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### **Impact of Promotional Tools on Sales with Special Reference to Ethio-telecom: Evidence from North Western Region Office, Ethiopia**

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#### **Abstract**

There has been an increase in promotion to influence the purchase action on sales of a customer. The study mainly focused on evaluating the impact of promotion mix on customer purchase action in case of Ethiopia telecommunication. Descriptive survey research design was used to examine the impact of promotion mix on customer purchase action. Out of customer of the company, 374 responded and giving response rates of 97%. A Likert scale type of questionnaire was used to collect the necessary data from respondent. Data was analyzed by using SPSS version 16, with Pearson correlation and multiple linear regression analysis. The results of this study showed that public relation, personal selling, sales promotion and sponsorship advertising impact purchase action by the value of 35.1%, 28.2%, 19.6 %, 14.4 %, and 8.6 % respectively. In conclusion, the study indicates public relation, personal selling, sales promotion, sponsorship and advertising have significant impact on consumer purchase action. This indicates that Ethio-Telecom should work on the promotion to

stimulate the purchase action of customer to increase its sales. The results also indicated that promotional tools have great contribution for the growth of positive relationship between the organization and customers for the effectiveness of its sales. It is recommended that management and other marketers in the industry regularly evaluate the marketing communication activities they engage in and have consistence effective promotional tools.

**Key Words:** 1. Promotion mix and customer purchase action 2. Impact of promotional tools 3.Promotional Tools 4. Impact of Promotional Tools on Sales

## **Introduction**

Nearly everyone in the modern world is influenced to some degree by promotion. Organizations in both the private and public sectors have learned that the ability to communicate effectively and efficiently with their target audiences is critical to their success. Promotional messages are used to sell products and services as well as to promote causes, market political candidates, and deal with societal problems Belch, (2003). Modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible to target customers. Companies must also communicate with present and potential stakeholders, and with the general public. Marketing has been a very important sector in any organization, industry or economy Kotler (2006). Therefore for an organization to be efficient the marketing sector must be efficient in promotion.

It has been found out that the impact of adverts and other promotional tools usually wear- off before the very important consumer purchase decisions are made Buskirk and Buskirk (1992), therefore a marketing strategy that will inform, remind or otherwise stimulate the buyer at the point of purchase (e.g. sales The most essential aspect of any business is selling their brand(s) since sales sustain any business' existence. Selling, as a marketing function, involves promoting the product. These necessitate the use of personal selling, advertising, sales promotion, and sponsorship including other direct mass-selling methods. Perhaps, this is the most visible aspect of marketing. Invariably, sales must necessarily begin with some form of awareness creation. However to build sales, promotion must seen or heard by potential buyers and cause them to react to the information in some way desired by the marketer. In order to elicit this desired action, Palmer (2005) points that the message is presented according to a simple "master formula" (model) which is: Attract the "attention" of your prospect; "Interest" your prospect in the product; cause your prospect to "desire" the product, and demand "action" from the prospect.

Churchill Jr. & Peter (1998) maintain that arousing the prospect's desire to buy a particular product is one of marketer's most difficult tasks. An advert, for instance, must convince customers that the product can meet their needs. Getting the prospect's action is the final requirement and definitely not an easy task. Prospective customers must be led beyond considering how the product might fit into their lives but to actually trying it or allowing for product demonstration. For instance, an advertisement that includes a toll-free telephone number might prompt prospects that are not yet ready to buy to at least call the number for

more information.

Telecommunication is one of the prime support services needed for rapid growth and modernization of various sectors of the economy. Karen F. Lomeland Jacobsen (2003), seeks to explore the relationship between telecommunications development and economic growth by performing an econometrical analysis, and results indicate that there is a significant correlation between telecommunication and GDP growth. Overall, there seems to be larger growth effects from telecommunication development in developing countries than in developed countries. In the past many research has shown that the sales promotion tools are often successful and have a significant impact on the company's effectiveness.

A review of literature also shows that much of the previous research in sales promotion has focused on the consumer or retail trade response to promotions but has not incorporated the impact of sales promotion on profitability (Kopalle, Mela and Marsh, 1999; Ailawadi and Neslin, 1998; Dekimpe et al. 1999; Pauwels et al. 2002). For instance, Lembeck (1999) suggested that only 40% of trade promotions are effective but there was no definition of success or effectiveness.

In Ethiopia concerning the different promotional tools several researches has been conducted, as BiniyamTesfaye (2018), conducted the effects of sales promotion on purchasing decision on Ethio tell com customer, KalkidanNigussie (2019), studied Assessment on Marketing Strategy Practice and challenges of ethio telecom. Mohamed Haji Abdulahi (2014) studied the Impact of Sales Skills on Personal Selling Performance: The Case of Ethio Telecom Enterprise Sales personal. On the other side a study on the promotional tools of Ethio telecom- The Effect of Promotion Mix on Consumer Purchase Decision: The Case of Ethiopian Telecommunication by NegeseTafa Lemma (2018), Assessment of Marketing Strategy Practices in Ethio-telecom: From The Company Perspective studied by AbeselomDamtew(2013). BogaleWorku (2017), conducted a research on Analyzing Sales Performance of Fixed Line Telephone Service.

The Case OfEthio-telecom. According to the researcher best knowledge, the literature on promotional tools like advertisement, sales promotion, personal selling, sponsorship, public relation of telecom industries in Ethiopia is very scarce and no researchers gave attention to this area. Due to gap in literature, there may shortage of guideline in formulating policies & procedures and as well to conduct academic researchers for promotion on sales. Therefore, this study is important to examine the impact of promotional tools of Ethio-telecom. It also used to examine to what extent does promotional tools has an impact on sales with special reference to Ethio-telecom. In addition Ethio-telecom is not able to well examine the marketing promotional tools that the company used. So, thedesired target of this study is to examine the impact of company's promotional tools that contribute a lot to the company to which is not well examined by different studies.

## **Research Question**

The following basic research questions were answered by the researchers in the study.

1. What is the opinion of Ethio-telecom customers regarding the influence of advertising on their purchase?
2. What is the opinion of Ethio-telecom customers regarding the impact of sales promotion on sales effectiveness in the organization's promotional campaign?
3. What is the opinion of Ethio-telecom customers regarding the impact of personal selling on sales in the organization?
4. What is the opinion of Ethio-telecom customers regarding the impact of public relation on sales in the organization promotional campaign?
5. What is the opinion of Ethio-telecom customers regarding the impact of sponsorship on sales of the organization effectiveness?

## **Objectives of the Study**

### **General Objective of the study**

The main objective of the study is to examine the impact of promotional tools on sales with special reference to Ethio Telecom in Bahir Dar at North western Region Office.

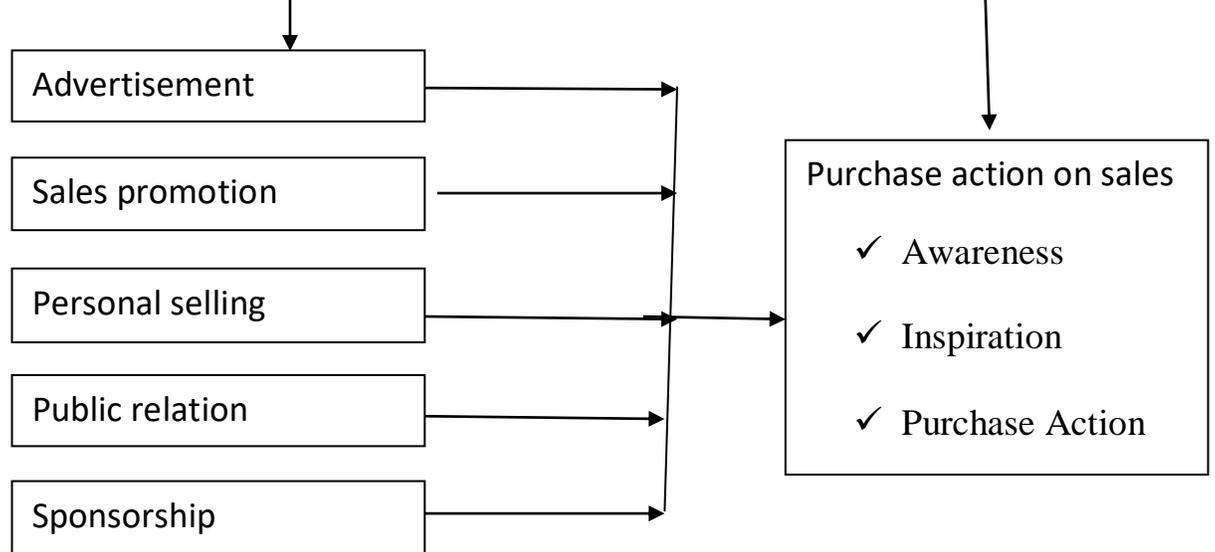
### **Specific Objectives**

The following are specific objectives of the study:

1. To examine the opinion of Ethio-telecom customers regarding the influence of advertising on purchase impacting sales in the organization.
2. To determine the opinion of Ethio-telecom customers regarding the impact of sales promotion on sales effectiveness in the organization.
3. To examine the opinion of Ethio-telecom customers regarding the impact of personal selling on sales in the organization.
4. To assess the opinion of Ethio-telecom customers regarding the impact of public relation on sales in the organization promotional campaign.
5. To examine the opinion of Ethio-telecom customers regarding the impact of sponsorship on sales of the organization effectiveness.

## Conceptual Framework

### Independent Variable Dependent variable



Adapted from (Iyad A., 2016 and Mahsa, 2015).

## Research design and methodology

### Research Design and Approach

A combination of mixed method is often the best way of handling research questions through triangulation (Russel, 2005 cited in Ahmed, 2005). Hence, endeavors made to utilize the advantages of each method. Thus, the study used qualitative as well as quantitative research approach to evaluate on promotional tools of Ethio-telecom. A descriptive survey research design applied to examine on marketing promotional tools of the organization. Descriptive survey design according to Kothari (2011) is concerned with describing, recording, analyzing and interpreting conditions that either exist or existed. The techniques allow the researcher to describe what promotion tools are, how they are used. This study also adopts a descriptive design because it allows for both quantitative and qualitative methods. The use of descriptive design yields rich data that leads to appropriate analysis. This method also helps to address questions like “what is the impact of promotional tools on sales performance”.

The other major advantage of qualitative methods is flexibility which helps the researcher to collect data in depth and in detail. On the other hand, including quantitative data can help in controlling the extra flexibility to a manageable manner. The quantitative approach will also include getting the advantage of managing respondents.

## Sampling Design

The respondents that will participate in this research finding were customers of Ethio-Telecom in Bahir Dar. According to the company's record, the size of the population is 56,923 customers (whole sellers, distributors, retailers and enterprises of 2011 company record) which are the available data.

### Sample Size

The sample sizes from customers were determined by using the sample size determination formula.

$$n = z^2 \left[ \frac{p(1-p)}{c^2} \right]$$

It is used when population size is infinite or  $> 7000$  C.R Kotari, (2004).

Where  $n$  = sample size,

$z$  = the  $z$  value of confidence level  $Z = 95\%$  (1.96)

$P$  = the expected standard deviation. It is always unknown and will be obtained from similar previous study and from estimation.

Therefore, for this research it is estimated to be 0.5

$C$  = margin of error (confidence interval), the level of error to be tolerated is mostly acceptable

up to  $\pm 5\%$ . For this research paper I will use  $\pm 5\%$ .

Therefore,  $n = 385$  is the sample size for the customer's survey for reliable result.

### Sampling Techniques

Respondents were sampled using Convenience sampling (also known as availability sampling) is a specific type of non-probability sampling technique where samples are selected from the population only because they are conveniently available to the researcher. Ideally, in research, it is good to test a sample that represents the population. But, in some research, the population is too large to examine and consider the entire population. It is one of the reasons why researchers rely on convenience sampling, which is the most common non-probability sampling method, because of its speed, cost-effectiveness, and ease of availability of the sample.

### Sources of Data and Data Collection Techniques

One of the data collection methods used in this study was survey method. Survey is a form of data collection method that gathers information from a large population by taking a sample (Lewin and Somekh, 2005). Data has been collected via the use of primary data. These data were collected by using Structured Questionnaire, responses for questionnaires has been arranged using the 5-point likert scales ranging from strongly agree (1) to strongly disagree (5). Therefore, the questionnaires were closed ended. Questionnaire is the main instrument of data collection. Questionnaire is also preferable for its relative simplicity for the respondents to fill it within a short period of time (Kaoul, 1984, cited in Henderson, 2008). For the purpose of data collection questionnaires will use in Amharic for the customers.

## **Data Analysis Methods**

Data collected from primary source were analyzed by using descriptive statistics (frequency and percentage) to describe and analyze demographic data and inferential statistics such as multiple linear regressions were used to determine the impact of promotion elements on customer purchase action on sales.

## **Data analysis and presentation**

### **Demographic Background of the Respondent**

According to the survey taken, 208 or 55.6 % of the respondents were male customers whereas 166 or 44.4 % of the respondent were female. Almost the study tried to balance the number of male and female but number of male is greater than females. In terms of age, 57 or 15.2 % of survey respondents were between the of age 18-25 years, 101 or 27% between age 26-33, 132 or 35.3% between ages 34-41, 64 or 17.1 % between age 42-60 and the remaining 20 or 5.3 % of the respondents were above 60 years. With respect to academic qualification, 106 or 28.3 0% of respondents were below grade 12, 38 or 10.2% were certificate, 129 or 34.5 % were diploma, 92 or 24.6% and the remaining 9 or 2.4 % of the respondent were master degree and above. In terms of work occupation the respondent 65 or 17.4% of were government employee, 137 or 36.6% were self-employee, 95 or 25.4 % were private employee and the remaining 77 or 20.6 % where others. The above analyzes shows that there were more male respondents representing (55.6 %) in the study than female which represent (44.4%). The majority of the respondents belong to the age group between 34 years old and 43 years old representing (35.3 %) of total respondents. with respect to educational level the result shows respondents that represent (129 or 34.5 %) of total respondents, according to work occupation 137 or 36.6% were self-employed. This show that the company should give focus to those youngest and medium educational levels this can help the company to target those customers.

### **Descriptive Analysis**

Under this section data collected from the customer respondents through questionnaire were analyzed and discussed. The questionnaires are developed to know the opinion of the respondents about the case which are closed ended. To collect the intended data 385 copies of questionnaires were distributed for the customers out of these 374 copies were collected which is 97% of the questioner. The collected data was entered and reported using SPSS. The mean value of each performance factor with respect to respondents" category is analyzed and presented as follows.

Descriptively, the average or mean level of consumer purchase action was (M=3.412,

SD=0.497) on a five-point Likert Scale. This implies that, on the average, the consumer purchase action was above average performer. The result from this study shows that moderate mean result for advertising (M=3.59, SD=.60), sales promotion based (M=3.647, SD=0.55), personal selling (M=3.768, SD .545), public relation (M=3.409, SD=0.668), sponsorship (M=3.148, SD=.596). Based on this it is observed that all the purchase action factors had more than average scores expect promotional activities. This implies that all the aforementioned factors are important for consumer purchase action on sales.

### Correlation Analysis

The Pearson correlation test was used to conduct and measures the magnitude of correlation between independent variable: **-advertising, public relation, personal selling, sales promotion and sponsorship** and dependent variable **customer purchase action**. The value of the coefficient (r) ranges from -1 to +1. The value of coefficient of correlation (r) indicates both the strength and direction of the relationship. If r = -1 there is perfectly negative correlation between the variables. If r = 0 there is no relationship between the variables and if r = +1 there is perfectly positive relationship between the variables. For values of r between +1 and 0 or between 0 and - 1, the different scholars have proposed different interpretations with slight difference. A p- value is assumed to be significant with less than or equal to 0.05 at 95% confidence interval. The following measure of association developed by MacEachron, (1998) was used as a reference to evaluate the magnitude of their correlation.

Coefficient values of variables				
Model		Correlations		
		Zero-order	Partial	Part
1	Advertising	.499	.113	.069
	sales promotion	.564	.237	.148
	personal selling	.660	.329	.211
	public relation	.664	.421	.281
	Sponsorship	.416	.219	.136
a. Dependent Variable: purchase action				

### Interpretation of R value

R value	Description
>0.00 to 0.20; <0.00 to -0.20	Very weak or very low
>0.20 to 0.40; <-0.20 to -0.40	Weak or low
>0.40 to 0.60; <-0.40 to -0.60	Moderate
>0.60 to 0.80; <-0.60 to -0.80	Strong or high
>0.8 to 1.0; <-0.80 to -1.0	Very high or very strong

Source: MacEachron, (1998)

Based on the R value the independent variable sponsorship, Advertising and Sales Promotion are moderately positive correlation between the independent variable purchase action on sales on the other hand the independent variable Public Relation and personal selling are highly positively correlated with the independent variable purchase action on sales.

### Multiple Regressions

Multiple regression analysis is a method of analyzing the relationship of two or more independent variables on a dependent variable (Kanom, 2011). This analysis is aimed to know how big the influence of independent variable (Advertising ( $X_1$ ), public relation ( $X_2$ ), Sales Promotion ( $X_3$ ), personal selling ( $X_4$ ), and sponsorship ( $X_5$ )) towards customer purchase action ( $Y$ ) as a dependent variable. Hence, to be able to develop the regression line formula, the dependent and independent variables are denoted as, ( $X_1$ = Advertising,  $X_2$  =Public Relation,  $X_3$ = Sales Promotion =,  $X_4$ =personal selling and  $X_5$ =sponsorship) and the dependent variable  $Y$ =customer purchase action.

Before running multiple regression analysis the researcher conducted a necessary basic regression assumption that are required to be fulfilled while conducting a multiple regression, which otherwise impossible to do. These tests are the five assumptions of multiple regressions. These are presented as follow.

The Correlation between Dependent and Independent Variable							
variables		purchase action	Advertising	sales promotion	personal selling	public relation	sponsorship
Pearson Correlation	purchase action	1.000	.499	.564	.660	.664	.416
	Advertising	.499	1.000	.538	.414	.443	.236
	sales promotion	.564	.538	1.000	.560	.395	.173
	personal selling	.660	.414	.560	1.000	.522	.331
	public relation	.664	.443	.395	.522	1.000	.343
	Sponsorship	.416	.236	.173	.331	.343	1.000

Source: own survey, 2020

We can also test this assumption by looking at the Coefficients table. This allows us to more formally check that our predictors (independent variable) are not too highly

correlated with each other. We can use VIF and Tolerance statistics to assess this assumption. For the assumption to be met we want VIF scores to be well below 10, and tolerance scores to be above 0.2; as we saw from the below table VIF is less than ten and tolerance value is greater than 0.2. So there is no multicollinearity problem in the independent variables (Gujarati, D.2004).

<b>VIF values of predictors</b>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Advertising	.641	1.560
	sales promotion	.569	1.757
	personal selling	.557	1.795
	public relation	.641	1.561
	Sponsorship	.843	1.187

a. Dependent Variable: purchase action

**Source:** own survey, 2020

### Multiple Regression Result

Once the assumption multiple regressions were met, the researcher decided to analyze it further. Under this part, the researcher was mainly focused on the two most important elements of regression output, i.e. the model summary and the beta coefficient.

### Model Summary Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.796 <sup>a</sup>	.634	.629	.30389	2.099
a. Predictors: (Constant), sponsorship, sales promotion, public relation, Advertising, personal selling.					
b. Dependent Variable: purchase action					

**Source: Own survey, 2020**

The regression considered the customer purchase action as dependent variable and promotion elements as independent variables. Multiple regression analysis is conducted to evaluate how promotion mix's five dimension impact on customer purchases action.

**R (Coefficient of Correlation)** is the correlation between the dependent variable (customer purchase action) and the independent variables (advertising, sales promotion, personal selling, Sponsorship and public relations). It only measures degree of association or co variation between the two variables but the **adjusted R square** (Coefficient of Determination), can be defined as the proportion of the total variation or dispersion in the (dependent variable) that explained by the variation in independent variables in the regression (Gujarati, 2004). Accordingly, based on the model above adjusted R Square figure of five independent variables is 0629. This means factor included in the model can explain 62.9% of the variation on dependent variable (customer purchase action). However, there are still leaves 37.1% unexplained in this research. This means there is other additional factors that have not been included in this research and impact customer purchase action. In general the model is a good model since the model explains 62.9 % of the independent variable.

**Beta Coefficient analysis**

Multiple regression analysis is a method of analyzing the relationship of two or more independent variables on a dependent variable (Kanom, 2011). This analysis is aim to know how big the influence of independent variable (Advertising, public relation, Sales Promotion, personal selling, and sponsorship) towards customer purchase action as a dependent variable.

<b>Regression Result</b>						
	Variables	B	Std. Error	Beta	T	Sig /p/
1	(Constant)	.260	.135		1.924	.055
	Advertising	.071	.033	.086	2.182	.030
	sales promotion	.176	.038	.196	4.670	.000
	personal selling	.258	.039	.282	6.664	.000
	public relation	.261	.029	.351	8.881	.000
	sponsorship	.123	.029	.148	4.293	.000

a. Dependent Variable: purchase action

**Source : own survey, 2020**

### **Interpretation of beta coefficients Result and Discussion**

Adjusted R square (Coefficient of Determination), can be defined as the proportion of the total variation or dispersion in the (dependent variable) that explained by the variation in independent variables in the regression (Gujarati, 2004). Accordingly, based on the model above adjusted R Square figure of five independent variables is 0.629. This means factor included in the model can explain 62.9 % of the variation on dependent variable (customer purchase action). However, there are still leaves 37.1% unexplained in this research. This means there is other additional factors that have not been included in this research and impact customer purchase action.

As it is clearly indicated in the table above, the individual impact of the independent variables can be explained by their respective beta coefficients. The influences of each independent variable are shown below. The first variable is Sales promotion is one of the major promotion mix that affect customer purchase action. The result from this study showed that sales promotion had statistically significant impact on customer purchase action ( $B=.196$ ;  $p=000$ ). This means that sales promotion can explain 19.6 % of variation in customer purchase action. If an organization effectively implements sales promotion techniques, it will not only encourage large purchase but it will also increase the sales performance of an organization, invariably leading to the achievement of the stated objectives. (Shira, 2003).

This result is in line with the findings Ndubisi, Oly, Nelson and Moi, Tung; Chiew (2005) in their study evaluated the impact of sales promotional tools on product trial and repurchase behavior of consumers. This indicates that Sales promotion is a vital tool in influencing the consumer purchase action. As a result it can be summarized that sales promotion has a significant effect on consumer purchase action on sales process.

Personal selling is also other factor that affects customer purchase action. The result from this study showed that personal selling had statistically significant effect on customer purchase action ( $B=.282$ ;  $p=000$ ). This finding is in line with the study of Ghazaleh Mothered Abed and Mohammad Highlight (2009) with the title the effect of selling strategies on sales performance. from their study clearly show that managers' perception of the adoption of strategies on the part of the selling firm is associated with the adoption of some specific classes of behaviors (customer-oriented selling, adaptive selling, relational selling) that can contribute to the creation of strong and long-lasting positive relationships with customers and it plays a very important role in influencing the consumer purchase action. Therefore it can be summarized that there is positive relationship between personal selling and customer purchase action and so we can conclude state personal selling has significant effect on customer purchase action in case of Ethio-Telecom.

Apart from personal selling, public relation is also commonly used factors positively influence customer purchase action. In this study public relation had very high impact on customer purchase action ( $B=0.351$ ,  $P=0.000$ ). In their book Relations publics: one nouvelle force de entreprise modern (Les Éditions de l'Homme,( 1986), Richard Doin and Daniel Lamarre (1986) cite several studies that demonstrate the impact of public relations on companies' sales, They cite the case of Knox Gelatine,(2000) which proved to have stimulating properties for green plants. Supported by the results of an independent study and by experts in the field,

campaign organizers noted that sales rose by 50%.

On the other hand sponsorship has positive impact on customer purchase action ( $B=0.14$ ,  $P=0.000$ ). This study is in line with the study of (Stotlar, 1993), and Volvo has determined that for every dollar spent on its sport sponsorship programs it realizes six dollars in return (Irwin and Asimakopoulos, 1992). Similarly, Jeannet and Hennessey (1988) which has positive effect on consumer purchase action on sales process.

Advertising had positive impact on customer purchase action ( $B=0.086$ ,  $P=0.030$ ). This indicates that advertising can explain about 8.6% variation in customer purchase action. This is supported the theory advertisement stimulate sales promotion; advertising maybe make special offer when business environment is static and It could be a gift of cup or biro etc at the purchase of such product. (Kotler& Armstrong, 2010) .and it is in line with the assumption promotion maintains sales; customers product which had been in the market use advertisement to maintain sales. (Kotler& Armstrong, 2010) Therefore, thus, advertising plays a very important role in influencing the consumer purchase action.

Overall, the regression model developed under the study can be considered as a good fit or predictors of consumers purchase action on sales of ethio tell com. The majority of predictors included in this model are pertinent factors to explain variation in performance of costumers purchase action on sales.

#### **UN Standardized Beta Coefficient**

This is sometimes called, the Beta weights. According to Pedhazur, (1997), a Beta weight coefficient inform us, how much change in the criterion variable, (i.e. customer purchase action) with the one-unit change in the predictor variable, (i.e. advertising, sales promotion, public relation, direct marketing and personal selling) holding other independent variable constant.

The linear regression formula for dependent variable, (customer purchase action) and independent variable of promotion mix (advertising, public relation, sales promotion, personal selling and sponsorship) is presented as follow:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

Where Y=dependent variable customer purchase action on sales in our case

a=y axis intercept (the constant Beta value)

b1, b2, b3, b4 and b5=Beta weight for each independent variables

X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, X<sub>4</sub> and X<sub>5</sub>= Advertising, Public relation, Sales promotion, Personal selling, sponsorship respectively.e =the error term

Taking the unstandardized beta value in the above table, the regression equation of this study to the nearest decimal was written as:

$$Y=0.26 + .071X_1 + .261X_2 + 0.176X_3 + 0.258X_4 + 0.123X_5 + 0.337$$

The positive value for the constant intercept should be a cause for concern here. This simply means that, the expected value of the dependent variable customer purchase action is greater than zero when all independent variable are set to zero.

#### **Findings from the above equation**

- For every unit increase in the value of advertising in Ethio telecom, setting all other predictor variable to zero, the value of response variable customer purchase action will increase by 7.1%.
- For every one unit increase in the value of public relation in Ethio telecom, setting

other predictor variable to zero, the value of response variable customer purchase decision will increase by 26.1%.

- For every unit increase in the value of sales promotion in Ethio telecom, setting other predictor variable to zero, the value of dependent variable customer purchase action will increase by 17.6%.
- For every unit increase in the value of predictor variable personal selling, setting other predictor to zero, customer purchase action will increase by 25.6%.
- For every unit increase in the value of sponsorship, setting other predictor to zero, customer purchase action will increase by 12.3%

## **Conclusion**

Based on the major findings of the study, the following conclusions were drawn: Promotional mix exert great influence on consumer purchase action on sales there by affirming that promotional mix are veritable marketing communication tools for influencing consumer buying action on sustainable bases. The study also showed that, all the promotion elements considered under this study was positively correlated with the response variable customer purchase action, it concluded that, for every increase in the independent variables, the dependent variable customer purchase action on sales also increase.

The study examined the impact of promotion mix dimensions (advertising, personal selling, sales promotion, public relations, sponsorship) on consumers purchase action on sales on Ethiopia telecommunication, regression analysis show that all dimension have impact on consumers buying action on sales. Among the independent variables, public relation, personal selling and sales promotion possesses the highest impact on consumers buying action on sales respectively.

Among other factors promotion mix (public relation, personal selling and sales promotion,) were significantly related with purchase action on sales of ethio tell com. From model summary part of multiple regressions in could concluded that promotion mix has significant impact on customer purchase action on sales in case of Ethiopia telecommunication industry.

## **Recommendations**

Based on the above conclusions the following practical recommendations are pinpointed to overcome some of the constraints and maximize the benefit.

- ✓ Government of Ethiopia specifically telecommunication shall be highly promote its service though promotion elements because large personage of the customer affected by promotion their by awareness creation, inspiration activities when they make the use the service.
- ✓ Sales promotion had an influence on sales of ethio tell com positively. So the company should improve awareness creation and inspiration to increase purchase action on customers.
- ✓ Advertisement had a positive influence. So awareness creation and inspirational activities should be undertaken for customers' by the company to increase its relative importance.

- ✓ Sponsorship also had a positive influence on the sales of ethio-tell com. giving more attention for awareness creation and inspirational activities should be undertaken by the organization.

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