company customers are between 23-30 ages. From the above table shows that from the respondents 15(30%) are grade 1-12, 12(24%) are certificate, 13(26%) are diploma, 10(20%) are degree and none of are above degree. It can be that concluded that the majority of the company customer's is grade 1-12 age.

4.3.2 Customers joined in this company

Number	Item	Customers/Frequency	
		No	%
4	When did you joined to this company?		
	Before 1 year	5	10
	Before 2 years	15	30
	Before 3 years	20	40

	Before 4 years	6	12
	Before above 4 years	4	8
	Total	50	100

Source: _ Questionnaires (2023)

According to table 4.3.2 shows the total respondents 5(10%) are joined before 1 year, 15(30%) are joined before 2 years, 20(40%) are joined before 3 years, 6(12%) are joined before 4 years and 4(8%) are joined before above 4 years. It shows that most of the respondents joined before 3 years in their company.

4.3.3 The level of attraction using service of the company

Number	Item	Customers/Frequency	
		No	%
5	What attracts you more to use the service from the MMF?		
	Service quality	15	30
	Promotional effort	20	40
	Accessibility	6	12
	Good was	9	18
	Total	50	100

Source: - Questionnaires (2023)

According to table 4.3.3 shows the total respondents 15(30%) said that service quality attract them to the company, 20(40%) said that promotional efforts, 6(12%) said that accessibility and 9(18%) said that good was. The researcher comes to conclude as the

majority of the company respondents are to attract by promotional effort to attract the customers are in the progress stage.

4.3.4 Customers ever observed MMF using mixes

Number	Item	Customers/Frequency	
		No	%
6	Have you ever observed MMF using mixes of different promotional tools?		
	Yes	30	60
	No	20	40
	Total	50	100

Source: - Questionnaires (2023)

According to table 4.3.4 shows the total respondents 30(60%) said that observed the company uses mixes of different promotional tools and the remaining 20(40%) respondents said that the promotional mix is not observed in the company. Therefore as the respondent responded that company using the promotional mix activity in the good stage.

4.3.5 the company promotional activities

No	Item	Customer/frequency	
		No	Percent
7	How do you evaluate the MMF promotional activities?		
	Excellent	6	12

	Very good	10	20
	Good	30	60
	Poor	4	8
Total		50	100

4.3.5 the company promotional activities

No	Item	Customer/frequency	
		No	Percent
7	How do you evaluate the MMF promotional activities?		
	Excellent	6	12
	Very good	10	20
	Good	30	60
	Poor	4	8
Total		50	100

Source: questionnaires (2023)

According to table 4.3.5 shows the 6(12%) of the respondents said that to evaluate the company promotional activity is excellent 10(20%) of the respondents said that to evaluate the company promotional activities is very good, 30(60%) of the respondent said that to evaluate the company promotional activities is good and 4(8%) of the respondent said that evaluate the company promotional activities is poor. From this it can conclude as the majority of the company respondents replied that MMF promotion is good.

4.3.6 Promotional mix is more comfortable for customers

No	Item	Customers /frequency	
		No	Percent
8	Which promotional mix is more comfortable for you?		
	Advertising
	Personal selling
	Sales promotion	,.....
	Public relation	40	80
	Publicity	10	20
Total		50	100

Source: questionnaires (2023)

According to 4.3.6 show that from the total respondents 40(80%) are said that more comfortable public relation and 10(20%) are said that comfortable by publicity. The company respondents are more comfortable by public relation than others.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter summarizes the main finding of the study and forwards recommendation based on the conclusions.

5.1 Summary of Findings

The analysis and interpretation part consists of data collected from questionnaires. The researcher was summarizing the following findings:

- The majority of the employees are male and their age tales between 25-35 and educational levels are most of them diploma.
- The majority of customers are males and their age tales between 23-30 years and educational level are grade 1-12.
- The majority of the employees said that the company uses publicity and public relation.
- Majority of employees think that their promotional activities create good image for the products in the customer mind.
- The majority of the company employees to play very strong role in providing solutions for the problems of promotion.
- Majority of the employees said that the company prefers other Medias.
- The perception of the customer for the company promotion activities mostly consider as positive.
- The majority of the employees said that the company was using other Medias in the first time.
- The majority of the employees said that the promotional factors are internal and external. Among the internal factors are management system, uninterested employment and lack of employment coordination. And also external factors are customer perception and interpretation of message, awareness of the society and culture of society.

- The majority of the customers think that promotional mixes observed by the company.

5.2 Conclusion

Based on research findings, the researcher reaches in to the following conclusions about assessing the effect of promotion on market share (the case of MMF in WOLKITE branch).

- Promotional mix is the specific mix of advertising, personal selling, sales Promotion and public relation that the company used to persuade its market share objective but the MMF does not use the promotional mix property.
- The company is running its promotional campaign without knowledge of whether its promotion creates awareness on customer mind or not.
- MMF as big and only financial union in WELKETE it didn't done much regards attracting new customers and it's not that much the promotional investment.
- MMF union promotional effectiveness is good based on the respondents answer. Most of the company used public relation and publicity for transmitting its message and to create good images for about the service in the customer mind.
- MMF employees play great role to provide the solution for promotional problem solving, it is encouraging and advisable to the union employees to it going.

5.3 Recommendation

The researcher recommends the concerned body of the MMF as follows.

- The informational media that customers prefer is radio but the company's promotional activity is not met and the researcher need to recommend that it becomes more effective if it uses radio.
- The company performance and its promotional campaigning operate without understanding of creating awareness on customers mind so the researcher recommends that while running promotional campaign, the company must take some activities: i.e., receive feedback, giving some books for them and make different marketing research for better acceptance your message.

- MMF has better to modify the promotional effectiveness in taking different actions before transmitting to its customer. The advertising message in radio and other media must be short and precise to attract the customers and to grasp the message easily. It is not good to repeat the advertising message in short period of time because it bores interest of the audience.
- MMF should must increase or allocate enough budgets for advertising and recruit promotion expert. It would be advantageous for the union to attract customers for increasing of market share.
- MMF Company promotional mix selection method shows some strong said but it needs improvements.
- It is better to use magazines to transmit very long advertising messages rather than radio and other media. If the company buys magazines, customers can read and understand long message easily. Transmitting long message should be transmitted to attract them.

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Appendix

Wolkite University

Collage of business and economics

Department of marketing management

Dear respondents

These questioners designed for obtaining primary data for senior essay under the title the effect of promotion on market share in case of MMF. And it distributed for the company employees.

Instruction

1. No need of writing name.
2. Please put a check mark (√) to the item in the provided box and write your short answer on the space provided.

Part 1 profile of the respondents

1. Sex: male female

2. Age: 25-35 36-45 46-55 above 55

3. Educational level: certificate diploma degree above degree

4. When did you employed in there company?

Before 3 years before 4 years Before 5 years

Part 2 close ended question for employees

1. How do you see the effectiveness of promotional activities of the company?

Excellent very good good poor

2. Which promotional mix dose currently applied by the company?

Adverting personal selling sales promotion direct marketing
Public relation publicity

3. Do you think promotional the activities of company create a good image for the product in the mind of customers? Yes No

4. Do you think that using all promotional mix is providing the solution for the problem of the company if any? Yes No

5. Which media is preferable to transmit your company message?

Television Radio newspaper magazine others

6. How do you think the perception of your customers on your promotional activities?

Good (positive) Bad (negative) Neutral medium

7. Which media is used at the first time in your company?

Television radio newspaper magazine paper others paper

8. Which promotional mixes is costly for your company?

Adverting sales promotion paper personal selling public relation
 publicity

Open ended questions

1. What is the factors that affect the promotional activities of the company?

2. What the impact of promotion for your company?

3. What is the objectives of using promotional activities in your company?

4 What is your role to increase the future performance of your company's promotional activities?

5 What is your opinion about the company?

WOLKITE University

Department of marketing management

Collage of business and economics

These questionnaires designed for obtaining primary data for senior essay under the title assessing effect of promotion on market share is (in case of MMF WOLKITE branch) and it is distributed for the company customers.

Instruction: No need of writing name and Please put check mark \checkmark to the item in the provided box.

1. Sex: male female
2. Age: 18-22 23-30 31-45 above 45
3. Level of education: grade 1-12 certificate diploma
Degree above degree
4. When did you joined in the company?
Before 1 year before 2 year before 3 year
Before 4 year before above 4 year
5. What attract you more to the service from MMF?
Service quality accessibility promotional effort good would
6. Have you ever observed MMF using mixes of different promotional tools?
Yes No
7. How do you evaluate the MMF promotional activities? Excellent
Very good good por
8. Which promotional mix was more comfortable for you? Advertising
Personal selling sales promotion public relation
