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Highlights

- Ethiopian Brewery Industry
- Pitfalls of Impulse Purchase
- Evidence from Banking Sector
- Marketing and Customer Loyalty

Discovering Thoughts, Inventing Future

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Relationship Marketing and Customer Loyalty: Evidence from Banking Sector in Pakistan

By Mudassir Husnain & M Waheed Akhtar

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Abstract- The purpose of this study is to provide an insight into the impact of relationship marketing strategy on customer loyalty of retail bank sector in Pakistan and to examines whether these relationship strengthen through improvements in banking relationship. A questionnaire derived from previous studies and relevant literature was completed by 100 university students having accounts in different banks and Convenience sampling used. Multiple regression analysis assessed the impact on customer loyalty of four key construct of relationship marketing (Trust, Commitment, Communication and conflict handling). Results indicate that four variables have significant effect and predict good proportion of variance in customer loyalty.It is reasonable to conclude, on this evidence, that customer loyalty can be created, reinforced and retained by marketing plans aimed at building trust, demonstrating commitment to service, communicating with customers in a timely, reliable and proactive fashion, and handling conflict efficiently.

Keywords: relationship marketing, customer loyalty, banks, pakistan.

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Relationship Marketing and Customer Loyalty: Evidence from Banking Sector in Pakistan

Mudassir Husnain [α] & M Waheed Akhtar [σ]

Abstract- The purpose of this study is to provide an insight into the impact of relationship marketing strategy on customer loyalty of retail bank sector in Pakistan and to examines whether these relationship strengthen through improvements in banking relationship. A questionnaire derived from previous studies and relevant literature was completed by 100 university students having accounts in different banks and Convenience sampling used. Multiple regression analysis assessed the impact on customer loyalty of four key construct of relationship marketing (Trust, Commitment, Communication and conflict handling). Results indicate that four variables have significant effect and predict good proportion of variance in customer loyalty.It is reasonable to conclude, on this evidence, that customer loyalty can be created, reinforced and retained by marketing plans aimed at building trust, demonstrating commitment to service, communicating with customers in a timely, reliable and proactive fashion, and handling conflict efficiently. Furthermore, they are significantly related to one another. The relationship investigated in this study deserves further research. Because the data analyzed were collected from one sector of the service industry in one country, more studies are required before general conclusions can be drawn.

Keywords: relationship marketing, customer loyalty, banks, pakistan.

I. Introduction

The term relationship marketing is first used by Berry (1983), after him Jackson (1985) indulges this concept in business-to-business context. After the introduction of middleman in the supply chain, relations with the customers were given less attention (Sheth & Parvatiyar, 1995a).

Arndt (1979) found that less importance given to relationships to running businesses. Levitt (1983) used a wedding analogy states that it all depends on seller that how he managed the relations. These unreliable concept have developed, and to some degree turn into two formal modern expressions ``networking" and ``relationship marketing". Relationship marketing now becomes interesting subject area for the researchers. Today in fast paced global environment more competition requires more performance which pinpoint need to develop strong relationship. Ndubisi (2004) says that now firms are striving for more firm_customer relationships to gain competitive advantage to serve and keep customers away from competitors. Definitely this customer relationship reaps rewards for both buyer and seller (Rapp & Collins, 1990). So it is important to investigate the influence of relationship marketing on customer loyalty in actual conditions from different cultural perspective like Pakistan, by considering four dimensions of relationship marketing commitment, trust, conflict handling and communication_ on customer loyalty in Pakistan. Palmer (1997) has states that:

"Relationship marketing means different things in different cultures and marketers should be as wary of prescribing universal solutions for exchange bases as they are of developing universal product and promotion for all markets"(pp. 98-106).

The banking sector of Pakistan has remained flexible and strong throughout the financial crisis in 2008-2009, a period in which considerable amount of FDI invest in this sector. In 2008, figures point out that the large banks are comparatively healthy. This sector twisted profit in 2002. Their profits sustained to rise for further five years and pointed to Rs 84.1 billion in 2006.Now again, business viewpoint is shifting towards relationship marketing again in different context and this is we want to study in Pakistan perspective. The relation creates additional advantage for both buyer and supplier (Ravald & Gro¨nroos, 1996; Gro¨nroos, 2000). Previously, marketing practitioners emphasizes on attracting new customers rather than to retaining them (Schneider, 1980).

Marketing practitioners around the globe are agree that acquiring the new customers alone are not more fruitful for long term success, but to keep current customer ensure long term success. Building and sustaining loyal customer base is of paramount significance to firms (Kandampully & Duddy, 1999). Relationship marketing now becomes means for firms to develop and maintain mutually satisfying long term collaborative relationship (Ravald & Gro¨nroos, 1996). When customer get deeply in company's offerings then relationship marketing work starts (O'Malley & Tynan, 2000). Customer's positive feelings and attitude can be promoted through quick flow of information between bank and customers that leads towards more satisfaction and strengthen relationships (Barnes & Howlett, 1998; Ennew & Binks, 1996). Relationship marketing not necessarily be done towards all the bank customers because retail banks prefers more profitable customers to entertain (Carson et al., 2004; Zeithaml et al., 2001).Treating all customers in similar way across all

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the segments may not give similar returns (Zeithaml et al., 2001), so often, relationship marketing emphasizing only on most profitable customers having more income and contribute to fixed cost (Abratt & Russell, 1999).

Customer loyalty considered as backbone for firms as it is way for sustaining and increasing sales. As well as it plays important role for increasing profits, as it is obvious from previous researches the cost of obtaining new customers is much higher than to serve current customers(Reichheld & Sasser, 1990). These customers spread positive word of mouth about service providers and suggest it to other prospects as well. With the invention of new technologies and computerized networks led changes in banking sector which reduced transaction cost and increase the speed of service level, but on the other hand it also effect the buyer-supplier relations for example now they rely more on mobile calls (Ndubisi & Kahraman, 2005). These changes in equipment manipulate relationship marketing perspective and customer loyalty in banking sector. Still the buyer-supplier relationships are important to re examine (Ndubisi et al., 2005).

This paper is going to explore how banking sector of Pakistan use relationship marketing as a competitive weapon to gain customer loyalty. The basic aim of this paper is to explore customer's perceptions and likings about their banks and to investigate relationship marketing exactness in its key dimensions (trust, communication, commitment, and conflict handling) for banking sector in Pakistan.

II. Literature Review

a) *Relationship Marketing*

In past relationship marketing at first imagined as a marketing strategy in inter-organizational and service state of affairs in different environment and arrangements (Berry, 1983; Ford, 1997; Hakansson, 1982). Since 1980's relationship marketing becomes get popularity and considered as collaborative approach rather than traditional arms length relationship, especially in service industry that were more relational focused previously (Sheth & Parvatiyar, 2000; Berry, 1983; Gro¨nroos, 1994; Dwyer et al., 1987; Gummesson, 1994). As by Gruen (1997) and Gronroos (1989) the entire picture of business perspective has moved from production to a promotion orientation, and to "marketing" orientation which is the most basic marketing conception on which ground of marketing is stand, and after that to a societal direction. Walsh et al. (2004) defines in banking RM is "the activities carried out by banks in order to attract, interact with, and retain more profitable or high net-worth customers."p. 469).

So RM is focusing on maximizing profitability and customer loyalty with ambitions of providing even better services. According to Keltner (1995) states that due to relationship marketing strategies, tactics and policies in retail banking, German banks were able to stable themselves as compare to American banks during 1980's and 1990's. To be effective, RM strategies should promote and ensure perceived benefits to engage in interactions (O'Malley & Tynan, 2000). There is tendency that most of the customers do not move towards relationships, so in retail banking close relationship with customers are rare, and furthermore they becomes low as customer use more self-service equipments (O'Loughlin et al., 2004). A Rapp & Collins (1990) state that objective is to create, sustain and develop long term mutually satisfying relationships that are beneficial for both buyer and seller. This strong relationship ultimate results customer loyalty which is defined by Oliver (1999) as a "deeply held commitment to re-buy or re-patronize a preferred product or service in the future despite there are situational influence and marketing efforts having the potential to cause switching behavior".

The main features for RM: all customers are unique, all activities must be directed towards existing customer satisfaction, execution of plans is based on open flow of information and firm's intentions should maximize profits through maintaining lower customer turnover and strengthens relationship with customers. Companies should put forth enough investment in building quality relationship with loyal or potentially loyal customers (Ndubisi,2004). Previous studies covered by marketing literature on relationship marketing highlights four key dimensions as trust (Veloutsou et al., 2002; Morgan & Hunt, 1994), conflict handling (Ndubisi & Chan, 2005; Dwyer et al., 1987), commitment (Chan & Ndubisi, 2004; Grossman, 1998), and shairing of business secrets or communication (Morgan & Hunt, 1994; Ndubisi &Chan, 2005;Crosby et al., 1990).This paper include four key dimensions of RM namely as (trust, commitment, communication and conflict handling) as these are mostly considered by academicians in past researches to check their impact on customer loyalty. All these key dimensions are linked to customer loyalty in this study.

b) *Trust*

Trust is another good predictor of loyalty (Reichheld et al., 2000). Trust theory has been considered in a number of disciplines and a variety of definitions have been suggested (Lewicki et al., 1998).

Trust can be described as a faith or assurance regarding to second party's intention inside the bond (association). In RM perspective, trust is define, the aspect of business relationship that establish the level to which each party believe and they can rely on the honesty of the promise offered by the other (Callaghan et al., 1995). Also it is a vital element of business relationships, and recognized as a major construct in modeling RM (Morgan & Hunt, 1994).In general it shows that the high degree of trust among buyer and supplier, then there are more chances of continuation or long duration of the relationship among them (Martin & Sohi,

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1993). In this contextual study, trust refers to customer_supplier relationships. Customers are less likely to be a loyal to those firms who not keen to trust in a marketplace. Gronroos (1990) emphasized that the assets of the seller – human resources, equipment and arrangements utilized in such manner that the customer's trust in the resources implicated and, therefore, in firm it is sustained and make stronger. The significance of trust in describing customer loyalty is supported by many authors e.g.(Garbarino & Johnson, 1999),(Lim et al., 1997),(Singh & Sirdeshmukh, 2000),(Chaudhuri & Holbrook, 2001 and (Sirdeshmukh et al., 2002). As evident from previous studies, we can say that in considering loyalty the benevolence element of trust is strong in B2C context. We argue it first, because loyalty is important and has given credence element in many service markets. Secondly trust is of critical importance because (especially in strong mature relationship such as retail banking). We assumed in our model that if customer trust is increase then have direct positive effect on customer loyalty.

c) Commitment

The literature on relationship marketing is familiar with another possible antecedent of customer loyalty, which is relationship commitment (Morgan & Hunt, 1994; Bendapudi & Berry, 1997).

Based on literature of organizational behavior (Meyer & Allen, 1997), commitment is defined in different ways like as an aspiration to sustain a relationship (Morgan & Hunt, 1994; Deshpandé, Moorman, & Zaltman, 1993), an undertaking of bondamong parties (Dwyer, Schurr, & Oh 1987),the give up or sacrifice if a relationship split (Anderson & Weitz, 1992), and with the lack of viable or attracting offerings (Gundlach, Achrol, & Mentzer, 1995).Due to these varieties of basis generate "stickiness" that stickiness sustains customers loyal to firm.

Previous literature and many other definitions highlight two key dimensions of commitment: calculative and affective commitment (Hansen, Sandvik, & Selnes, 2003; Fullerton 2003; Johnson et al. 2001). Calculative commitment is more economic, depend on reason rely on benefits of product (Anderson & Weitz, 1992; Dwyer, Schurr, & Oh, 1987; Heide & John, 1992). Affective commitment is hot concept, or more touching, that builds up through personal involvement of customer with a firm, which lead towards high level of trust and commitment (Morgan & Hunt, 1994; Garbarino & Johnson, 1999). In a context of services, Verhoef (2003) reveals that relationship development and relationship maintenance (retention) both are affected by affective commitment. Hennig et al., (2002) describe that relationship benefits are directly and positively linked to commitment level that the customer may experience with the service provider. In most of the service firms, customers pay's before acquiring the service, that's why open communication service is vital and leads to less problems and increase customer expectation favorably. So open communication among partners' is very important for long lasting relationship and commitment.

d) Communication

Sales and communication are essential elements of transaction marketing. We have to adjust the customer's communication desires or needs and start on the communication cycle all over again. This is actually RM is at its best" (Schultz et al., 1992).Morgan & Hunt (1994)found that trust exist due to communication and with shared values. In retail banking, communication mean as done through letters, mail, interactions on websites and other machine related interactions and even personal interactions with personnel's who provide service after, before and during transactions. If these communications are appropriate, supportive, positive, valuable, simple, and pleasing then it consider as "good". In short customers can personally benefits by interpreting the communication if information offers by the service provider is in proper manner. It is valuable specially when delivered in person to person arrangements. Good communication has positive impact on customer satisfaction, loyalty and trust. In relationship marketing perspective marketing communication is an effort to develop a two-way or sometimes even a multi-way communication procedure. All activities are not directly two-way communication but communication efforts should result to a response of some nature that continue and develop the interaction. If relationship marketing is to be effective, there should be an alignment among all marketing communication messages is required for continuance and improvements of long term mutually satisfying relationships with customers and stakeholders.

e) Conflict handling

Conflict in our lives is obvious. In general conflict is considered as a harmful, destructive experience by people, but it is more natural and invasive phenomenon in their understanding (Boonsathorn, 2007).Conflict can be healthy and normal in an organizational perspective, lack of tension is ultimately dull and stagnant and unlikely to foster creativity and growth. Putnam & Poole (1987) consider conflict from the communicational point of view. Communication is viewed as one of the five elements of "conflict situations". Customer interactions of service providers with their customers contain complaint handling as an integral part. It poses negative impact on credibility and on trust of service provider if viewed by customer as inappropriate and slow handling of complaints (Ganesan, 1994).Conflict handling was described by Dwyer et al.(1987) as the firm's capability to reduce the harmful outcomes of apparent and possible conflicts. Conflicts handling depicts the supplier's capability to keep away from possible clashes, resolve apparent

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conflicts before they generate troubles and the ability to talk about frankly, clarification as problems occur. How conflicts are resolved will make sure loyalty, leave or say. Rusbult et al. (1988) said, chances that a person will connected in such behaviors based on the level of preceding satisfaction with the relationship, the degree of the person's involvement in the relationship and an assessment of the choices one has. Once conflict is known, accepted, as well as managed in an appropriate approach, organizational and personal benefits will end result (Silverthorne, 2005).So proper handling of conflict can contribute to loyalty.

f) Customer loyalty

Marketers considered customer loyalty vital because of its positive result on long-term success and profitability. Academic literature contains considerable discussions over loyalty's definition and dimensions or parallel concepts like commitment e.g. (Gundlach et al., 1995; Oliver, 1999; Bennett & Rundle-Thiele, 2002; Buttle & Burton, 2002;Dick & Basu, 1994). For example, commitment has been defined as aspirations to go on with a relationship with motivation to works towards continuation and hope that the relationship will maintain (Anderson & Weitz, 1989; Wilson, 1995). Parallel definitions exist for loyalty that are based in behavioral and attitude intentions, still much of the work on loyalty focus it in behavioral conditions (purchase regularity and repurchase) and later on admitted an attitudinal element (Jacoby & Chestnut, 1978).

After that advancement continues on customer loyalty and is significant in banking sector. Ganesh et al. (2000) establish two items as active loyalty (spreading word of mouth) and passive loyalty (not leaving even in less favorable situations) in loyalty items. Loyalty considered as process rather than outcome according to some authors. Oliver (1997) differentiates between four phases of loyalty which includes cognitive, affective, conative, and action. Obviously loyalty is a deep concept with many possible definitions. Behavioral loyalty means sales that are why it is very much appreciated. Behavioral and attitudinal loyalty is highly corelated(repetitive purchases direct to positive attitude), which moves to (conative loyalty: high levels of involvement and intention to keep on repurchase) so attitudinal is also highly appreciated too. Customers having strong attitudinal loyalty are more difficult to grab by competitors to steal them away (Gundlach et al., 1995) and less search for substitute(Dick & Basu, 1994).

Different aspects of customer loyalty are positively predicted by commitment like using referrals. Mutual commitment serves as a basis upon which relationships are grow (Berry & Parasuraman, 1991).We will focus on explaining loyalty with trust, commitment, communication and conflict handling. There is a considerable positive relationship between (trust, conflict handling, communication, commitment) and loyalty.

g) Research hypothesis

As we mentioned earlier, that the objective of this paper is to explore customer's perceptions and likings about their banks and to investigate relationship marketing exactness in its key dimensions (commitment, trust, conflict handling and communication,) for banking sector in Pakistan. For that purpose, research hypothesis formed as:

H1 (A): Trust has directly and positively impacts on customer loyalty.

H1 (B): Commitment has directly and positively impacts customer loyalty.

H1 (C): Communication has positive and significant impact on customer loyalty.

H4 (D): Conflict handling positively affects on customer loyalty.

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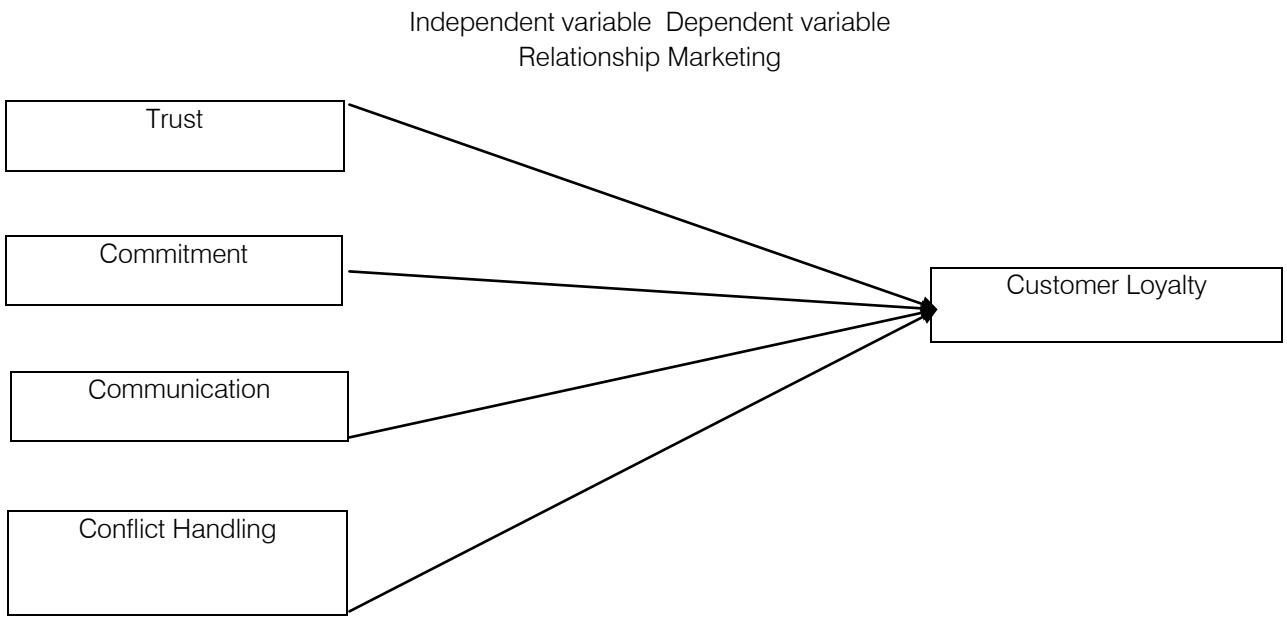
h) Conceptual framework of study



III. Research Methodology

a) Population and sample size

Bank customers were the population of this study in the city of Islamabad, capital of Pakistan which is recognized as dense and ethnically diverse city (peoples with different background from all over the country are living there).We can't argue that the bank customers in this city completely represent the Pakistani sample, but we can draw up a general picture of how relationship marketing impacts on customer loyalty in banking sector. Sampling technique that was used to select respondents was convenience sampling. Respondents filled up a survey questionnaire during the period of March-April 2012. Responses were analyzed from almost 125 customers having accounts in different banks, 107questionnaires were returned back, among them 100 were useful and response rate was 80%. A survey was used to investigate the relationship. The constructs in questionnaire presented information regarding conflict handling, trust, communication, commitment and customer loyalty. And, the basic purpose of the survey was to know that how respondents think about trust, conflict handling, communication, and commitment with their respective banks.

b) Variables measurement

Items that measure the construct dimensions in questionnaire were adapted from past researches: Bloemer et al., (1999) for loyalty dimension (e.g. the bank that first comes to my mind when making purchases decision on bank services). (Churchill & Surprenant, 1982) for trust (e.g. the bank's promises are reliable), (Morgan & Hunt, 1994) for the communication (e.g. the bank provides timely and trustworthy information), conflict handling (e.g. the bank tries to avoid potential conflict) and commitment (e.g. the bank is flexible when its services are changed) dimension. Total number of 19 questions connected to five dimensions are includes in questionnaire. Responses of all items were measured by agreement with statements, which are ranging from 1=strongly disagree to 5=strongly agree on a five-point Likert scale.

c) Analysis used

Different statistical tools used to analyze data; regression analysis was carried out to examine the association among the four key dimensions of RM and customer loyalty, in this perspective (Butcher et al., 2001; Tam and Wong, 2001).

IV. Data Analysis

In this chapter we focus on analysis of data and we conducted firstly demographic results, correlation among the study variables and then regression analysis performed to investigate the effect on independent variables on dependent variable.

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a) Demographics of respondents

Table 1 : Sample profile

	Percent
Age	
18-25	52
26-35	41
36-45	07
46 and above	02
Marital status	
Married	49
Single	51
Gender	
Male	64
Female	36
Relationship strength	
1-5 years	39
6-10	38
11-15	19
16 and above	4

Table 1 summarizes Demographic data of respondents, majority of respondents were male: 100, to 36 percent female. More than three quarters (93%) were below 40 years of age, (39%) are with their current bank for 5 years, 38 percent for between 6 and 10 years, and (19 percent) had been customers for 11-15 years or less. 51 percent among the respondents are unmarried.

b) Correlation

Table 2 : Mean Standard deviation, Alpha reliability and Correlation

	Mean	SD	TR	COMIT	COMMU	CH	CL
TR	3.10	.914	(0.899)				
COMIT	4.01	.525	.120	(0.588)			
COMMU	3.50	.823	.331**	.322**	(0.803)		
CH	3.19	.944	.244*	-.085	.021	(0.844)	
CL	3.45	.903	.477**	.238*	.657**	.273**	(0.621)

***. Correlation is significant at the 0.01 level (2-tailed). N=100, α values in parenthesis.*

**. Correlation is significant at the 0.05 level (2-tailed).*

TR=Trust, COMIT=Commitment, COMMU=Communication, CH=Conflict handling, CL=Customer loyalty,

We calculate means and standard deviations for each variable and produced a correlation matrix of all variables used in hypothesis testing. Means, Standard deviations, reliabilities, and correlations among all scales used in the analyses are shown in Table 2. The constructs of the entire variables were tested for reliability analysis using cronbach alpha scores, and the values of cronbach alpha for all the variables (trust .899>.70), commitment (0.588), communication (.803>.70), conflict handling (.844>.70) and customer loyalty (.621<.70) were found significant at level of 0.70 which was recommended by (Nunnally, 1978) and same found in the study of (Ndubisi, 2006). After analyzing the Table 1, we can see that the correlations between customer loyalty (CL) and trust, CL and communication, and CL and conflict handling are positive correlate at 0.01 level and CL and commitment are positive correlated and significant at the 0.05 level. And we also conclude that the correlation values between all the independent variables are less than 0.80, so the chances of multi colinearity are nothing. This is satisfactory for our research intentions as well as match up positively with value calculated by (Goldsmith et al., 1999).

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Table 3 : Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients			
		B	Std. Error	Beta	t	Sig.	R^2
1	(Constant)	-.191	.255		-.747	.457	
	TR	.127	.056	.130	2.247	.027	
	COMIT	.639	.063	.645	10.073	.000	0.757
	COMMUNI	.206	.066	.191	3.123	.002	
	CH	.187	.050	.200	3.769	.000	

Dependent Variable: Customer loyalty

Table 3 shows the regression analysis between trust, commitment, communication and conflict handling as independent variable and customer loyalty as a dependent variable.

The result depicts that the relationship between trust and CL is positive and significant (β=0.130, ρ<0.05). The β value of H1 (A) shows that if one unit increases in trust then customer loyalty will be increased by 13 percent. The ρ value is less than 0.05 so (H1A, Trust directly and positively affects customer loyalty) is accepted. Relationship between commitment and CL is positive and significant (β=0.645, ρ<0.05) means one unit increase in commitment then customer loyalty will be increased by 64.5percent;(H1B, Commitment directly and positively affects customer loyalty)is accepted. Similarly, communication and CL (β=0.191, ρ<0.05) and conflict handling and CL is (β=0.200, ρ<0.05) these findings support (H1C, which was proposed that communication has significant and positive affect on customer loyalty) and (H1D, which was proposed that conflict handling has significant and positive affect on customer loyalty) so, H1 (C) and H1 (D) also accepted. Our findings provide the same results as with previous studies of Bansal et al. (2004) and (Hennig-Thurau et al., 2002; Dwyer et al., 1987).We computed R^2 value for our model which is (R^2=0.757) also shows fitness of good of model. And the explanatory power of our model means that 75.7 percent of the model is explained.

V. Discussion and Conclusion

The vast body of literature on relationship marketing is often suggesting that it is a solution in all conditions for customers where such a relationship strategy is looking suitable. This study has confirmed that measurement of the "underpinnings" of RM can forecast customer loyalty, at least in the Pakistani banking sector. For that reason, academicians and practitioners trying to care for loyal customers should pay concentration on problems regarding to trust, commitment, communication and conflict handling.

Findings entails that diverse kinds of loyalty behavior need different commitment. This recommends that tailored marketing strategies are needed. Passive loyalty leads to loyalty behavior by means of any type of commitment. On the other side, affective commitment leads to active loyalty. These results are similar with findings of (Meyer, Allen, & Smith, 1993). Our results show that to increase customer commitment, marketers in banks must make sure that customers feel safe and sound, that they see minimal risk and are happy with relationship. The social features of relationship in business not only improve relationship but also increase commitment towards firm (Goodwin & Gremler, 1996). We found as we expected that communication influenced customer loyalty supported by past studies (Dwyer et al., 1987; Hennig-Thurau et al., 2002). One important result of this study is that loyalty is described not as much by trust than predicted and much more by communication, in banking sector Pakistan. With little distinction in basic services of banks, communication may be a key tool to differentiate the bank. Useful, precise, and personalized sort of information and guidance boost satisfaction, trust and loyalty, to large extent. Pakistani bank customers expect from their banks to have knowledge about their business. Trust is a key aspect in the improvement and retention of existing relationships. (Morgan & hunt, 1994) explained that relationship commitment and trust are prerequisite of relationship marketing success and this commitment and trust further leads to cooperation. In contrast, lack of commitment in relationship means more turnover of customer and functional conflict may rise due to lack of trust. Moves towards relationship marketing will require various types of changes to old arrangements and thoughts. Considerable internal marketing is needed (Voima, 2000; Ballantyne, 1997;George, 1990; Gro¨nroos, 2000). Conflict sometimes becomes destructive or constructive. If situation handle before surfacing of conflicts or resolve in unbiased manner then it contribute to loyalty (banking hours, ATM malfunctioning etc). Sometimes it arises due to communication gap that further harms trust, findings are similar with prior researches (Tang & Kirkbride, 1986). At last, banks should think carefully about negative effect of communication, can harm commitment and carefully design communication so that it seems to be as straight, authentic, open and truthful.

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Furthermore, the paper explores the relationship marketing approaches of Pakistani banks and to examine whether it contribute to satisfaction and developments in the bank relationship, thus increase loyalty. The desirable and profitable customer segment is small but vital to the bank. So, the banks paid special attention to the needs and desires of these customers than with other customer segment having low deposit account.

Now the concept is changed and become reverse, said by a manager who was respondent in a survey, that banks are now responsible for maintaining and developing relationship with their customers due to customer oriented strategy, whereas previously this was up to the customer. Due to continuous interaction with customers and sophisticated information system banks are now able to stock up information about them for the sake of future contacts. This is all because of deposits, high volumes of loans, and investments. It is also important to discuss that profitable customer wants to be conscious of their significance to the bank, and they don't compromise for anything less than excellent service.

a) Implications

Theoretically, this study provides empirical support for influence on customer loyalty based on four key factors of RM: communication, conflict handling, commitment and trust. This strengthens the existing literature value by relating list of factors to customer loyalty with empirical support. This paper provides value to existing body of literature by empirically connecting further wide-ranging list of determinants to the customer loyalty. It based on previous work in this field, which had either examined an unfinished listing of possible underpinnings (Wong & Sohal, 2002; Ndubisi, 2004) or linked them to relationship quality (Wong & Sohal, 2002) and satisfaction (Ndubisi & Chan, 2005) without considering the objective of any service provider, that build customer loyalty.

Practical implications, practitioner interest has been the driving force behind RM popularity. The reason behind the popularity of this field is interest of practitioners. RM managers of banks in Pakistan can gain from a comprehensive understanding of the different factors that drive loyalty. This study proposes that relationship marketing managers should incorporate both general estimation of performance(customer loyalty) and capability offerings (commitment) in cyclic surveys in order to anticipate loyalty. Managers should focus on commitment that ultimately leads to different types of loyalty behaviors like word of mouth. Managers should periodically work to promote integrity and generosity. Both features are necessary for developing trust. It is suggested that banks should focus on building and sustaining the association among(benefits commitment), than concentrating just on benefit offerings simply. Additionally, branch manager shave to continuously balance among services to fresh customers and spend in RM to keep current customers, with low funds(Carson et al., 2004).Moreover, banks should striving towards selected customer who contributed most to fixed cost and retain them. As by (Payne & Frow,2005), RM involves a series of routes, which required being aligned within the banks, if the bank wants to succeed.

Banks aspirations are to keep and grow loyal customers should be truthful, reliable and commit to the service norms, should talk well-timed and exactly, and must resolve clashes or conflict in a way that will remove loss and trouble to customers. It has been recommended by (Ndubisi, 2004) that loyal and satisfied customers are important communicators of positive word-of-mouth regarding firms or their brands to which they believe faithful. Furthermore, they can contribute in a way, by giving new customers to organization and loyal customers can also provide as helpful sources of innovative product ideas.

b) Limitations and Suggestions for Future researches

As mentioned earlier, bank customers were the population of this study in the city of Islamabad, capital of Pakistan which is recognized as dense and ethnically diverse city (peoples with different background from all over the country are living there).So, several limitations were found in our study that put question mark. First, this study is conducted in one city of Pakistan more studies are required that comprises more geographical areas and cross national comparison. This study focused on just one service sector, future studies may advance these efforts by examining the distinction among service types. Secondly, relationship characteristics such as duration, strength and intensity of the relationship, socio-demographic may also provide exciting results at least. Previous studies have reported that women are more loyal as compared to men (Ndubisi, 2005), and younger age groups are less loyal than older people. Future studies might productively consider such moderating effects. Last but not least, in order to increase validity of the study it is recommended to replicate study on larger scale with more representative sample.

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RELATIONSHIP MARKETING AND CUSTOMER LOYALTY

Dear Respondent!
I am a student of MS (MARKETING) at International Islamic University Islamabad. And am conducting a research on 'RELATIONSHIP MARKETING AND CUSTOMER LOYALTY". The questionnaire will be used for research which is a part of my MS course. The objective of this questionnaire is to find out relationship between relationship marketing and customer loyalty. It should not take more than 10 minutes to fill the questionnaire as all of questions just require you to tick appropriate answer.
Your answer will be kept strictly confidential and will only be used for research purposes. Your name will not be mentioned any where on the document so kindly give an impartial opinion to make research successful.
You are requested to take 10 minutes out of your busy schedule to fill this questionnaire. Your cooperation is highly appreciated. If you need findings ofthis research please send a request to Mudassirhusnain@yahoo.com
Thanks once again for your time and cooperation.

Mudassir Husnain
MS scholar

Please tick the appropriate answer or fill in the box.

Section: 1
Demographics:

1.What is your age?

(a) 18-25 (b) 26-35 (c) 36-45 (d) 45 and above

2. What is your marital status?

Married	
Unmarried	

3. What is your Gender?

Male	
Female	

4. Relationship strength:

1 to 5 years.	
5 to 10 years.	
10 to 15 years.	
15 years and above.	

5 Point Likert scale used (strongly disagree "1" to strongly agree "5")

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

Section: 2
Trust:

5. The bank is very concerned with security for my transactions

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

6. The bank's promises are reliable. The bank is consistent in providing quality service

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

8. Employees of the bank show respect to customers

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

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9. The bank fulfils its obligations to customers

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

10. I have confidence in the bank's services

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

Section: 3
Commitment:

11. The bank makes adjustments to suit my needs.

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

12. The bank offers personalized services to meet customer need

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

13. The bank is flexible when its services are changed

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

14. The bank is flexible in serving my needs

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

Section: 4
Communication:

15.The bank provides timely and trustworthy information.

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

16. The bank provides information when there is new banking service

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

17. The bank makes and fulfils promises.

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

18. Information provided by the bank is always accurate

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

Section: 5
Conflict Handling:

19. The bank tries to avoid potential conflict

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

20. The bank tries to solve manifest conflicts before they create problems.

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

21. The bank has the ability to openly discuss solutionswhen problems arise

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

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Section: 6
Customer Loyalty:

22. I consider the bank as first choice among other bank in the area

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

23. The bank that first comes to my mind when making purchases decision on bank services.

Strongly Disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

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The Effects of Advertising Spending and Event Sponsorship on Brand Equity in the Ethiopian Brewery Industry

By Salelaw, GashawTibebe & Amanpreet Singh

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Abstract- The field of branding and brand equity is new area of research in Ethiopia. The study adapts an exploratory approach to measure the effects of advertising spending and event sponsorship effect on consumer-based brand equity because there is no study conducted in the Ethiopia beer market. Accordingly, the study assumes advertising spending and event sponsorships affecting brand equity dimensions positively. Hence, a conceptual model has been built and structural equation modeling (SEM) is used to verify the model. The brand equity dimensions (brand awareness, brand association, perceived quality and brand loyalty) are the dimensions the study was conceptualized and used to measure consumer-based brand equity. A quantitative research was undertaken and a cross-sectional descriptive survey research design in nature was applied in the study.The study confirmed that from advertising spending intensity: television advertising spending has a positive effect on brand awareness; and outdoor advertising has a positive effect on brand awareness, brand association, and perceived quality.

Keywords: marketing, advertising spending frequency, event sponsorship, brand equity dimensions, ethiopia.

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The Effects of Advertising Spending and Event Sponsorship on Brand Equity in the Ethiopian Brewery Industry

Salelaw, GashawTibebe [α] & Amanpreet Singh [σ]

Abstract- The field of branding and brand equity is new area of research in Ethiopia. The study adapts an exploratory approach to measure the effects of advertising spending and event sponsorship effect on consumer-based brand equity because there is no study conducted in the Ethiopia beer market. Accordingly, the study assumes advertising spending and event sponsorships affecting brand equity dimensions positively. Hence, a conceptual model has been built and structural equation modeling (SEM) is used to verify the model. The brand equity dimensions (brand awareness, brand association, perceived quality and brand loyalty) are the dimensions the study was conceptualized and used to measure consumer-based brand equity. A quantitative research was undertaken and a cross-sectional descriptive survey research design in nature was applied in the study.The study confirmed that from advertising spending intensity: television advertising spending has a positive effect on brand awareness; and outdoor advertising has a positive effect on brand awareness, brand association, and perceived quality. On the contrary radio advertising has a negative effect on perceived quality, and print advertising has a negative effect on brand awareness. Furthermore, event sponsorship has appositive effect on brand awareness and brand associations.

Keywords: marketing, advertising spending frequency, event sponsorship, brand equity dimensions, ethiopia.

I. Introduction

The effects of marketing strategies on the creation/building and management of consumer-based brand equity should be critically investigated and measured to know the return on marketing investments/marketing efforts productivity and to maintain the health of brand in the minds of consumer. Aaker (1991) claimed consumer-based brand equity dimensions have affected by a variety of marketing strategies like marketing communication strategies. Keller (2003) has also noted that the added value of the brand is the result of marketing strategies. Accordingly, companies designed different marketing strategies like marketing communication strategies and invest a huge amount of money to create and manage consumer-based brand equity in order to take the advantages from the concept because consumer-based brand equity is an ideal indicator of the performance of long-term marketing investments and an ideal goal to enhance sales and profits simultaneously (Baldinger, 1992).

Studies indicated that the individual contribution of marketing efforts like advertising spending intensity and event sponsorship on brand equity is unclear (Chu & Keh, 2006), and scholars have highlighted the need to examine the effects of these variables on the creation and management of brand equity (Netemeyer, et al., 2004). Besides, researchers vary in their opinions and attitudes towards marketing activities effect on brand equity (Dawar & Parker, 1994). Furthermore, marketing practitioners face a great challenge in deciding the optimal marketing budget to the highest impact on the target market (Soberman, 2009) and the brand (Ataman, Van Heerde, & Mela, 2010). Thus, this study helped to have a better understanding on the role of marketing communication efforts on the creation and management of consumer-based brand equity.

In the last 30 decades, a growing amount of attention has been devoted by academics and practitioners to the conceptualization, creating/building, measurement and management of brand equity (Aaker, 1991, 1996; Aaker & Keller, 1990;Keller K. L., 1993,1998; Ailawadi, Donald, & Scott, 2003;Netemeyer, et al., 2004; Erdem, Swait, & Valenzuela, 2006), all come up with several often divergent viewpints on the content and meaning of brand equity(Vazquez, Del Rio, & Iglesias, 2002); the dimensions of brand equity; the factors that influence it; the perspectives from which it should be measured; and the way to measure it (Ailawadi, Donald, & Scott, 2003; Keller K. , 2003). Barwise (1993) also stated, even if the concept attracts many researchers, little conceptual development or empirical research has addressed which marketing activity builds brand equity. However, there is a general agreement that brand equity should be defined and measured in terms of marketing effects that can uniquely attributed to a brand (Keller,2003). All these issues motivated the resercher to contribute something to the academic world by undertaking a study on the developing market (Ethiopia) by considering beer as a prodcut category.

Furthermore, there is very little work concentrating on systematic investigations of the effects of advertising spending and event sponsorship on

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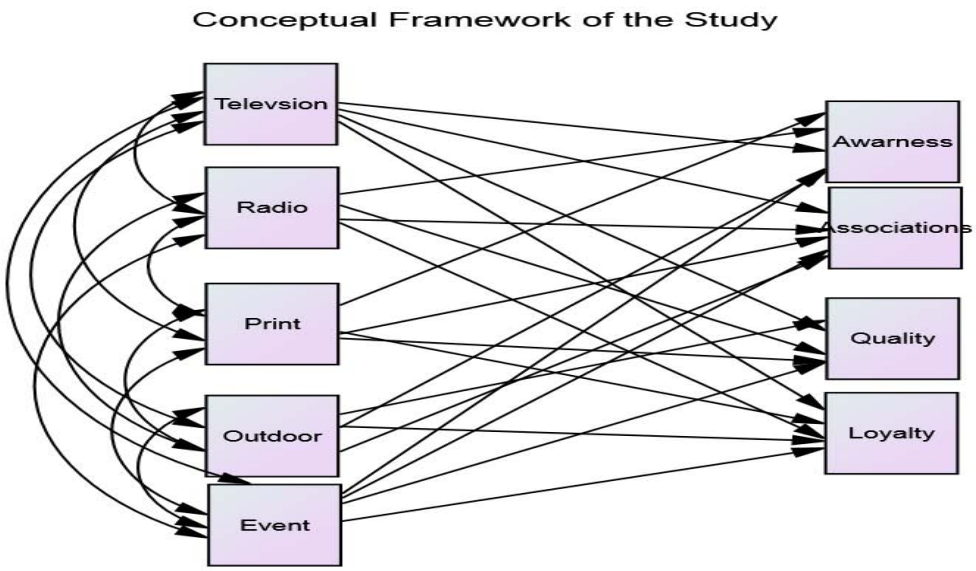
brand equity in brewery industry. Still, most of previous brand equity studies were conduct in Europe, USA and some part of Asia, even if they were conduct in other disciplines; their findings might not be generalized in the Ethiopian market without empirical testing. Dawer and Parker (1994) supported this idea by stated consumers in different part of the world's vary in their perception, attitude and behavior towards a certain marketing practices. The main purpose of this study is to examine the effects of advertising spending and event sponsorship on brand equity.

II. Literature Review

a) Theoretical/Empirical Perspectives

The brand equity creation model of Yoo, Donthu and Lee (2000) that was developed on the basis of Aaker (1991) was expanded and used in the present study. Besides, the effects of selected marketing activities on the dimensions of consume-based brand equity were also investigated by Yoo, Donthu and Lee (2000). Hence, by adapted and extended Aaker (1991) and Yoo, Donthu and Lee (2000) works, the current study examined the effects of advertising spending and event sponsorship on brand equity.



b) Brand Equity

Creating and measuring brand equity is becoming a top agenda and more important in today's highly challenging and competitive market place due to its strategic role in gaining competitive advantage than before. It has well-recognized as one of the most valuable intangible assets by most firms (Hao, Gao, & Liu, 2007; Wang, Wei, & Yu, 2008; Erenkol & Duygun, 2010; Amini, 2012) and it is the incremental utility or value added to a product by its brand name (Kamakura & Russell., 1993; Park & Srinivasan, 1994; Rangaswamy, Burke, & Oliva, 1993; Keller K. , 2003; Park & Srinivasan, 1994; Yoo, Donthu, & Lee, 2000). Aaker (1991, 1996) provided one of the most generally accepted and comprehensive definition of brand equity (Buil, de Chernatony, & Martinez, 2008), defined brand equity as *"a set of assets (and liabilities) linked to a brand's name and symbol that add to (or subtract from) the value provided by a product or service to a firm and/or that firm's customers*." Besides, Keller (1993) defined brand equity by considering its impact on consumer perception and behavior, and defined brand equity as *"the differential effect of brand knowledge on consumer response to the marketing of the brand*". These two definitions are the pioneering brand equity definitions and the base for the brand researchers. Hence, the current study bases the explanation of Aaker and Keller.

Strong brand equity leads to create value to the firm through charging premium prices, increase customer demand, brand extension become easier, communication campaign become more effective, better trade leverage, margin can be greater, companies become less vulnerable to competitors, lower price elasticity, greater competitiveness, generates a higher purchase intentions, and ultimately, higher profits and market value (Cobb-Walgren, Ruble, & Donthu, 1995; Agres & Dubitsky, 1996; Graeff, 1997; Bendixen, Bukasa, & Abraat, 2003).

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c) Perspectives Of Brand Equity

Brand researchers applied different perspectives/approaches to investigate brand equity (Kotler & Keller, 2006). The most common perspectives are financial and consumer-based brand equity perspectives (Srivastava & Shocker, 1991; Zarantonello & Schmitt, 2013). The financial-based perspective addresses the financial value of the brand and measures brand equity by calculating the net cash flows the brand created for the firm (Sequeira & Mohan, 2012). The consumer-based brand equity perspective on the other hand, focuses on the conceptualization and measurement of brand equity on individual consumer's context and consumer's response to brands and defines brand equity as the value of a brand to the consumers (Aaker D. A., 1991; Kamakura & Russell, 1991; Keller K. L., 2008). Hence, consumer based brand equity motivated the researcher to conduct a study in the Ethiopian brewery industry.

d) Conceptual Domain Of Consumer-Based Brand Equity

Consumer-based brand equity is the study of brand equity from the perspectives of consumer's (Xu & Chen, 2010). It occurs when customers are familiar with a brand and hold favorable, strong and unique brand associations in their memory (Kamakura & Russell, 1991; Wang, Wei, & Yu, 2008). The brand has value for the firm, retailers and investors if and only if the brand has value for the customers and the consumer perceives value in a brand (Cobb-Walgren, Ruble, & Donthu, 1995). Furthermore, conceptualizing brand equity from customer perspective is useful in designing guidelines for marketing strategies and tactics and suggests areas where research can be useful in assisting managerial decision-making (Sequeira & Mohan, 2012). Due to these, the study focused on consumer perspective of brand equity.

Aaker (1991, 1996) conceptualized brand equity into five categories: perceived quality, brand loyalty, brand awareness, brand associations, and other proprietary brand assets. From these five brand equity dimensions, the first four represents customers' evaluations and reactions to the brand that can readily understood by consumers (Barwise, 1993; Yoo, Donthu, & Lee, 2000; Yoo & Donthu, 2001). Therefore, the operationalization of consumer-based brand equity can be divided into consumer perceptions (brand awareness, brand associations, and perceived quality) and customer behavior (brand loyalty) (Kazemi, Hosseini, & Moradi, 2013). These dimensions have been commonly accepted and used by many reserchers (Keller, 1993; Motameni & Shahrokhi, 1998; Yoo, Donthu, & Lee, 200; Yoo & Donthu, 2001; Bendixen, Bukasa , & Abraat, 2003; Kim, Kim, & An, 2003). Hence, the current study conceptualize consumer-based brand equity as a four-dimensional model consisting of brand awarness, brand associations, percived quality and brand loyalty based on the previous consumer-based brand equity measurements.

e) Brand Awareness

Brand awareness is the first and an important component of brand equity (Aaker, 1991;Tong & Hawley, 2009). Brand awareness refers to "*the ability of potential buyers to recognize and recall brands as a member of a certain product category*" (Aaker, 1991). Keller (1993, 2003) also defined brand awareness as "*the consumer's ability to identify the brand under different conditions*". Collectively brand awareness can be grouped in to brand recall and recognition (Aaker, 1991; Keller, 1993; Rossiter & Percy, 1987; Liu, Liston-Heyes, & Ko, 2010). Hence, in the current study, brand awareness is conceptualized as consisting of both brand recall and brand recognition.

f) Brand Associations

Brand association is another important component of brand equity (Aaker, 1991; Keller, 1993). Brand association is *"anything linked in memory to a brand"* and "*the meaning of the brand to the customer*" (Aaker, 1991). Keller (1993) also defined brand associations as *"an impression based on other information that is, related to impressions created by the brand in the minds of consumers and that includes the brand's meaning for the consumers".* Those information held on consumer mind may affecting the consumer's buying decisions and they also may be the result of various marketing activities. A strong brand association can be viewed as "*a sign of quality and commitment*", "*leading customers to familiarizes purchasers with a brand*", as well as "*helping them to consider it at the point of purchase*" (Aaker D. A., 1991; Tong & Hawley, 2009; Yoo, Donthu, & Lee, 2000). The present study considered perceived value, brand personality and organizational associations as the three most important elements of brand associations affecting brand equity (Aaker, 1991, 1996; Sequeira & Mohan, 2012).

g) Percived Quality

Perceived quality is another important dimension of brand equity (Farquhar, 1989; Aaker, 1991,1996) and marketers across all product categories have increasingly recognized the importance of perceived quality in brand decisions (Morton, 1994). Perceived quality refers to *"the consumer's subjective judgment about a product's overall excellence or superiority"*(Zeithaml, 1988). In this instance, quality is considered as consumer-based brand equity variables which integrate perceptions and experiences of a consumer (Mutsikiwa, Dhliwayo, & Basera, 2013). The consumer's opinion about the brand's quality and its attributes with respect to its expected performance forms the measurement scale indicator of the brad quality perceived by individuals (Villarejo-Ramos & Sanchez-Franco, 2005).

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h) Brand Loyalty

Brand loyalty is the heart and the major component of brand equity and defined as the attcahement the customer has to a brand (Aaker, 1991). Developing and maintaining loyalty should be placed at the heart of marketing plans, especially in the face of highly competitive markets with increasing unpredictability and decreasing brand differentiation (Delgado-Ballester & Munuera-Aleman, 2001).

Brand loyalty is composed of two different components namely attitudinal (focusing on personal commitment to a set of unique values related to the brand) (Chaudhuri & Holbrook, 2001) and the tendency to be loyal to a brand (prioritizing the brand as the first choice for purchase) (Yoo & Donthu, 2001); and behavioral (focusing on product purchasing repetition or repeat buying behavior) (Dick & Basu, 1994; Taylor, Celuch, & Goodwin, 2004; Oliver R. L., 1999; Ehrenberg, Goodhardt, & Barwise, 1990). The present study conceptualize brand loyalty from attitudinal and behavioral perspectives.

i) The Effects of Advertising Spending On Brand Equity

Scholars indicated that advertising is a powerful way of communicating a brand's functional and emotional benefits and values (de Chernatony, 2006), and consumers' perception of advertising spending has a great effect on marketing success. When consumers' perceive high spending on advertising, it will increase their level of confidence in the brand (Kirmani & Wright, 1989). Besides, advertising researchers have found that advertising intensity is very successful in generating brand equity (Boulding, Eunkyu, & Richard, 1994) because the frequency within which a consumer sees the advertising affects the effectiveness of the communication tools (Batra, Myers, & Aaker, 1996; Kotler P. , 2000).

Aaker (1991) also indicated that brand equity is the long-term outcome of advertising spending. Furthermore, studies indicated frequent advertising exposure that arises from advertising expenditures creating brand equity (Cobb-Walgren, Ruble, & Donthu, 1995; Yoo, Donthu, & Lee, 2000; Keller K. L., 2007; Tong & Hawley, 2009). Yoo, Donthu, and Lee (2000) also indicated perceptions of high advertising spending contribute to developing a more positive perception of brand quality.

However, advertising spending may not always create brand equity. As Keller and Lehmann (2006) have stated that the amount of financial investment in marketing does not guarantee success in terms of brand equity creation. The main reason can be advertising spending may reach a saturation point, the erosion of traditional advertising and over advertising (Chu & Keh, 2006; Wang, Zhang, & Ouyang, 2009).

Advertising is defined in the current study as customer's perceptions about advertising spending intensity on television, radio, print and outdoor (Cobb-Walgren, Ruble, & Donthu, 1995; Yoo, Donthu, & Lee, 2000). Hence, the present study adapted exploratory approach and assumes consumers' perception of a brand's advertising spending on television, radio, print and outdoor has a positive influence on brand equity dimensions, thereby affecting the creation of consumer-based brand equity in the Ethiopia beer market. Accordingly, the study proposed the following relationships.

Hypothesis 1: Consumers' perception of a brand's advertising (television, radio, print and outdoor) spending has a positive influence on brand equity dimensions.

j) The Effects of Event Sponsorship on Brand Equity

Marketing scholars have started to examine event sponsorship, part of event marketing, in terms of the persuasion process and the ability to positively affect the brand (Sneath, Finney, & Close, 2005; Martensen, Gronholdt, Bendtsen, & Jensen, 2007). To make sponsorship successful, marketers should chose appropriate events and the events must meet the marketing objectives and communication strategy defined for the market (Kotler & Keller, 2012). Research has suggested sponsorship is particularly useful in creating brand awareness and associations /image (Meenaghan T., 1996; Hoek, Gendall, Jeffcoat, & Orsman, 1997; Gwinner & Eaton, 1999). Besides, Cornwell (1995) and Bennett (1999) have indicated a significant effect of sponsorship on brand recall; Pham and Johar (2001) has indicated the significant effect of sponsorship on brand recognition; and Gwinner and Eaton (1999) have indicated the significant effect of sponsorship on brand image. Furthermore, Crimmins and Horn 1996) indicated event sponsorship may increase perceived brand superiority (Crimmins & Horn, 1996).

The study adopted the definitions proposed by Meenaghan, (1998), "*sponsorship can be regarded as the provision of assistance either financial or in-kind to an activity by a commercial organization for the purpose of achieving commercial objective*". Hence, the present study examined the impact of event sponsorship, part of event marketing, on the creation of consumer-based brand equity which is largely under researched. Accordingly, the study proposed the following relationship.

Hypothesis 2: Consumers' perception of a brand's event sponsorship has a positive influence on brand equity dimensions.

III. Methodology

a) Research Design

A quantitative research was undertaken and a cross-sectional descriptive survey research design in nature was applied in this study. The current study also

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employed self-administered and person-administered survey to gather information from the sample respondents to test hypothesis that was developed based on theoretical framework. Researchers proposed the use of survey methods in brand equity studies (Keller, 1993).

b) Product Stimuli

Most of consumer-based brand equity studies were carried on for single products or general product (Kim & Hyun, 2011). The chosen beer brands were Bedelle Special beer, Dashen beer, Meta Premium beer, St. George beer and Walia beer brands, all brands are familiar and well known to Ethiopian consumers, which is an important criterion to understand consumer-based brand equity (Krishnan, 1996).

c) Scale Development

Bollen's recommendation is essential inorder to develop the measurement process and the present study followed his three essential recomendations (Bollen, 1989). The first rcecomendation is, identify the dimensions and latent variables that reprsent the concept to be measured. The second is, cretae indicators based on the past theoretical positions and, the last is specify the rlationship between the observable indicators or variables and the latent concepts or variables they are explain.

The study examined the perceived rather than actual marketing communication elements, due to the following two main reasons. The first one is, as it was stated in the works of Yoo, Donthu, and Lee (2000), it is not fesible to control actual marketing investements in the study. The second cited reason is, percived marketing efforts plays a more direct role in the consumer psychology than actual marketing efforts (Yoo, Donthu, & Lee, 2000). They also calimed percived marketing efforts have also a strong meaning and explain consumer behaviors more effcetively than actual marketing efforts.

d) Dimensions of Brand Equity

The initial survey instrument to measure consumer-based brand equity was developed incorporating a total of twenty nine (25) items compiled from previous works and the researcher by considering the selected product category adapts the items based on the context of Ethiopian market. To measure brand awareness, the reserch adapt five items to mesure brand awarness and nine items to meaure brand associations. Measure of brand awarness were adapted from Aaker (1991), Yoo, Donthu, and Lee (2000) and Yoo and Donthu (2001) studies. To measure brand associations, nine items for which were developed based on Aaker (1996), Keller (1993), Pappu, Quester, and Cooksey (2005), Lasser, Mittal, and Sharma (1995), Yoo, Donthu, and Lee (2000) and Yoo and Donthu (2001) studies.The study adapts six item to measure percived quality from Aaker (1991), Lasser, Mittal, and Sharma (1995), Yoo, Donthu, and Lee (2000), Yoo and Donthu (2001) and Pappu, Quester, and Cooksey (2005) studies. Based on the works of Yoo, Donthu, and Lee (2000), Yoo and Donthu (2001) and Pappu, Quester, and Cooksey (2005), five items were used to capture the consumer's overall commitement of being loyal to a focal brand.

e) Advertising And Event Sponsorships

Advertising spending was measured as the consumers subjective perceptions of advertising spending on for the focal brand. By adapting Yoo, Donthu, and Lee (2000), the study developed items for advertising spending. This study extend the general advertising spending sacles to measure advertising spending on Television, Radio, Print and Outdoor. Furthermore, event sponsorship was measured as the consumers' subjective perceptions of relative frequency of sponsoring the event presented for the focal brand. A total of nine items were adapted to measure event sponsorships.

f) Sampling Design

This study used a sample of beer consumer to measure consumer-based brand equity and the target population of the study was defined as consumers of beer (18 years and above). Multi-stage sampling processes were employed to assure the sampling procedure and to get representative data from the target population. Besides, the research employed retail-outlets consumer intercept survey method to collect consumer information. The researchers also used stratified random sampling techniques to select sub-cities of Addis Ababa, the capital City of Ethiopia. Furthermore, to select the beer retail outlets in each sub-city, the researchers used simple random sampling technique. Still to select respondents, the research used a convenience-systematic sampling technique finally, 600 actual beer consumers were systematically selected by applying Israel (1992) formula.

$$n = \frac{z^2 \times p \times q}{e^2}$$

Where:

n = Sample size to be calculated

p = Percentage or presence of the study characteristics (p =0.5, maximum variability)

q=1-p

e = Accepted margin of error (±4% of precision)

z =1.96 (95% of confidence level)

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$$\text{Then } n = \frac{1.96^2 \times 0.5 \times (1-0.5)}{0.04^2}$$

$$n = 600$$

g) Data Collection Procedures

Five versions of the questionnaire were prepared, such that each version was customized for one to five brands. Except the brand name, all the question items were identical across the five versions of questionairee. Each respondent completed only one version of the questionnaire and evaluated only one brand they consumed during the time of the study. Respondents needed to be aware of the focal brands on their questionnaire to be eligible for the study. Collection of the data took place at several retail beer outlets location of Addis Ababa (the Capital city of Ethiopia). Trained and experienced field workers in addition to the researcher collected the data during 5 p.m. to 11 p.m. on Friday, Saturday and Sunday for three consecutive months (December, January and February 2014/15).

IV. Results

a) Normality Of The Data

Calculating the value of skewness and kurtosis is a common rule-of-thumb to examine normality of the data, and it is performed by running descriptive statistics. Tong (2006) stated skewness and kurtosis should be within the absolute value of 2 (+2 to -2 range) to indicate that the data are normally distributed (Table 1). Accordingly, normality analysis for 9 variables was conducted with SPSS 20. The value indicated that all the variables were normally distributed.

Table 1 : Skewness and kurtosis

Constructs	Skewness	Kurtosis
Perceived Advertising Spending: Television	-0.347	0.098
Perceived Advertising Spending: Radio	-0.264	0.46
Perceived Advertising Spending: Print	-0.178	0.222
Perceived Advertising Spending: Outdoor	-0.304	0.141
Perceived Event Sponsorship	-0.283	0.037
Brand Awareness	-0.372	-0.147
Brand Associations	-0.433	-0.037
Brand Perceived Quality	-0.310	-0.279
Brand Loyalty	-0.215	-0.722

Source: 2015 Survey Data

b) Reliability

Measure of the internal consistency of the constructs was calculated through Cronbach's Alpha, with a minimum criterion of approximately 0.70 (Nunnally & Bernstein., 1994; Hair, Black, Babin, & Anderson, 2010).In general, the Cronbach's alpha values for all the constructs were above the 0.70 threshold (Hair, Black, Babin, & Anderson, 2010).

Table 2 : Cronbach's Alpha of Constructs

Constructs	Number of Items	Cronbach's Alpha
Perceived Advertising Spending: Television	6	0.78
Perceived Advertising Spending: Radio	6	0.77
Perceived Advertising Spending: Print	6	0.77
Perceived Advertising Spending: Outdoor	5	0.80
Perceived Event Sponsorship	8	0.82
Brand Awareness	5	0.80
Brand Associations	9	0.79
Brand Perceived Quality	6	0.87
Brand Loyalty	5	0.86

Source: 2015 Survey Data

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c) *Confirmatory Factor Analysis*

Table 3 : Parameter Estimates for the Measurement Model of Advertising Spending and Event Sponsorship

Item Code	Construct Statement	Standardized Loading	T-Values	Squared Multiple Correlation
Perceived Advertising Expenditure on Print Media (CR=0.98, AVE=0.89)				
PCE2	In general, I like the TV advertising campaigns for "X"	0.63	-	0.40
PCE3	My opinion about "X" TV advertising is very high	0.65	11.79	0.43
PCE4	I remember the last TV advertising campaigns for "X"	0.58	10.77	0.33
PCE5	"X" is intensively advertised on TV.	0.63	11.54	0.40
PCE6	The TV advertisement for "X" seem very expensive, compared to competing brands.	0.44***	8.59	0.19
PCE7	The TV advertisement for "X" is seen frequently.	0.70	12.27	0.49
Perceived Advertising Expenditure on Radio Adv.(CR=0.98, AVE=0.91)				
PAT2	In general, I like the TV advertising campaigns for "X"	0.57	-	0.32
PAT3	My opinion about "X" TV advertising is very high	0.64	10.84	0.41
PAT4	I remember the last TV advertising campaigns for "X"	0.61	10.56	0.37
PAT5	"X" is intensively advertised on TV.	0.68	11.22	0.46
PAT6	The TV advertisement for "X" seem very expensive, compared to competing brands.	0.41***	7.82	0.16
PAT7	The TV advertisement for "X" is seen frequently.	0.73	11.65	0.53
Perceived Advertising Expenditure on Print Media (CR=0.98, AVE=0.90)				
PAR2	In general, I like the Print advertising campaigns for "X"	0.59	-	0.35
PAR3	My opinion about "X" Print advertising is very high	0.64	11.15	0.41
PAR4	I remember the last Print advertising campaigns for "X"	0.47***	8.96	0.22
PAR5	"X" is intensively advertised in print publication.	0.73	11.97	0.53
PAR6	The print advertisement for "X" seem very expensive, compared to competing brands.	0.50	9.29	0.25
PAR7	The print advertisement for "X" is seen frequently.	0.65	11.24	0.42
Perceived Advertising Expenditure on Outdoor Adv. (CR=0.98, AVE=0.91)				
PAO2	In general, I like the outdoor advertising campaigns for "X"	0.71	-	0.51
PAO3	My opinion about "X's" outdoor advertising is very high	0.74	14.50	0.54
PAO4	"X" is intensively advertised in outdoor	0.65	13.13	0.42
PAO5	The outdoor advertisement for "X" seem very expensive, compared to competing brands.	0.56	11.53	0.31
PAO6	The outdoor advertisement for "X" is seen frequently.	0.67	13.44	0.44
Perceived Event Sponsorship (CR=0.98, AVE=0.98)				
PES2	In general, I like the event sponsorship for "X"	0.69	-	0.48
PES3	My opinion about "X's" event sponsorship is very high	0.60	12.40	0.36
PES4	I remember the last event sponsored by "X"	0.40***	8.44	0.16
PES5	"X" sponsors many different events	0.67	13.70	0.45
PES6	The event sponsorship for "X" is seen frequently in sports, music or other events	0.65	13.41	0.42
PES7	I expect "X" to sponsor major events	0.61	12.57	0.37
PES8	The event sponsorship for "X" is intensively used	0.63	13.06	0.40
PES9	The event sponsorship for "X" seems more frequent, compared to competing brands.	0.62	12.76	0.38

CR=Composite Reliability; AVE =Average Variance Extracted

Confirmatory factor analysis is a theory or hypothesis driven analysis technique and a special case of structural equation modeling that corresponds to the measurement model (McDonald, 1978). It is the best method to detect the uni-diemsionality of each constructs and to evaluate the items of the construct more thoroughly based on the correlation matrix of the items. A completely standardized solution produced by IBM SPSS AMOS 21 Maximum Likelihood Estimation Method showed that all twenty nine items were loaded

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highly on their corresponding factors. For the selected marketing communication elements, five indicator variables were the principal descriptors to measure the construct of advertising spending on television (PAT2, PAT3, PAT4, PAT5 and PAT7), for radio, five indicator variables (PAR2, PAR3, PAR4, PAR5 and PAR6), and for print media and outdoor advertising five indicator variables for each construct were the principal indicators (PAP2, PAP3, PAP5, PAP6 and PAP7; and PAO2, PAO3, PAO4, PAO5 and PAO6 respectively) were the principal indicators. Furthermore, for event sponsorship constructs seven indicator variables were the principal indicators (PES2, PES3, PES5, PES6, PES7, PES8 and PES9 respectively).

To measure brand equity dimensions, five indicator variables were available for brand awareness construct (BAW1, BAW2, BAW3, BAW4, and BAW5); nine for brand associations (BAS1, BAS2, BAS3, BAS4, BAS5, BAS6, BAS7, BAS8 and BAS9); for perceived quality, six (BPQ1, BPQ2, BPQ3, BPQ4, BPQ5 and BPQ6) and five indicator variables were the principal descriptors of brand loyalty (BLY1, BLY2, BLY3, BLY4 and BLY5). One loading per construct was set to the value of 1.0, to make ach construct scale invariant, the variables with fixed loadings were PAT2, PAR2, PAP3, PES2, BAW1, BAS2, BPQ1, BLY5 and OBE4.

Table 4 : Parameter Estimates for the Measurement Model of Brand Equity Dimensions

Brand Awareness (CR=0.98, AVE=0.90)				
BAW 1	I am aware of "X".	0.69	-	0.47
BAW 2	When I think of beer, "X" is one of the brands that comes to my mind	0.65	12.95	0.42
BAW 3	"X" is a brand of beer I am very familiar with	0.77	14.63	0.59
BAW 4	I know what "X" looks like.	0.62	12.49	0.38
BAW 5	I can recognize "X" among other competing brands of beer.	0.66	13.15	0.43
Brand Associations (CR=0.98, AVE=0.90)				
BAS1	Some characteristics of "X" come to my mind quickly.	0.68	-	0.46
BAS2	I can quickly recall the symbol or logo of "X".	0.56	11.85	0.31
BAS3	I have difficulty in imagining "X" in my mind.	-0.12	-2.63	0.01
BAS4	Considering what I would pay for "X", I would get much more than my money's worth	0.51	10.91	0.26
BAS5	"X" has a strong personality	0.63	13.20	0.40
BAS6	"X" is interesting	0.73	14.89	0.53
BAS7	I trust the company which makes "X"	0.71	14.63	0.51
BAS8	I like the company which makes "X"	0.65	13.51	0.42
BAS9	The company which makes "X" has credibility	0.66	13.71	0.44
Perceived Quality (CR=0.99, AVE=0.93)				
BPQ1	"X" is of high quality.	0.73	-	0.53
BPQ2	The likely quality of "X" is extremely high.	0.72	16.02	0.51
BPQ3	"X" is a quality leader within its category	0.77	17.23	0.60
BPQ4	The likelihood that "X" will be satisfactory is very high	0.73	16.37	0.54
BPQ5	Compared to its competitors, I appreciate "X"	0.72	16.10	0.52
BPQ6	Compared to its competitors, I respect "X"	0.72	16.00	0.51
Brand Loyalty (CR=0.98, AVE=0.92)				
BLY1	I consider myself loyal to "X".	0.77	-	0.57
BLY2	"X" would be my first choice.	0.82	18.83	0.68
BLY3	I will not buy other brands if "X" is available at the store.	0.73	16.74	0.53
BLY4	I will buy "X" again	0.73	16.86	0.54
BLY5	I will suggest "X" to other consumers	0.68	15.72	0.47

CR=Composite Reliability; AVE =Average Variance Extracted

Confirmatory factor analysis was suggested to delete items PAT6 (λ =0.44), PAR6 (λ =0.0.41), PAP4 (λ =0.47), and PES λ(=0.40) since there factor loadings (λ) values were less than 0.50 the minimum acceptable

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point (Fornell & Larcker, 1981). After this all other factor loadings (λ) were equal and above 0.50 and statistically significant. Fornell and Larcker (1981) argued that for the convergent validity the factor loadings and average variance extracted in structural equation mdeling should be greater than 0.50. For all the constrcuts, the average variance extracted for each of the factors is calculated mannually by using the formula suggetsed by Hair, Black, Babin and Anderson, (2010). Furthermore, to test hypotheses, the present study used a standerdized loadings greater than 0.5 (the cut-off point), t-values greater than 2.0 (the minimum criteria), and a squared multiple corelation values of 0.4 and above (Taylor & Todd, 1995) (Table 3& 4).

The measuremet model in the present study was estimated by using the Maximum Likelihood Estimation Method, the most commonly used approach in structural equation modeling (Chou & Bentler, 195), which is a known to perfform a reasonable well under a variety of less-than-optimal conditions as an example small sample size (Hoyle & Panter, 1995).

Table 5 : Reported Values of Model Fit for the Measurement Model

Fit Measures	Recommended Values	Values from the Model	Conclusion
Chi-square (X^2)	P≥0.05	0.00	Not Fit
Chi-square (X^2)/df	≤3.00	2.95	Fit
Goodness of Fit (GFI)	≥0.90	0.84	Moderately Fit
Adjusted Goodness of Fit (AGFI)	≥0.80	0.80	Fit
Norm Fit Index (NFI)	≥0.90	0.85	Moderately Fit
Comparative Fit Index (CFI)	≥0.90	0.90	Fit
Root Mean Square Residuals (RMR)	≤0.09	0.06	Fit
Root Mean Square Error of Approximation (RMSEA)	≤0.10	0.06	Fit

Source: 2015 Survey Data

d) The Structural Model

Structural equation modeling was developed to assess the statistical significance of the proposed hypothetical relationships between overall consumer-based brand equity and its dimensions.

Table 6 : Reported Values of Model Fit for the Structural Model

Fit Measures	Recommended Values	Values from the Model	Conclusion
Chi-square (X^2)	P≥0.05	0.01	Not Fit
Chi-square (X^2)/df	≤3.00	2.56	Fit
Goodness of Fit (GFI)	≥0.90	0.99	Fit
Adjusted Goodness of Fit (AGFI)	≥0.80	0.94	Fit
Norm Fit Index (NFI)	≥0.90	1.00	Fit
Comparative Fit Index (CFI)	≥0.90	1.00	Fit
Root Mean Square Residuals (RMR)	≤0.09	0.01	Fit
Root Mean Square Error of Approximation (RMSEA)	≤0.10	0.05	Fit

Source: 2015 Survey Data

The model fit indices provide an absolute model fit for the structural model. Goodness-of-Fit (GFI) obtained is 0.99 as against the recommended value of 0.90 and above; the obtained Adjusted Goodness-of-Fit Index (AGFI) is 0.94 as against the recommended value of 0.90 and above; Normal Fit Index (NFI) 1.00 and Comparative Fit Index (CFI) are 1.00 as against the recommended value of 0.90 and above (Table 5). Moreover, the obtained value for Root Mean Square Residuals (RMR) and Root Mean Square Error of Approximation (RMSEA) is 0.01 and 0.05 respectively as against the recommended value of 0.09 and 0.10 and below respectively (Table 6). From these information's, it is concluded that the proposed research model fits the data reasonably.

V. Analysis and Discussion

All the hypotheses of the study were tested by structural equation model by using SPSS AMOS 21 version. The total number of hypotheses is twenty; sixteen hypotheses referred to the effects of advertising expenditures on brand equity, and four hypotheses referred to the effects of event sponsorships on the brand equity. Since all hypotheses in this study were directional, the rule of 1.65 t-values was applied as the critical value at 0.05 significant levels (Yoo, Donthu, & Lee, 2000).

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Table 7 : The effects of advertising spending on brand equity

Hypothesis	From	To	Standardized Coefficient (Y Value)	T-Value	Supported/not Supported
H1-1	Television Advertising	Brand Awareness	0.19	3.84***	Supported
H1-2	Television Advertising	Brand Associations	0.04	1.11	Not Supported
H1-3	Television Advertising	Perceived Quality	0.00	-0.04	Not Supported
H1-4	Television Advertising	Brand Loyalty	0.00	-0.12	Not Supported
H1-5	Radio Advertising	Brand Awareness	-0.04	-0.90	Not Supported
H1-6	Radio Advertising	Brand Associations	0.01	0.33	Not Supported
H1-7	Radio Advertising	Perceived Quality	-0.06	-2.11	Supported
H1-8	Radio Advertising	Brand Loyalty	-0.04	-1.36	Not Supported
H1-9	Print Advertising	Brand Awareness	0.01	0.23	Not Supported
H1-10	Print Advertising	Brand Associations	-0.08	-2.19	Supported
H1-11	Print Advertising	Perceived Quality	0.03	0.90	Not Supported
H1-12	Print Advertising	Brand Loyalty	-0.04	-0.12	Not Supported
H1-13	Outdoor Advertising	Brand Awareness	0.28	5.22***	Supported
H1-14	Outdoor Advertising	Brand Associations	0.10	2.47	Supported
H1-15	Outdoor Advertising	Perceived Quality	0.09	2.52	Supported
H1-16	Outdoor Advertising	Brand Loyalty	-0.01	-0.22	Not Supported
H2-1	Event Sponsorship	Brand Awareness	0.18	3.63***	Supported
H2-2	Event Sponsorship	Brand Associations	0.12	3.27	Supported
H2-3	Event Sponsorship	Perceived Quality	0.05	1.35	Not Supported
H2-4	Event Sponsorship	Brand Loyalty	-0.01	-0.35	Not Supported

*Note: *** means P value ≤0.001*

VI. Advertising Spending

a) *Television Advertising*

Hypotheses H1-1, H1-2, H1-3 and H1-4 were formulated that television perceived advertising spending was likely to strengthen brand awareness, brand associations, brand perceived quality and brand loyalty. The results obtained only confirms hypothesis 3-1 (Y =0.19, t-value=3.84) consistent with general studies conducted in advertising spending studies (Aaker D. A., 1991; Cobb-Walgren, Ruble, & Donthu, 1995; Yoo, Donthu, & Lee, 2000; Villarejo-Ramos & Sanchez-Franco, 2005; Chu & Keh, 2006; Mehta & Purvis, 2006; Bravo, Fraj, & Martínez, 2007; Keller K. L., 2007; Arokiasamy, 2012). Hence, H3-1 was supported. The finding indicated television advertising frequency affected brand awareness and subsequently the creation of consumer-based brand equity. Furthermore, the study indicated that large television advertising investment help to recall and recognize the brand

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(Cobb-Walgren, Ruble, & Donthu, 1995); increase the scope and frequency of brand appearance, subsequently increase the level of brand awareness (Chu & Keh, 2006; Keller K. L., 2007); and increase the brand's likelihood of being included in consumers mind set (Aaker D. A., 1991; Yoo, Donthu, & Lee, 2000; Huang & Sarigöllü, 2012).

However, contrary to the proposed expectation, the result revealed the relationship from television advertising to brand associations (Y=0.04, t-value=1.11) was not significant, hence, hypothesis 1-2 was not supported. Moreover, a negative and insignificant path to perceived quality (Y=0.00, t-value=-0.04) and brand loyalty (Y=0.00, t-value=-0.12) were found; hence H1-3 and H1-4 were not supported. The study indicates in the Ethiopian context, although television is by far the most popular medium, it is losing its effectiveness in creating brand associations, perceived quality and brand loyalty.

b) Radio Advertising

Hypotheses H1-5, H1-6, H1-7 and H1-8 were formulated that radio advertising is likely to create brand awareness, brand associations, brand perceived quality and brand loyalty. Contrary to the proposed hypothesis, the data revealed a surprising revers relationships between radio advertising and brand perceived quality (Y=-0.06, t-value=-2.11) in the Ethiopia beer market context consistent with a general advertising study finding (Buil, de Chernatony, & Leslie, 2010). Hence, H3-7 was supported in the opposite way. The study finding might indicated that the higher the radio advertising spending intensity, the lower the perceived quality level are likely to be. A negative effect of advertising on the creation of brand equity was also shown in the previous studies and the probable mentioned cause was over advertising (Wang, Zhang, & Ouyang, 2009).

The path from radio advertising expenditures to brand associations (Y=-0.04, t-value=-0.90) and radio advertising to brand loyalty (Y=-0.04, t-value=-1.36) were not positive and insignificant. In addition, the path from radio advertising expenditure to brand associations (Y=0.01, t-value=0.33) was positive and insignificant. Hence H3-5, H3-6 and H3-8 were not supported. Furthermore, the finding of the present study showed radio advertising investment does not necessarily enhanced brand awareness, brand associations and brand loyalty. The study findings also supported the arguments of Keller and Lehmann (2006), as they argued the amount of financial investments on marketing activities does not guarantee success in terms of brand equity creations.

c) Print Advertising

Hypotheses H1-9, H1-10, H1-11 and H1-12 were formulated that print advertising is likely to create brand awareness, brand associations, brand perceived quality and brand loyalty. Contrary to the proposed hypotheses, the data revealed a surprising revers relationships between print advertising and brand associations (Y=-0.08, t-value=-2.19) in the Ethiopia beer market context, consistent with general perceived advertising study (Buil, de Chernatony, & Leslie, 2010). Hence, H3-10 was supported in the opposite way. The finding might indicated the higher the print advertising frequencies, the lower the brand associations are likely to be. Negative effect of advertising spending on the creation of brand equity was registered in previous studies and the probable cause might be over advertising (Wang, Zhang, & Ouyang, 2009).

The path from print advertising expenditure to brand awareness (Y=0.01, t-value=0.23) and brand perceived quality (Y=0.03, t-value=0.90) were positive and insignificant. In addition the path from print advertising expenditures to brand loyalty (Y=-0.04, t-value=-0.12) was not positive and significant. Hence, H1-9, H1-11 and H1-12 were not supported. The study findings revealed that in the Ethiopia beer market context, print advertising expenditures does not necessarily enhanced brand awareness, perceived quality and brand loyally.

d) Outdoor Advertising

Hypotheses H1-13, H1-14, H1-15 and H1-16 were formulated and tested that outdoor advertising positively affects brand awareness, brand associations, perceived quality and brand loyalty. The data in this study strongly supported the projected relationships of H1-13, H1-14 and H1-15 that are, the path to brand awareness (Y =0.28, t-value=5.22), brand associations (Y =0.10, t-values=2.47) and perceived quality (Y =0.09, t-value=2.52) to outdoor advertising were positive and significant. The present study findings showed that the higher the outdoor advertising intensity, the higher brand awareness, brand associations and perceived quality levels are likely to be. This indicates the outdoor advertising strategies used by the Ethiopian brewery industry were more effective in improving and creating brand awareness, creating strong, unique and favorable brand association and in formulating positive perceived quality. Furthermore, outdoor advertising frequencies affect brand awareness, brand associations and brand perceived quality and subsequently the creation of consumer-based brand equity.

A negative insignificant path was found to brand loyalty (Y =-0.01, t-value=-0.22) from outdoor advertising. Hence, H1-16 was not supported. The finding indicated outdoor advertising investments does not necessarily enhanced brand loyalty. Finally, the study findings indicated that compared with television, radio, print and outdoor advertising spending intensity, outdoor advertising spending is more effective in creating brand equity.

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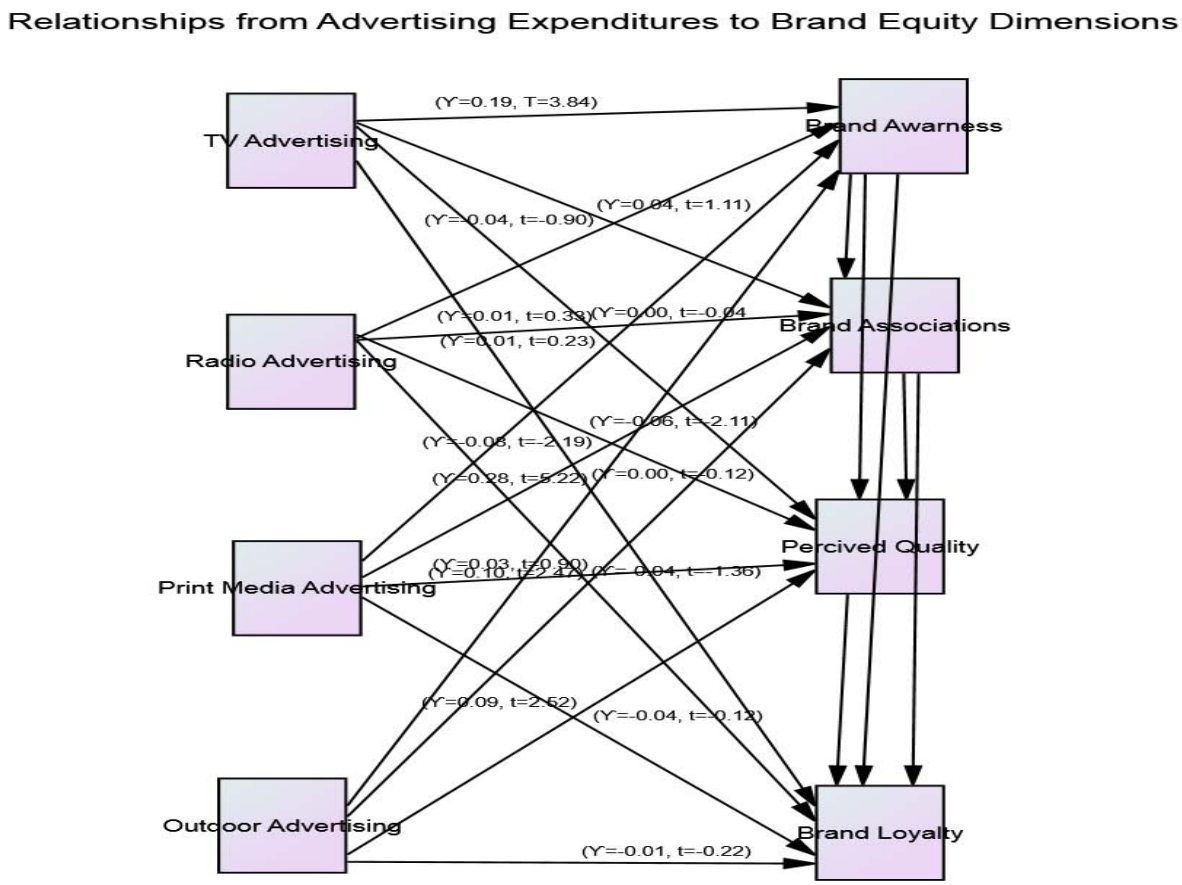

VII. Event Sponsorship

Event sponsorship, part of event marketing, is one alternative communication platform that attracted increasing attention from brand researchers (Schmitt, Rogers, & Vrotsos, 2003) because events allow for direct, highly interactive, and local consumer-brand encounters where consumers can experience the brand in an immediate way; hence, scholars refer event marketing as "experiential marketing" (Zarantonello & Schmitt, 2013). It is one of the conventional and appealing tools that have a potential to overcome media clutters. Scholars have found the effects of event sponsorship on brand (Cornwell & Maignan, 1998; Walliser, 2003) and its contribution on the creation of brand equity (Keller K. L., 2008; Keller, Parameswaran, & Jacob, 2011).

The path to brand awareness (Y=0.18, t-value=3.63) from event sponsorship is positive and significant; consistent with previous findings (Meenaghan, 1996; Gwinner, 1997; Hoek, Gendall, Jeffcoat, & Orsman, 1997; Gwinner & Eaton, 1999; Keller, 2000; Pham & Johar, 2001; Cliffe, 2004; Cornwell, Weeks, & Roy, 2005; Cornwell, Humphreys, Maguire, Weeks, & Tellegen, 2006; Herrmann, Walliser, & Kacha, 2011). In addition, the effect of event sponsorship on brand associations is also positive and significant (Y=0.12, t-value=3.27); consistent with (Keller, 1993; Meenaghan, 1996; Hoek, Gendall, Jeffcoat, & Orsman, 1997; Gwinner & Eaton, 1999; Johar & Pham, 1999; Irwin, Lachowetz, Cornwell, & Clark, 2003; Close, Finney, Lacey, & Sneath, 2006; Henseler, Wilson, & Westberg, 2011; Keller, Parameswaran, & Jacob, 2011). Hence, H2-1 and H2-2 were supported. The study finding indicated that event sponsorship positively affecting the creation of consumer-based brand equity by influencing brand awareness and brand associations in the Ethiopian brewery industry.

On the other hand, the path to perceived quality (Y=0.05, t-value=1.35) from event sponsorship were weaker and insignificant. A negative path and insignificant relationship were also found to brand loyalty (Y=-0.01, t-value=-0.35) from event sponsorship; hence H2-3 and H2-4 were not supported. The findings indicated that event sponsorship in Ethiopia is not effective in formulating a good perceived quality and creating loyal consumers.

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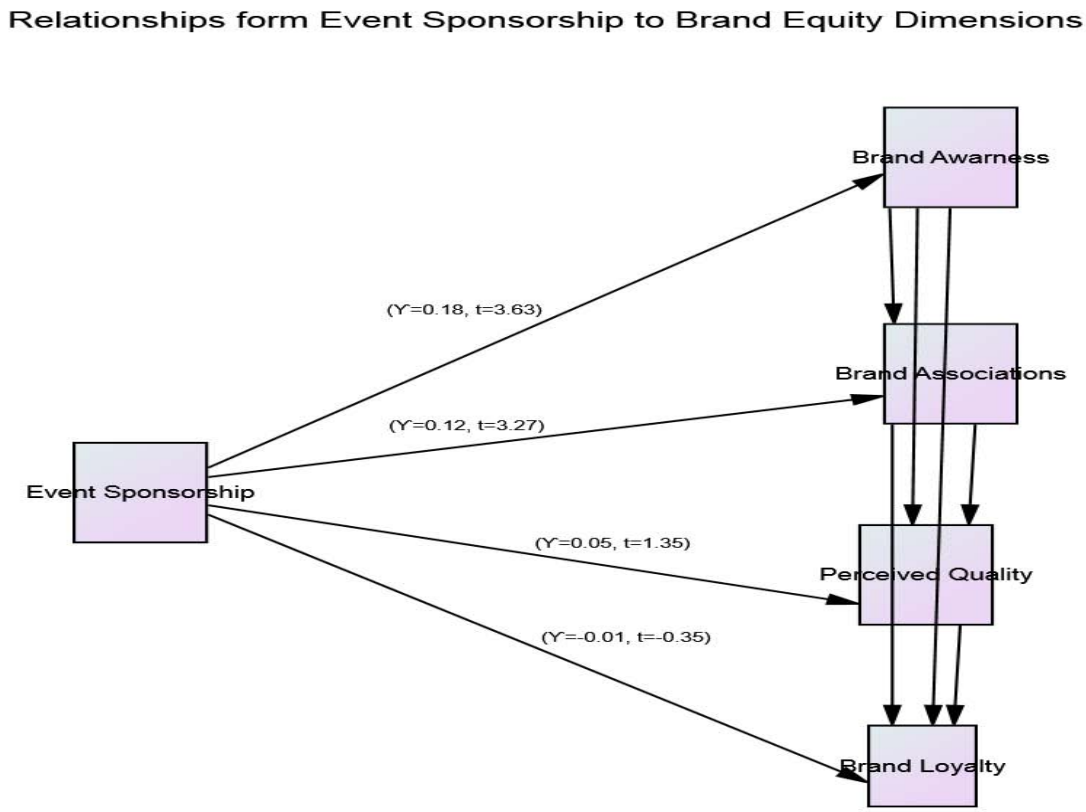

VIII. Managerial Implications

Managers should aware of the alternative media and develop effective marketing communication program to createa strong, favorable and unique awareness, brand associations, perceived quality and brand loyalty, because each alternatives affecting consumer-based equity creations differently. In addition, marketing managers should have knowledge on towards the effects of alternative perceived advertising media frequency on consumers' perceptions and behavior. As an example, television advertising spending perceived by consumers improves brand awareness, but not enough to influence positively brand associations, brand perceive quality and brand loyalty. Furthermore, brand managers should have knowledge towards the effects of event sponsorship on consumer perception and behavior. The study indicated that event sponsorship has a positive influence on the first two dimensions of consumer-based brand equity (brand awareness and brand associations) but no effect on brand perceived quality and brand loyalty.

IX. Summery

The study findings revealed that some of the marketing communication activities affecting the creation of consumer-based brand equity positively with different level of intesnity; some other marketing communication elements affecting the cretaion of consumer-based brand equity negatively; and some others marketing communication actions does not have any impct on the creation of consumer-based brand equity. With regrading to perceived advertising spending, consumers' perceptions towards perceived television advertsing spending has a positive effect on brand awaness; print advertising spending has a positive effect on brand awarness; and outdoor advertsing spending has a positive effect on brand awarness, brand associations and brand percived quality; indicating outdoor advertisinh has more effect on the creation of consumer-based brand equity in the Ethiopian brewery industry. On the contrary, consumers' perceived radio advertsing frequency has a negative effect on percived quality; and prinit advertising spending has a negative effect on brand associations. With regarding to event sponsorships, the study come up with the following inferences; that are, consumers' event sponsorship perception has a positive effect on brand awarness and brand associations.

X. Limitations and Direction for Future Reserchs

The current study examined the effects of individual advertising spending and event sponsorship variable and does not examine the interactions the variables. So that, future research needed to examine the interaction effect and examine other marketing communication effects. Besides, since, the current study is limited to beer product; future researches

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should undertaking in different product categories in order to enhance the generalizability of the findings in Ethiopian context. Furthermore, the future research should focus on actual measures of marketing communication activities and combine actual measures with perceptual measure to have a full picture of brand equity.

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A Theoretical Approach to Political Marketing

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Abstract- Marketing has been expanded into politics with its development in business over the years. In politics, marketing strategies are used to communicate with the voters nowadays. Political marketing is evolving and campaigns now rely on political marketing for success in elections.

In this study, the outline of political marketing has been given and its segments has been discussed as well as taking into account the criticism about the field. This study analysis traditional marketing tactics a political marketer uses and discusses the position of marketing in politics thoroughly. The most common model of marketing, Three-Stage Model, has been used to explain the stages of political marketing to give an insight about the field.

Keywords: political marketing, criticism, political product, political organization, political market.

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A Theoretical Approach to Political Marketing

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I. Introduction

Marketing can be defined as the state of identifying and meeting human and social needs. This also includes being profitable. In this sense, marketing is "meeting needs profitably" (Kotler and Keller, 2006). The concept of marketing is no longer restricted to the domain of exchange of goods and services but also the distribution of ideas (Donovan, 2012:1).

Political marketing research has made significant progress in recent years. It has drawn together researchers, students, professional practitioners and involved observers from multiple backgrounds, and has managed to build a literature of considerable scale and value. As a distinct sub-discipline, it is increasingly identifiable (Butler, Harris, 2009).

It is commonly believed that political marketing has notable significance in politics and it is extremely important for politics: elections, referenda, governing, lobbying, public services management, etc., they all represent the marketing triumph of an approach that first originated in business and then transformed the nature of modern politics (Newman, 1999).

a) *Rationale For Research*

O' Cass's (2009) describes the importance of the marketing and the politics asserting that since politics and marketing often dominate the social psyche of many societies, they have a major influence over individuals and the broader citizenry. The use of marketing by political parties has been a growing theme in academia, while some authors emphasis on the social and democratic implications of using marketing in political campaigns, the others emphasis on marketing management issues in campaigns. Political marketing has achieved a significant position and gained widespread usage in most democracies, and it appears to be spreading with increasing use and sophistication to the other countries. There are now major developments in political marketing in the USA, Australia, the UK, and even in Turkey, Greece, Russia and like (Ovidiu, 2013).

b) *Overall Aim of the Study*

The overall aim of this study is to explain what the political marketing is and how it is used by politics as well as giving the segments of political marketing and explain the most common model to be used in political marketing.

c) *Structure of the Research*

The rest of this research is divided into four chapters.

Chapter 2 presents the background to the study. It discusses what political marketing is and the criticism about it.

Chapter 3 presents the segments of political marketing as explaining the political product, the organization and the market.

Chapter 4 presents the most common model of political marketing which is Three-Stage Model, and then explains the omission of the media in political marketing and communication distribution in it.

Chapter 5 is a general discussion about the topic and the findings.

II. Background to the Study

The main objective of this chapter is to give an outline of the general principles of political marketing, what it is and how it is used as well as giving the explanation about what concepts it involves

a) *The Concept Of Political Marketing*

Political marketing is built on the application of marketing management theory to the practice and theory of politics. It is built on the assumption that political activity could be seen analogous to traditional marketing conditions (Kaskeala, 2010:15). As Kotler (1999) stated, out of the 10 types of entities in which marketing applies, six of them can be found in the political marketing, which are events, persons, places (partially), organizations, information and ideas.

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Political marketing refers to certain forms of political communications within electoral campaigns (Harris et al., 2002). It was first used by Kelley in (1956), but the idea of political marketing originated with the broadening "debate" of marketing in the 1970's by Kotler (1999). Nowadays, more sophisticated techniques have been adopted such as the media supplying the political information that voters base their decisions on. Problems are identified in the society and this serves as medium for deliberation. Therefore, citizens have more chance to get involved with the political affairs than ever. On the conceptual level, political marketing is yet to be universally accepted among political scientists, though there is a group of political scientists who believe that it brings "distinctive strengths lacking in orthodox political science treatments" (O'Shaughnessy, 2001). According to Lees-Marshment (2002), political marketing can be defined as "a potentially fruitful marriage between political studies and marketing".

Although it is obvious that there is no such definite definition for the term "political marketing", the political marketing literature accepts the analogy of parties as business engaged in a competitive relationship aiming to secure an "exchange" with consumers. From this perspective, it should be noted that political actors can be marketed in the same manner as any other commercial good (Kaskeala, 2010:15).

Political marketing has been expanding its area from just taking place in election campaigns to becoming a way of governance. The idea of a permanent campaign means that political marketing takes place consistently throughout the every part of it, not just through the election campaign (Butler and Collins, 1996). To do this, the political organization must adopt the principles of relationship marketing to make the communication with the public continuously (Kaskeala, 2010:16).

In the light of these, it should be noted that political marketing is not only deals with the process of getting elected, but also as the means of governing. It is believed that in order to be successful in political marketing, political organization or candidate should remain responsive to their voters. In this sense, the advocates of political marketing believe that this consistent communication with voters and responsiveness to their demands can make democracy even better (Kaskeala, 2010:17).

b) Criticism of Political Marketing

There is some criticism about the ethic of the area. Political marketing is sometimes viewed as to be under an obligation to justify itself ad to defend itself against those criticism with regard to its usage of marketing concepts and instruments in the political sphere. Therefore, the research about the field is limited.

One of the most common criticisms of the use of political marketing instruments in the political fields is the accusation that democratic elections can now be bought. The reason behind this can be as follows: today's elections are won by the candidate/party that establishes the agenda through political adverts and media manipulation, planting of sound bites in the news media, etc. This means that the one who has the slickest and most professionally run campaign management dominates the market (Henneberg, 2004:225). However, this professionalism comes at a price (Franklin, 1994). Consequently, the party/candidate that wins the electoral competition is the one who is with more resources or better fundraising capabilities regardless of the political argument (Wray, 1999).

Despite the fact that electoral campaigns have become increasingly more expensive and it is estimated that, for example, political candidates running for the US presidency spend more than half of their time fundraising, but the direct relationship between campaigns spend and campaign success is certainly moderate. For instance, in the run-up to the 2001 general elections in the UK, the Tories spent £12,751,813 in comparison with Labour's £10,945,119, and suffered a second humiliating and crushing defeat at the polls (31.7 per cent of the national vote compared with Labour's 40.9 per cent). This shows that more campaign budget does not correlate well with the success (Henneberg, 2004:228).

The other most common criticism of political marketing is packaging without content. Political marketing management is constantly accused of avoiding political communications, as well as party politics, of any direct relationship with political issues and deeply held political convictions that are expressed in coherent political and topical offers. This means that substance has been replaced by image (Henneberg, 2004:229). Instead, political marketing has introduced packaged messages. Political arguments are replaced by pre-packaged messages in an impressive shell delivered in an impressive shell for a two minute news slot, solely relating to 'image'. Therefore, it is argued that politicians should become brand managers and governments should govern the nation as a brand (Henneberg, 2004:230).

There is also some concern about populism and no leadership factors in political marketing. Parties and politicians run after the political opinion and adapt to small changes especially to perceived opinion shifts in important segments of the electorate such as opinion leaders, swinging voters or electoral areas. Political market researchs are used to determine policy that always running after the whims of the electorate which is being driven by the market. This means that the concept of costomer-orientation oftenly used in political marketing (Henneberg, 2004:231).

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III. Segments of Political Marketing

In this chapter, the segments of political marketing which are political product, political organization and political market are discussed.

a) Political Product

A political party, person/candidate or an ideology can be seen as a political product in political marketing. The success of the product mostly depends on the personal image, the candidate's past life or the party itself. On account of multi-dimensional nature of the political product, it might be said that a "political concept" may be used instad of a "political product" in political marketing (Butler, Patrich, Harris, & Phil, 2009:28). However, since the same marketing techniques are applied to the marketing of the political product as in the marketing of a traditional product, generally the term political product is used in the literature.

According to Butler and Collins (1994), the political product constitutes three different dimensions as the product's multi-component nature, the importance of customer or voter loyalty, and its adaptability that are shown in the figure below.

Political Product	Political Organization	Political Market
1)Multicomponent nature	1)Ametuer-like nature	1) Counter-consumption
2) Importance of voter loyalty	2) Traditionally negative perception of marketing	2) Social affirmation
3)Adaptability	3) Dependancy on volunteer workers	3) Ideological charge

Figure 1 : The three dimensions of a political product. Adapted from Butler and Collins (1994)

A political product is a complex product that the voter cannot just pick certain attributes that interest him/her, rather; he/she is obliged to take the whole package as a whole. This is important as the voter may support a certain candidate while be against the general ideology of the political party. In a marketing perspective, this is one of the most significant characteristics of the political product considering that the voter can be exposed to contradicting feelings towards the product and cannot choose the part of a product unless choosing the other parts of it. As a result of these, the voter is expected to face with a difficult question that he/she has to take into account the alternative costs of each component against the value that he/she will benefit from (Kaskeala, 2010:17).

Another special attributes of the political product is the extent of loyalty that it creates. In spite of the fact that it is easy for customers to switch their ideas about a product easily in marketing, it is rare to be seen the same in political marketing. This means that since the electorate's loyalty is almost guaranteed, the political organization has a lot more scope with their political offer. However, this characteristic might also restrict entry to the political market as the voters normally stick with their decision on the old candidate or parties (Kaskeala, 2010:18).

Political product's adaptable nature is its third characteristic that should be noted. Unlike in the traditional marketing of a product, the product could still be changed completely once the exchange has taken place. A typical example for this would be a political party that forms a political liaison with another party after being elected. In addition, the political party may change its promises to its voters for some completely different reasons and there are no guarantees beforehand for this. However, if this becomes a routine behavior, the credibility of the political product may lessen and the whole political organization may be under a threat of losing its position (Kaskeala, 2010:19).

b) Political Organization

A political organization is any entity that is in the political process. It is engaged in political activities that aimed at achieving clearly defined political goals that develops political system. The efforts in a political organization are to win a position in the public through public elections (Butler & Collins, 1996). Hence, it could be said that a political organization may be a party or a support group behind a candidate. Butler and Collins (1994) have revealed three important characteristics of a political organization, which are the amateur-like nature of the organization, its traditionally negative perception of marketing, and its dependency on volunteer workers that can be seen in the figure above.

Unlike the traditionally organizations, a political organization is usually made up of amateurs that have no formal training or education regarding their jobs. As a matter of fact, any expert help coming from the outside of the organization has traditionally been seen as negative and changes have been opposed and expert help has been considered at best as a supporting function, not as any basis to change current customs (Kaskeala, 2010:19).

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In the light of these, it is obvious that there is a negative approach towards marketing in political marketing as it consists mostly of amateurs and volunteers. Marketing has always been seen as unethical and superficial to be used in politics. In addition to this, it is believed that adapting marketing theories to politics, the real substance of politics would suffer under the candidates' need to concentrate on only simplified and popular topics (Smith & Saunders, 1990).

Apart from these, Butler and Collins (1994) identified political organization's composition of volunteer workers. A large part of the organization consists of volunteering and this is important to note when it comes to reshaping the organization. More and more political organizations are investing in marketing and hiring experts to help them to face with the new tasks. However, they may lose their motivation by doing so. Organizing political conventions and meetings can tackle with this problem as this can make the volunteers feel more part of the organization.

c) Political Market

It is important to know the political markets and the positions of the parties to understand the perception of the voters and their attitudes toward the parties. In political marketing, target is the voters. They may have their own perceptions of a specific political party regardless of the party's position. Hence, the voter uses his/her own perception in voting and this makes it more valid and countable information than the party's self-declared positioning.

There are plenty of different elements that shape political structures including ideologies, values, economics, cultures and traditions. However, the power of these elements may vary in different countries. For instance, according to Polat and Kulter (2008:116) religion factor is more effective in certain countries such as in Turkey, Israel and India than the others. They assert that it creates a strong bond between the voters and the parties.

Kotler and Levy (1969:12) define a market as made up of people and organizations that possess some kind of resources and an objective to trade them. This means that a political market consists of voters that have the potential to trade their votes in return for some value, and the political organizations and candidates who in return are offering their products and services for the voters. In a functioning market, there is the competition that also needs to be taken into consideration and this is made up of the competing political parties and their candidates in the political market.

According to Gemmeson (1987:15) the political market differs from the traditional market place where an exchange is considered as a separate one-time event. Compared to the traditional one, an exchange in political market happens over a long period of time in which the political organization or candidate finally keep the promise that has been made to the voters in exchange for the votes during the election. There are three attributes that are especially typical for the political market. These are shown in the figure above, which are the counter-consumption, social affirmation, and the ideological charge of the market.

Contradicting to all commercial markets, the political market is ideologically charged. Since voting is seen as the symbol of a democratic society, the exchange event has already a significant importance to the consumer. In some cases, the exchange event can be of a greater importance to the consumer than the actual outcome (Butler & Collins, 1994).

Voting also shows social affirmation. This means that voter's voting preferences show the extent of their belongings to a certain social group. For instance, voters in Ireland are quite divided between their religious views whereas in Belgium the language and the culture issues are given more priority (Kaskeala, 2010:21). This is important as social issues of such scale hugely restrict the market and the possibility for political organizations to bring up new issues.

In most Western democracies, the political markets are mature that the competition between the political groups has become settled into its patterns and the transactions in the market place are completed without too much of a fight. On account of the nature of the political market, the competition is always at its fiercest just before the elections (Kaskeala, 2010:22).

IV. Current Model of Political Marketing

In this chapter the most common model of political marketing which is Three-Stage Model is discussed and then omission of the media in political marketing and communication distribution in it explained.

a) Stage Model of Political Marketing

The most popular theory for political marketing is the Three-Stage Model that has been widely accepted and discussed in academic literature. In this model, there are three different stages that are followings:

Step 1: Identify consumer demand, feed this back into the product and messaging and refine it accordingly.

Step Two: Inform the consumers of the changes to the product due to their demands and needs.

Step Three: Delivery of the refined product which will satisfy the consumer demand better, thus producing incrementally greater profit for the company.

The Three-Stage Model assumes that "parties are able to establish what voters want using methods that include sophisticated polling methodology and feedback from focus groups. Conceptually, the

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suggestion is that parties/candidates listen to (targeted) public opinion, and provide the electorate with a 'product' that they want, in order to achieve electoral victory." (Savigny, 2010, p. 1052)

This model for political marketing is made up of three distinct steps for the candidate to follow, with providing a template to achieve a market orientation and eventual electoral success (Savigny, 2010, p. 1050). The model allows political organizations to listen to their targeted demographics for public opinion, thus providing the electorate with a "product" that they seek, eventually granting the candidate electoral victory (Donovan, 2012:7).

Even though the Three-Stage model enables the basic route for successful political marketing, it leaves out one important aspect of the communication chain among the political candidate, the voting public, and vice versa, the biased and agenda-ridden media. The media is now acting as an uncontrolled additional source of influence, even beyond the message the candidates are trying to convey. This action must be taken into consideration in any model that seeks to influence the voter's behavior (Donovan, 2012:7).

b) Media in Political Marketing

Political marketing is made up of marketing management theories. Nevertheless, the academic literature is ignoring a fundamental aspect of political marketing by not taking into consideration the role of media (Donovan, 2012:8). Savigny (2010:1050) explains this as "Marketing theory does acknowledge the existence of the media, and affords it a role as a conduit through which politicians communicate to the electorate -- in essence, the media are effectively assumed to be tools at the disposal of politicians. However, this assumption negates the active role that the media themselves play in shaping the political message delivered to the electorate. As such, this analysis will concentrate on what is arguably the major weakness in the political marketing approaches".

By using the Three-Stage model of business organizations and implementing the aspects of the media, political marketing could be improved, providing the electoral candidates a proper plan to follow for electoral success. "The 'inside job' played by political reporters and commentators in interpreting, changing, and challenging the message of the political marketers is clearly vital in any marketing campaign, as are the interests of media organizations themselves" (Savigny, 2010, p. 1049).

c) Communication Distribution in Political Marketing

In traditional marketing, the role of the media is the distribution; the channel by which the message is conveyed, to whom, and how often, the media is paid for simply reproducing the messages given by the advertiser. In the political arena, the media is an active participant, differs from the traditional distribution technique, in the critique of potential candidates. "The media are also, with the arguable exception of some public service broadcasters, commercial entities beholden to other commercial organizations for their revenue. The media, including public service broadcasters, are political actors in their own right: they function to protect their own interests in addition to their theoretical role as defenders of democracy" (Savigny, 2010, p. 1055).

A range of media entities play a crucial role in the distribution of the messages of the candidates. The perceptions of politics for the voting mostly derived through the filters of the media (Donovan, 2012). "The media do not, in any political system, confine themselves to a 'neutral transmission functions' (Kuhn, 2007, p. 212). "To reiterate, a fundamental weakness of these models is a failure fully to appreciate that the conduit of messages is not neutral as it is in the presentation of marketing messages." (Savigny, 2010, p. 1055).

V. Conclusion and Discussion

The objective of this chapter is to discuss the results that have been collected through reviewing the relevant literature. In this chapter, the literature that has been reviewed are discussed and summarized to make the conclusion.

a) Findings and Commendations

In this study, the political marketing is examined. The definition of political marketing is given as well as its criticism about its position in the market. It has been great development in the area as it is now seen as a specific subject that differs from the traditional marketing. Thus, it is obvious that the area will be expanding in the near future.

The segments of political marketing are given by explaining the political product, the organization and the market specifically. While the basis of these segments comes from traditional marketing, there are some differences which have been explained in political marketing.

Three-Stage Model, which is the most common model of political marketing, has been used to show the stages of political marketing. By doing so, the way of using marketing in politics effectively has been shown. The position of media in it also has been showed as there is no marketing without media nowadays.

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Pitfalls of Impulse Purchase: A Case Study in Saudi Arabian Context

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Abstract- The present study about pitfalls of impulse purchase has been carried out from customers' stand point of view. The study intends to educate and to create awareness among those class and category of customers who surreptitiously fall prey of lucrative packages and offers of products marketed and merchandised in super/hypermarket and malls. The present research intends to create awareness among customers who hardly give priority to the inherent worth and durability of goods and services provided by the dazzling and mind blowing slogans. There are certain class and category of buyers identified and located by the expert or analysts and managerial apparatus of impulse purchase - offer lucrative products and slogans in order to give boost and fulfill their sales target. Furthermore, the promises mentioned in products' features are just a violation of the basic agreement either partially: in quality or in other characteristics.

Keywords: customer awareness, floor display, merchandising, pitfalls of impulse purchase, window display.

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Pitfalls of Impulse Purchase: A Case Study in Saudi Arabian Context

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Abstract- The present study about pitfalls of impulse purchase has been carried out from customers' stand point of view. The study intends to educate and to create awareness among those class and category of customers who surreptitiously fall prey of lucrative packages and offers of products marketed and merchandised in super/hypermarket and malls. The present research intends to create awareness among customers who hardly give priority to the inherent worth and durability of goods and services provided by the dazzling and mind blowing slogans. There are certain class and category of buyers identified and located by the expert or analysts and managerial apparatus of impulse purchase - offer lucrative products and slogans in order to give boost and fulfill their sales target. Furthermore, the promises mentioned in products' features are just a violation of the basic agreement either partially: in quality or in other characteristics. There are certain economists and humanists as well who have exposed pitfalls of impulse purchase practiced in various forms of lucrative offer marketed and merchandised to a certain class of buyers like women, house-wives, adolescent and customers in general who are ignorant and unaware of the pitfalls of impulse purchase. The scholars like Mosa Al Omran Director, Al Marai Operation, KSA & Mishal Al Kadeeb Director Operation Aujan Soft Drink, KSA have particularly argued and shown their concern from the buyers stand point that buyers - buying certain commodities or services- are having every right to receive and get whatever consumers are promised in lucrative offer. Furthermore, the organization of consumer's protection association of KSA[1] emphasized the consumer have rights That every person with a natural and legal status obtains a commodity or services paid or granted gratis in fulfilling personal need or the needs of others. Hopefully this research paper will be helpful for various types' retail stores, marketing managers and marketing graduates of kingdom of Saudi Arabia to understand the implementation of impulse purchasing.

Keywords: customer awareness, floor display, merchandising, pitfalls of impulse purchase, window display.

I. Introduction

Frankly speaking people like to shop for fun are more likely to purchase on impulse in our day to day life. We all want to experience happiness, and it can be a lot of excitement to go for purchasing and see hold the products we see that we like. When we start experiencing and sharing happiness as a result of adopting as habit and we can continue to experience that pleasure and happiness but at time of purchase the products we are unable to understand the pitfalls of impulse purchase.The basic aim of the present study is to make customers aware of pitfall of impulse purchase. There is a certain class and characteristics of buyers particularly those who without any purchase plan yield to impulse purchase, for example, there is a certain class of buyers viz. children, adolescent, school going children, as well as there are some categories of customers, who surreptitiously yield to impulse purchase. The present study intends to create awareness among certain class customers who in no time yield to lucrative looks of products marketed and merchandised on the basis of impulse purchase. As such slogans like 'Beat the Heat' and this is the right basis, spreading happiness are some of the slogans which attract customers: children, adolescents, school going children and women who simply on the basis of outward and external presentation irrespective of the inherent quality, durability and worth of products. What is important is that customers yielding impulse purchase must learn that external decorated and lucrative presentation are just a subsidiary means to original worth of a particular product marketed and merchandised in supermarket/ hypermarket and malls.

There are research scholars who advocate of impulse purchase surreptitiously argued that sale and transaction of commodities based on packaging outward lucrative look of saleable commodities easily attract a large chunk of customers particularly children, adolescents, women as well as those customers who get attracted by the external look of saleable lucrative products irrespective of price, durability and above all quality of products. Such saleable lucrative products planned and marketed by marketing indicate their basic propensity to create sales on the basic marketing. In addition to services and facilities offered, provided as well as marked by virtue of catering service provided – are not fulfilling in practice or a partial fulfillment as shown in the basic agreement offered. Hausman (2000) explained that negative estimation of impulsive purchase buying attitude that rise from negative definition of impulsiveness in psychology such as irresponsibility. Further he elaborated that consumers purchase products according to their needs because of cost-effective reasons and emotional satisfaction which

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[1] Organization of Consumer's Protection Association KSA.

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help them to ignore the negative impact of impulse purchase. It can thus be argued that these are flagrant violations of the basic features offered, which are committed in providing the services as mentioned in the offer. What is worth mentioning is that the preset study has been written from the consumers' stand point. Sale and advertisement of commodities by applying the impulse purchase is thus similar to cut and paste modus operandi. In other words planners and advertisers by their managerial modus operandi presenting the half truth about salability, durability and worth defined conditioned – is a partial revelation of worth a commodity. Purists opine that customers have every right to know the whole truth, thus constituents and the elements through which a particular commodity is manufactured. Furthermore, customers opting for purchase of particular product have every right to know the cut and paste technique applied in advertising of a particular products. Therefore, educating customers is as important as the technique of advertisement and ingredients used in preparing of a product or products. What is important is that the managerial apparatus and advertisers should rise above profit and loss terms so that users should learn and know durability and constituents of a product before it enters into a contract. According to the Saudi Arabian Law as defined and written in Consumer Protection Act KSA[2] Consumer Protection Act M/7/1956/royal decree "Advertising and agreements are not misleading and that fair dealing with consumers and that in writing and written in a plain, easily understood language with no unfair and unreasonable clauses"[3]. Furthermore The CPA of KSA aims to assist customers with legitimate claims within the installation and guarantee period of the member's product with the aim of coming to a resolution that is fair to both parties.[4] That any laps, flawed presentation, concealment about durability and ingredients of product, counterfeit the offer before turn into formation.

a) Impulse Purchase

Impulse Purchase is a significant fact for the researcher investigator in impulse buying behavior and retail business. A large number of studies evident have been recorded in an attempt to evaluate the prevalence made purchase on impulse.

Generally defined, a consumer's unplanned purchase is an important part of buyers' behaviour. It accounts for as much as 62 per cent of supermarket sales and 80 percent of all sales in certain product categories. Moreover, it can be understood from various literature reviews that Saudi consumer's exhibits impulsiveness and price consciousness behavioural dimension. Retail consumers tend to purchase impulsively as they do not plan in advance and they also go for other brand if their preferred brand is not available in a particular store. They are influenced by the store brands' prices and try them during discounts and if the quality is delivered. In turn, the satisfied customers prefer to visit the retailer again and again.

b) Factors effecting Impulse Purchase

Most recent research on impulse purchase point to there is many product, marketing and consumer description which appear to be related to the process. Product descriptions that lead to consumer's greater unplanned purchase are those very lucrative in packaging, pricing, promotions for which there is secondary need , having a short product life, small in size and easy to store.

Marketing factors affecting unplanned purchase and talking into consideration the mass distribution in supermarket/ hypermarket and self- services outlet with mass sales promotion and point of sales materials, display and store location. The percentage of impulse purchase appears to increase with:

1. Size of the invoice
2. Number of product purchase
3. Number of visit for shopping
4. Frequency of product purchase
5. Absence of hopping list

Amongst all above segmentations, class and culture may also influence the sum total of Impulse purchase.

c) Nature of Impulse Purchase

It is complicated for marketers to agree on a description of impulse purchase and David & Bitta[5] explained that it can be categorised in four types as below mentioned.

1. *Pure Impulse:* A novelty or escape purchase which breaks a normal buying pattern.
2. *Suggestion Impulse:* A shopper having no previous knowledge of product sees the item for the first time and visualizes a need for it.
3. *Reminder Impulse:* A shopper sees an item and is reminded that the stock at home needs replenishing or recalls on advertisement or other information about the item and previous decision to purchase.
4. *Planned Impulse:* A shopper enters the store with expectation and intention of making some purchase on the basis of price specials, coupons, and the like.

Furthermore, Bitta & David elaborate that most of the researchers have treated impulse purchase simply unplanned purchase behaviour, from this perspective that there are five critical elements appear in

[2] Consumer Protection act M/7/1956/royale decree/KSA

[3] www.ksa.co.za/images/industry/KSA_and_Consumer_Protection_Act.pdf p37

[4] www.ksa.co.za/images/industry/KSA_and_Consumer_Protection_Act.pdf p37

[5] Bitta & Loudon 1993, Consumer behaviour McGRAW - Hill International Edition page 567-68

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making a distinction impulsive from nonimpulsive consumer behavior. First the consumer has a sudden and unplanned desire to act. Secondly, this sudden desire to buy puts the consumer in a state of psychological imbalanced where he/she feels temporarily out of control. Thirdly, the consumer may experience psychological conflict.

Therefore, it could be concluded that customer loyalty is customer's intention to purchase a specific product or services in future repeatedly and customer loyalty is an important indicator of store health. Customers can have long-term loyalty to the retail outlets. Long-term loyal customers do not easily change their store and product choice. Researchers understand that impulsive buyers can be converted into loyal customers if they are satisfied. Moreover, it is also understood from that review of earlier studies that though impulsive purchases have attracted much attention in consumer research, unfortunately there is a dearth of research on group-level determinants. Thus, the current topic is considered as significant. (Mayank Dhaundiyal 2009).

d) Visual Merchandising

In fact, visual merchandising is effective display of products that impact consumer impulse buying behavior. According to Aujan soft drink manual 2009[6], the basic objective in displaying any product is enabled to be seen easily and recognized by consumers. It improves the opportunity of increasing its sales off-take of product movement. It is defined as the presentation of a store/ products and its merchandise to the consumers through the team work of the supermarket/hypermarket's advertising, display, promotion and merchandising departments in order to sell the products. The AMA[7] has defined merchandising as the planning involved in marketing the right merchandise at the right place at the right time in the right quantities. The process of merchandising includes the developing strategies to ensure the right products is decided to be sold at the right price and available at right place, at the right time, in the right amount, in order to satisfy the needs of the target customer. Merchandising is the day-to-day requirement of business activities. Visual merchandising is considered internal and exterior of a store display of products. The store exterior includes window display and it is a very effective tool to increase a good impression in the consumer's mind and the physical attractiveness of stores also helpful in selection of store. The store interior includes orienting factors like signage, layout, presentation techniques and ambient condition. The interior design within store can maintain customer interest, encourage customers to lower their psychological defenses and easy to make purchasing decisions (Kotler, 1974; Walters and White, 1987; Bitner, 1992; Omar, 1999; Davies and Ward, 2002). Therefore, Marketers have recognized that point of visual merchandising in retailing makes significant effect on consumer buying decisions (Schiffman and Kanuk, 1996). Therefore, visual merchandising is concerned with both the products and brands are visually communicated to the consumers.

II. Literature Review

There are a number of scholars and writers who have written on the pros and cons of impulse purchase. For example Walter, D and white D (1987) in his book Retail Marketing management draws attention purity of a saleable product where as Ms. S. Meena Kumari in her research paper "Role of visual Merchandising in retailing of Super market in Chennai"[8] wrote her article from the planners point of view arguing that impulse purchase is subject to enhancing overall sales keeping in view of salability of merchandised products. She rather preferably talks on behalf of sellers and advertisers to meet with sales target – is the hallmark offer finding in her research study. Similarly Rook, D W(1987)[9] "The buying Impulse": The journal of consumer research Vol,14,No 2 P.189-199, writes from marketing stand point. His article on the buying impulse has been written from marketing perspective saying that customers opt for purchase on the basis of impulse buying behavior. Weun, S. Jones however took a different approach to impulse buying behavior. He therefore, takes impulse purchase to be a 'complex phenomenon'. Thomas (1997) pointed out that two emotional shifts that affect the buying habits - an enhance in stress levels because consumers are out of their daily routine and an also increase in levels of hope and enthusiasm. Beatty and Ferrell (1998) argued that situational variables - time and money ere found to persuade and lead both positive and negative effect on impulse purchase. Rahman M.N mentioned in his research paper[10] consumers are becoming more retail market conscious now are getting connected via internet, Facebook, twitter and so on and so far. Industries are approaching the incoming customers with internet advertisement and successfully attracting and offering the potential customers. They come out with attractive and comprehensive market packages to attract retail consumers in large. Baker et al, 2002[11] identically highlights the role of advertiser while enhancing sale and advertisement of products. Store Promotion, visual merchandising, window display,

[6] Aujan Soft Drink Industry, KSA Merchandising Manual 2015
[7] The American Marketing Association, www.ama.org

[8] S. Meena Kumari, Role of visual Merchandising in retailing of Super market in Chennai
[9] Rook, D W(1987)[9] "The buying Impulse":The journal of consumer research Vol,14,No 2 P.189-199
[10] International Journal of Scientific & Engineering Research, Volume 3, Issue 11, November-2012 2 ISSN 2229-551

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coupon scheme, lucky draw, quantity purchase scheme, "Buy one – Get one" sort of attracting and lucrative offers are applied from the sales and merchandising stand point. Such lucrative offers are wholly merchandised from marketing stand point. Therefore what is the need is to create and find out a balance approached to which both customers and advertisers should have equal opportunity to exercise their rights as defined and mentioned in CPA of KSA[12] defending rights and privileges of consumers by global voice of Consumers[13] "The CPA has launched a Consumer Satisfaction Index which aims to bridge the gap between consumer expectations and reality. The CPA asks that Saudi consumers first contact providers to resolve any disputes. If they are unable to reach an agreement with the specific provider, they can then file a complaint with the CPA".

III. Research Objective and Design

a) Objective of Study

1. To study the impact of pitfall of impulse purchase.
2. To explore the dimensions of factors involve behind pitfalls of impulse purchase.

b) Data collection and sample

Research data applied here are twofold – the first consists and defines nature where as the second one is descriptive of visual and data based on performances of merchandiser which are based on the data provided by marketing manager of supermarket/ hypermarket and malls' competent marketing managers were interviewed to find out and locate the real and actual pitfalls of impulse purchase in practice. The present study intends to point out at the impact of pitfalls of visual merchandising operated in terms of apparel segment displayed and merchandised a product category. In order to explain the impact of pitfalls of impulse purchase, a systematic sample size of this study is hundred (100). The technique adopted for the sample size of 100 samples was based on supermarket/ hypermarket and mall on intercept method. In other words mall intercept method indicates those customers who go out and have exit from the store were examined and interviewed by virtue of structured and formulated questionnaire in order to locate actual pitfalls of impulse purchase inherent, applied and marketed in merchandising to give complete feedback to SKUs. In order to further explain the present sample procedure, a sample survey and apparel segment was conducted in Makkah and Jeddah. In order to further develop and design the sample procedure SPSS reliability test factor analysis was performed on the basis of which correlation and linear propagation were applied on collected data in order to reach and collect the findings. Literature review while studying and locating the pitfalls of impulse purchase in KSA context already consists of window-display, in-store promotion display; floor-display and promotional signage etc. play a very important in studying Pitfalls of impulse purchases hidden in visual merchandising. Window display provided in merchandising at the same time increases number of walk-in of the store as well of customers. Once the customer exercises entrance in the store, the next encounter of the customer walking-in the store. Niel Strens[14] in his findings presents the two different basic perspectives of retail purchase. He writes "People buy solutions, not products but retailers intend to sell products, not solutions. So they need to combine the value with their products."

IV. Methodology

Descriptive methodology has been applied to analyze merchandising of products from consumer stand point. The data mentioned below analyzes how managers and advertisers are just paying attention to enhance sales and marketing and net profit from the managerial stand point. The present methodology applied in the study is to present and defend buyer's stand point. As merchandising methodology in corporate business is not only from seller stand point rather buyers have equally right to know the pros and cons, merits and demerits, characteristics and draw-backs and limitations inherently hidden in a saleable product. The data mentioned in the present study points out how buyers are deliberately kept unaware and ignorant of whole truth and terms and conditions and salability of a product and service before a contract takes place. The methodology applied in the in present study is not a presentation of the pros and cons sales and advertisements of products. The methodology and data mentioned in the study phonologically argued from buyer stand point. Any half truth and concealment of durability purity and constituents as well as marketing as per methodology – would amount to violation of the basic contract taking place between a buyer and a seller. That buyer has equal right to know the actual term and conditions offered by the seller or by the advertiser or by the managerial apparatus regarding durability and constituents of products or products would be tantamount to violation of contract.

V. Discussion

Creating awareness in customers who whole heartedly get captivated by impulse purchase as a large

[12] www.ksa.co.za/images/industry/KSA_and_Consumer_Protection_Act.pdf p37.

[13] http://www.consumersinternational.org/news-and-media/news /2013 /05/saudi_consumers

[14] Barry and Berman, Joel R Evans , Retail Management, Pearson 2013, page no 381

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number of customers namely teenagers, school going children as well as women who get captivated outward and external appearance of products namely attractive packaging of products, display and merchandise products in which quality and durability of products are given lesser importance. What is worth pointing out is that the planners of impulse purchase hit certain area of customer who in no time to impulse and external buying behavior of customers. First of all what the planners of impulse purchase is to locate and to find out the buying behavior of certain class and age groups that could meet with their sales target as such S. Meena Kumari in her research paper[15] comes up and appears identifies and locate the areas pointing out how various group and class customers who in no time yield to impulse purchase. The protagonist of impulse purchase ironically hit and locate the areas where such a class buyers and customers easily yield to impulse irrespective the quality durability and stability of products.

The basic purpose of this study is to protect the certain group and different age of customers who get captivated by impulse purchase simply because they are not aware of pitfalls of impulse purchase. The basic motive of the present study is to educate, create awareness and to make them aware of the pitfalls of impulse purchase. It is worth mentioning is that protagonists and planners of impulse purchase make an all-out effort to identify the area population and class of customers like school going students, children adolescent and above all women who easily get interpreted by the external presentation , packaging as well as attracting slogans that overcome the applicability of right kind of behavioral approach. The process of impulse purchase takes place is completed by virtue of invoice and other modes of payment. What is worth-mentioning is that such a particular and specific class of customers particularly adolescent, children, women and a certain group of women working in offices who use and carry with them various modern means of payment like Debit card, Credit card PayPal, online payment mobile banking which give a boost to impulse buying behavior. Furthermore

Table No 1 : Respondent Profiles

S.No.	Characteristics of Respondents	Respondents in Percentage
1	Income level per month	
	Less than SR 4000	15
	SR 4000 - SR 8000	30
	SR 8000 – SR 10000	35
	Above SR 10000	20
2	Gender	
	Male	43
	Female	57
3	Education	
	Post Graduate Degree	21
	Graduate Degree	39
	Diploma	31
	Ph.D	9
4	Occupation	
	Professional	21
	Public Sector	30
	Private Sector	45
	Other Jobs	14
5	Age	
	>25	35
	25 -35	20
	35 -50	15
	50 -60	15
	< 60	15

As above data mentioned 35 % respondents have an income level of SR 8000- SR 10000. 57% of respondent who regularly visit the supermarket/ hypermarket and malls are females as who falls in category of 25-35 years of age group.

[15] Role of Visual

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Table No 2 : View of Respondents

S.No	Parameters	
1.	Feel good when the entrance is neat and clean	4.5
2.	Get influence with the promotions and with POP materials	4.6
3.	Window Display	2.8
4.	In store walking space motivate customers to purchase	4.5
5.	Attracted with merchandised products	4.5
6.	Audio –Video advertising in the store is important	3.4
7.	Fixture	4.0
8.	Impressed with in-store decorations	3.2

Table No 3 : Impact of Merchandising on various FMCG products to stimulate Impulse Buying

S.No	FMCG Products	Components of Merchandising	Respondents in Percentage
1	Milk	Promotional Signage	67 %
2	Soft Drinks	Promotional Signage	75 %
3	Juices	Floor Display	73 %
4	Bakeries	Window Display	70 %
5	Fruits & Vegetable	Promotional Signage	60 %
6	Personal Care Products	Floor Display	59%

Basically merchandising of FMCG products in any supermarket/hypermarket and malls are categorized into Milk, Soft Drink, Juices, Bakeries, fruits & vegetables and personal care products. The component and section for display & merchandising used to study pitfalls of impulse buying includes Window Display, promotional Signage, Floor Display and interior decorations.

It is stated from the present study that promotional signage for example "Buy one - Get one", "Buy two Get one UTC" (under the crown scheme) QPS (quantity purchase scheme) and like 20% discount on high impact to attract the customers and enhance the sales in short term. Respondent try to more products. The new generations of buyers are thus conscious and experience enough to find out, understand and differentiate between genuine and sub-standard commodities. For a typical Saudi buyer sale and purchase system is a two ways communication and is reciprocal to each other. In other words, a consumer selling & buying in the Saudi market can't afford to be attracted only by external look/ package, promotional slogan like "Buy one - Get one" or of the products. It needs to be mentioned that promotional techniques and slogans like "Buy- One Get One" basis can only survive in the short run. Therefore, in order to survive in the long run it is imperative on the part of managerial set up to maintain quality control. Managers and planers can earn a larger dividend by ensuring quality control and other essential factors in the long run. Therefore more competent managers and planners are searching for other avenues of promoting sales and popularity like long run plans instead of relying on subsidiary policy like "Buy one Get one": so on and so far. Therefore, the data and approach applied in the present study delineate the discrepancy of market share in the aftermath of amalgamation of firms of smaller market to and larger market share.

VI. Conclusion

The basic purpose of writing of this study is to create awareness in such a class of impulse buying behavior who are usually not able to overcome the buying impulse during purchase. Such a class of customers needs to know the pitfalls of impulse purchase. What is important for them is that customers in general should essentially and primarily give priority to quality and durability of products they buy. What is the worst is that the cult of impulse purchase can easily see in supermarket/ hypermarket and malls. The data exhibited in the present study point the outcome at how a certain class group of targeted customers are made to target of impulse purchase.

Therefore, it can be realized that the managerial set-up has to be survived in Saudi market by maintaining a concrete balance between demand of high quality products coupled with choice of their own brand based on their satisfaction level of Saudi consumers. It needs to be clarified that satisfaction level can be realized in multi-dimensional approached to a products/ brand: not only price presentation but also quality of particular commodities.

It can easily be realized that no global market can sell a commodity or saleable article below cost of production. They channelize and operate "Buy one Get one" by adopting or selling a sub-standard quality

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preferably of products. That makes consumer yield to their brand of sub-standard quality. Now in the aftermath of emergence of multinational concerns in KSA market, the consumers of KSA are experienced enough that they can no more be deluded by dazzling lucrative slogans like "Beat the Heat", "This is a right choice bay", Iftah Al Afraha (Spreading Happiness), La Togaff(None Stop), Kalak Harakat (Whole Body Active) so on and so forth—become tit bits for certain class of customers.

Therefore, different categories of customers and buyers of different age groups must acknowledge of pros and cons and terms and condition either overt or covert way if any. Therefore, it has rightly been stated that awareness of terms and condition of a saleable commodity- alone can defend the cause of different categories buyers. According to the consumer protection act of Saudi Arabia, a contract comes into formation only when offer as mentioned by the seller is accepted by the buyer but any prior concealment of the constituents and side effect of product is thus subject to violation of the original terms and conditions as mentioned in Consumer Protection Act of KSA.

Therefore, preference, likes and dislike are equally important as the price, presentation and packaging of particular commodities. Seen the things from this perspective the Saudi consumers don't afford to compromise with choice of commodities. As such the firms dealing in the sale and purchase of organized retailing is soaring high in KSA. Therefore, it can be realized that the managerial set-up has to be survived in Saudi market by maintaining a concrete balance between demand of high quality products coupled with choice of their own brand based on their satisfaction level of Saudi consumers. It needs to be clarified that satisfaction level can be realized in multi dimensional approached to a products/brand: not only price presentation but also quality of particular commodities. The managerial set-up operative in the Saudi market has a tremendous task of survival in a specific promotional situation. That consumer can't afford to be attracted simply by "Buy one Get one" or "Buy two Get one" situation. It can easily be realized that no global market can sell a commodity or saleable article below cost of production. They channelize and operate "Buy one Get one" by adopting or selling a sub-standard quality preferably of products. That makes consumer yield to their brand of sub-standard quality. Now in the aftermath of emergence of multinational concerns in KSA market, the consumers of KSA are experienced enough that they can no more be deluded by dazzling slogans like "Open Happiness", La Towaggaf (Non Stop). The new generations of buyers are thus conscious and experience enough to find out, understand and differentiate between genuine and sub-standard commodities. For a typical Saudi buyer sale and purchase system is a two ways communication and is reciprocal to each other. In other words, a consumer selling & buying in the Saudi market can't afford to be attracted only by external look/ package, promotional slogan like "Buy one Get one". It needs to be mentioned that promotional techniques and slogans like Buy One Get One" basis can only survive in the short run. Therefore, in order to survive in the long run it is imperative on the part of managerial set up to maintain quality control. Managers and planers can earn a larger dividend by ensuring quality control and other essential factors in the long run. Therefore more competent managers and planers are searching for other avenues of promoting sales and popularity like long run plans instead of relying on subsidiary policy like "Buy one Get one": so on and so far. Therefore, the data and approach applied in the present study delineate the discrepancy of market share in the aftermath of amalgamation of firms of smaller market to and larger market share.

VII. Suggestions

- In the present time, the government has constituted consumer redressing platform like The organization of consumer protection association, KSA[16] for the consumers by which they can complain and get their grievances redressed. But people are not aware of the consumer complaint redressing platform. Another problem is that customers are not aware of the procedures of getting their complaints redressed. There is a need to print the address of the consumer complaint redressing forum on every products and the very procedure to file the complaint against the sellers.
- Keeping in view of present maneuvering of the business community, the basic purpose of this study is to make customers know how to defend their right in terms and conditions offered and presented in the saleable product feature. It suggests that there is a need to ensure that manufactures should write all constituents of products in very legible fashion. There is a need to specify the size and font of description with specific instruction of placing the information on prescribed pattern and format.
- The responsibility should be fixed on competent authority to bring awareness of limitation of time and conditions specifically mentioned in brochure, hand bills, advertisement displayed on silver screen as well as mentioned in the leaflet.
- It should be mandatory on behalf of the manufacturers to mention the warning and limitations or constituents of the salable product written in minute slogans like Cigarette is injurious to health.

[16] http://www.mci.gov.sa/en/LawsRegulations/LicensingRegulation

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- As every product is not suitable for everybody, there is a need to create awareness in different categories based on age group, sex and it is possible adverse impact on human body on different age group and sex.
- Sometime, customers come across attracting slogans with a intention to mislead the customer either overtly or covertly. Sellers want customers fall prey of their temptation due to false promise given. These kinds of act should be come under criminal offence.
- Normally, it is found that date of expiry of the product is written in a very small size and at a place that is difficult to view. There is a need to specify the official declared size and font and its specific place for writing the "Date of Expiry" of the product. The packaging standards are set by Saudi Arabian Standards Organization[17] - SASO, which are of international standards.
- Therefore, it is suggested that the most important thing is to educate and enlighten customers to not fall victim to impulse purchase in the first sight without understanding features and ingredients of products. The present study is of twofold. First is that it discloses and points out at various dimension of impulse buying behavior of customer and second is that to make customer aware of and educated so that they may not fall victims to impulse and outward presentation and mere visual merchandising.

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1. Choosing the topic: In most cases, the topic is searched by the interest of author but it can be also suggested by the guides. You can have several topics and then you can judge that in which topic or subject you are finding yourself most comfortable. This can be done by asking several questions to yourself, like Will I be able to carry our search in this area? Will I find all necessary recourses to accomplish the search? Will I be able to find all information in this field area? If the answer of these types of questions will be "Yes" then you can choose that topic. In most of the cases, you may have to conduct the surveys and have to visit several places because this field is related to Computer Science and Information Technology. Also, you may have to do a lot of work to find all rise and falls regarding the various data of that subject. Sometimes, detailed information plays a vital role, instead of short information.

2. Evaluators are human: First thing to remember that evaluators are also human being. They are not only meant for rejecting a paper. They are here to evaluate your paper. So, present your Best.

3. Think Like Evaluators: If you are in a confusion or getting demotivated that your paper will be accepted by evaluators or not, then think and try to evaluate your paper like an Evaluator. Try to understand that what an evaluator wants in your research paper and automatically you will have your answer.

4. Make blueprints of paper: The outline is the plan or framework that will help you to arrange your thoughts. It will make your paper logical. But remember that all points of your outline must be related to the topic you have chosen.

5. Ask your Guides: If you are having any difficulty in your research, then do not hesitate to share your difficulty to your guide (if you have any). They will surely help you out and resolve your doubts. If you can't clarify what exactly you require for your work then ask the supervisor to help you with the alternative. He might also provide you the list of essential readings.

6. Use of computer is recommended: As you are doing research in the field of Computer Science, then this point is quite obvious.

7. Use right software: Always use good quality software packages. If you are not capable to judge good software then you can lose quality of your paper unknowingly. There are various software programs available to help you, which you can get through Internet.

8. Use the Internet for help: An excellent start for your paper can be by using the Google. It is an excellent search engine, where you can have your doubts resolved. You may also read some answers for the frequent question how to write my research paper or find model research paper. From the internet library you can download books. If you have all required books make important reading selecting and analyzing the specified information. Then put together research paper sketch out.

9. Use and get big pictures: Always use encyclopedias, Wikipedia to get pictures so that you can go into the depth.

10. Bookmarks are useful: When you read any book or magazine, you generally use bookmarks, right! It is a good habit, which helps to not to lose your continuity. You should always use bookmarks while searching on Internet also, which will make your search easier.

11. Revise what you wrote: When you write anything, always read it, summarize it and then finalize it.

12. Make all efforts: Make all efforts to mention what you are going to write in your paper. That means always have a good start. Try to mention everything in introduction, that what is the need of a particular research paper. Polish your work by good skill of writing and always give an evaluator, what he wants.

13. Have backups: When you are going to do any important thing like making research paper, you should always have backup copies of it either in your computer or in paper. This will help you to not to lose any of your important.

14. Produce good diagrams of your own: Always try to include good charts or diagrams in your paper to improve quality. Using several and unnecessary diagrams will degrade the quality of your paper by creating "hotchpotch." So always, try to make and include those diagrams, which are made by your own to improve readability and understandability of your paper.

15. Use of direct quotes: When you do research relevant to literature, history or current affairs then use of quotes become essential but if study is relevant to science then use of quotes is not preferable.

16. Use proper verb tense: Use proper verb tenses in your paper. Use past tense, to present those events that happened. Use present tense to indicate events that are going on. Use future tense to indicate future happening events. Use of improper and wrong tenses will confuse the evaluator. Avoid the sentences that are incomplete.

17. Never use online paper: If you are getting any paper on Internet, then never use it as your research paper because it might be possible that evaluator has already seen it or maybe it is outdated version.

18. Pick a good study spot: To do your research studies always try to pick a spot, which is quiet. Every spot is not for studies. Spot that suits you choose it and proceed further.

19. Know what you know: Always try to know, what you know by making objectives. Else, you will be confused and cannot achieve your target.

20. Use good quality grammar: Always use a good quality grammar and use words that will throw positive impact on evaluator. Use of good quality grammar does not mean to use tough words, that for each word the evaluator has to go through dictionary. Do not start sentence with a conjunction. Do not fragment sentences. Eliminate one-word sentences. Ignore passive voice. Do not ever use a big word when a diminutive one would suffice. Verbs have to be in agreement with their subjects. Prepositions are not expressions to finish sentences with. It is incorrect to ever divide an infinitive. Avoid clichés like the disease. Also, always shun irritating alliteration. Use language that is simple and straight forward. put together a neat summary.

21. Arrangement of information: Each section of the main body should start with an opening sentence and there should be a changeover at the end of the section. Give only valid and powerful arguments to your topic. You may also maintain your arguments with records.

22. Never start in last minute: Always start at right time and give enough time to research work. Leaving everything to the last minute will degrade your paper and spoil your work.

23. Multitasking in research is not good: Doing several things at the same time proves bad habit in case of research activity. Research is an area, where everything has a particular time slot. Divide your research work in parts and do particular part in particular time slot.

24. Never copy others' work: Never copy others' work and give it your name because if evaluator has seen it anywhere you will be in trouble.

25. Take proper rest and food: No matter how many hours you spend for your research activity, if you are not taking care of your health then all your efforts will be in vain. For a quality research, study is must, and this can be done by taking proper rest and food.

26. Go for seminars: Attend seminars if the topic is relevant to your research area. Utilize all your resources.

27. Refresh your mind after intervals: Try to give rest to your mind by listening to soft music or by sleeping in intervals. This will also improve your memory.

28. Make colleagues: Always try to make colleagues. No matter how sharper or intelligent you are, if you make colleagues you can have several ideas, which will be helpful for your research.

29. Think technically: Always think technically. If anything happens, then search its reasons, its benefits, and demerits.

30. Think and then print: When you will go to print your paper, notice that tables are not be split, headings are not detached from their descriptions, and page sequence is maintained.

31. Adding unnecessary information: Do not add unnecessary information, like, I have used MS Excel to draw graph. Do not add irrelevant and inappropriate material. These all will create superfluous. Foreign terminology and phrases are not apropos. One should NEVER take a broad view. Analogy in script is like feathers on a snake. Not at all use a large word when a very small one would be sufficient. Use words properly, regardless of how others use them. Remove quotations. Puns are for kids, not grunt readers. Amplification is a billion times of inferior quality than sarcasm.

32. Never oversimplify everything: To add material in your research paper, never go for oversimplification. This will definitely irritate the evaluator. Be more or less specific. Also too, by no means, ever use rhythmic redundancies. Contractions aren't essential and shouldn't be there used. Comparisons are as terrible as clichés. Give up ampersands and abbreviations, and so on. Remove commas, that are, not necessary. Parenthetical words however should be together with this in commas. Understatement is all the time the complete best way to put onward earth-shaking thoughts. Give a detailed literary review.

33. Report concluded results: Use concluded results. From raw data, filter the results and then conclude your studies based on measurements and observations taken. Significant figures and appropriate number of decimal places should be used. Parenthetical remarks are prohibitive. Proofread carefully at final stage. In the end give outline to your arguments. Spot out perspectives of further study of this subject. Justify your conclusion by at the bottom of them with sufficient justifications and examples.

34. After conclusion: Once you have concluded your research, the next most important step is to present your findings. Presentation is extremely important as it is the definite medium though which your research is going to be in print to the rest of the crowd. Care should be taken to categorize your thoughts well and present them in a logical and neat manner. A good quality research paper format is essential because it serves to highlight your research paper and bring to light all necessary aspects in your research.

Informal Guidelines of Research Paper Writing

Key points to remember:

- Submit all work in its final form.
- Write your paper in the form, which is presented in the guidelines using the template.
- Please note the criterion for grading the final paper by peer-reviewers.

Final Points:

A purpose of organizing a research paper is to let people to interpret your effort selectively. The journal requires the following sections, submitted in the order listed, each section to start on a new page.

The introduction will be compiled from reference matter and will reflect the design processes or outline of basis that direct you to make study. As you will carry out the process of study, the method and process section will be constructed as like that. The result segment will show related statistics in nearly sequential order and will direct the reviewers next to the similar intellectual paths throughout the data that you took to carry out your study. The discussion section will provide understanding of the data and projections as to the implication of the results. The use of good quality references all through the paper will give the effort trustworthiness by representing an alertness of prior workings.

Writing a research paper is not an easy job no matter how trouble-free the actual research or concept. Practice, excellent preparation, and controlled record keeping are the only means to make straightforward the progression.

General style:

Specific editorial column necessities for compliance of a manuscript will always take over from directions in these general guidelines.

To make a paper clear

· Adhere to recommended page limits

Mistakes to evade

- Insertion a title at the foot of a page with the subsequent text on the next page
- Separating a table/chart or figure - impound each figure/table to a single page
- Submitting a manuscript with pages out of sequence

In every sections of your document

· Use standard writing style including articles ("a", "the," etc.)

· Keep on paying attention on the research topic of the paper

· Use paragraphs to split each significant point (excluding for the abstract)

· Align the primary line of each section

· Present your points in sound order

· Use present tense to report well accepted

· Use past tense to describe specific results

· Shun familiar wording, don't address the reviewer directly, and don't use slang, slang language, or superlatives

· Shun use of extra pictures - include only those figures essential to presenting results

Title Page:

Choose a revealing title. It should be short. It should not have non-standard acronyms or abbreviations. It should not exceed two printed lines. It should include the name(s) and address (es) of all authors.

Abstract:

The summary should be two hundred words or less. It should briefly and clearly explain the key findings reported in the manuscript--must have precise statistics. It should not have abnormal acronyms or abbreviations. It should be logical in itself. Shun citing references at this point.

An abstract is a brief distinct paragraph summary of finished work or work in development. In a minute or less a reviewer can be taught the foundation behind the study, common approach to the problem, relevant results, and significant conclusions or new questions.

Write your summary when your paper is completed because how can you write the summary of anything which is not yet written? Wealth of terminology is very essential in abstract. Yet, use comprehensive sentences and do not let go readability for briefness. You can maintain it succinct by phrasing sentences so that they provide more than lone rationale. The author can at this moment go straight to shortening the outcome. Sum up the study, with the subsequent elements in any summary. Try to maintain the initial two items to no more than one ruling each.

- Reason of the study - theory, overall issue, purpose
- Fundamental goal
- To the point depiction of the research
- Consequences, including definite statistics - if the consequences are quantitative in nature, account quantitative data; results of any numerical analysis should be reported
- Significant conclusions or questions that track from the research(es)

Approach:

- Single section, and succinct
- As a outline of job done, it is always written in past tense
- A conceptual should situate on its own, and not submit to any other part of the paper such as a form or table
- Center on shortening results - bound background information to a verdict or two, if completely necessary
- What you account in an conceptual must be regular with what you reported in the manuscript
- Exact spelling, clearness of sentences and phrases, and appropriate reporting of quantities (proper units, important statistics) are just as significant in an abstract as they are anywhere else

Introduction:

The **Introduction** should "introduce" the manuscript. The reviewer should be presented with sufficient background information to be capable to comprehend and calculate the purpose of your study without having to submit to other works. The basis for the study should be offered. Give most important references but shun difficult to make a comprehensive appraisal of the topic. In the introduction, describe the problem visibly. If the problem is not acknowledged in a logical, reasonable way, the reviewer will have no attention in your result. Speak in common terms about techniques used to explain the problem, if needed, but do not present any particulars about the protocols here. Following approach can create a valuable beginning:

- Explain the value (significance) of the study
- Shield the model - why did you employ this particular system or method? What is its compensation? You strength remark on its appropriateness from a abstract point of vision as well as point out sensible reasons for using it.
- Present a justification. Status your particular theory (es) or aim(s), and describe the logic that led you to choose them.
- Very for a short time explain the tentative propose and how it skilled the declared objectives.

Approach:

- Use past tense except for when referring to recognized facts. After all, the manuscript will be submitted after the entire job is done.
- Sort out your thoughts; manufacture one key point with every section. If you make the four points listed above, you will need a least of four paragraphs.

- Present surroundings information only as desirable in order hold up a situation. The reviewer does not desire to read the whole thing you know about a topic.
- Shape the theory/purpose specifically - do not take a broad view.
- As always, give awareness to spelling, simplicity and correctness of sentences and phrases.

Procedures (Methods and Materials):

This part is supposed to be the easiest to carve if you have good skills. A sound written Procedures segment allows a capable scientist to replacement your results. Present precise information about your supplies. The suppliers and clarity of reagents can be helpful bits of information. Present methods in sequential order but linked methodologies can be grouped as a segment. Be concise when relating the protocols. Attempt for the least amount of information that would permit another capable scientist to spare your outcome but be cautious that vital information is integrated. The use of subheadings is suggested and ought to be synchronized with the results section. When a technique is used that has been well described in another object, mention the specific item describing a way but draw the basic principle while stating the situation. The purpose is to text all particular resources and broad procedures, so that another person may use some or all of the methods in one more study or referee the scientific value of your work. It is not to be a step by step report of the whole thing you did, nor is a methods section a set of orders.

Materials:

- Explain materials individually only if the study is so complex that it saves liberty this way.
- Embrace particular materials, and any tools or provisions that are not frequently found in laboratories.
- Do not take in frequently found.
- If use of a definite type of tools.
- Materials may be reported in a part section or else they may be recognized along with your measures.

Methods:

- Report the method (not particulars of each process that engaged the same methodology)
- Describe the method entirely
- To be succinct, present methods under headings dedicated to specific dealings or groups of measures
- Simplify - details how procedures were completed not how they were exclusively performed on a particular day.
- If well known procedures were used, account the procedure by name, possibly with reference, and that's all.

Approach:

- It is embarrassed or not possible to use vigorous voice when documenting methods with no using first person, which would focus the reviewer's interest on the researcher rather than the job. As a result when script up the methods most authors use third person passive voice.
- Use standard style in this and in every other part of the paper - avoid familiar lists, and use full sentences.

What to keep away from

- Resources and methods are not a set of information.
- Skip all descriptive information and surroundings - save it for the argument.
- Leave out information that is immaterial to a third party.

Results:

The principle of a results segment is to present and demonstrate your conclusion. Create this part a entirely objective details of the outcome, and save all understanding for the discussion.

The page length of this segment is set by the sum and types of data to be reported. Carry on to be to the point, by means of statistics and tables, if suitable, to present consequences most efficiently.You must obviously differentiate material that would usually be incorporated in a study editorial from any unprocessed data or additional appendix matter that would not be available. In fact, such matter should not be submitted at all except requested by the instructor.

Content

- Sum up your conclusion in text and demonstrate them, if suitable, with figures and tables.
- In manuscript, explain each of your consequences, point the reader to remarks that are most appropriate.
- Present a background, such as by describing the question that was addressed by creation an exacting study.
- Explain results of control experiments and comprise remarks that are not accessible in a prescribed figure or table, if appropriate.
- Examine your data, then prepare the analyzed (transformed) data in the form of a figure (graph), table, or in manuscript form.

What to stay away from

- Do not discuss or infer your outcome, report surroundings information, or try to explain anything.
- Not at all, take in raw data or intermediate calculations in a research manuscript.
- Do not present the similar data more than once.
- Manuscript should complement any figures or tables, not duplicate the identical information.
- Never confuse figures with tables - there is a difference.

Approach

- As forever, use past tense when you submit to your results, and put the whole thing in a reasonable order.
- Put figures and tables, appropriately numbered, in order at the end of the report
- If you desire, you may place your figures and tables properly within the text of your results part.

Figures and tables

- If you put figures and tables at the end of the details, make certain that they are visibly distinguished from any attach appendix materials, such as raw facts
- Despite of position, each figure must be numbered one after the other and complete with subtitle
- In spite of position, each table must be titled, numbered one after the other and complete with heading
- All figure and table must be adequately complete that it could situate on its own, divide from text

Discussion:

The Discussion is expected the trickiest segment to write and describe. A lot of papers submitted for journal are discarded based on problems with the Discussion. There is no head of state for how long a argument should be. Position your understanding of the outcome visibly to lead the reviewer through your conclusions, and then finish the paper with a summing up of the implication of the study. The purpose here is to offer an understanding of your results and hold up for all of your conclusions, using facts from your research and generally accepted information, if suitable. The implication of result should be visibly described. Infer your data in the conversation in suitable depth. This means that when you clarify an observable fact you must explain mechanisms that may account for the observation. If your results vary from your prospect, make clear why that may have happened. If your results agree, then explain the theory that the proof supported. It is never suitable to just state that the data approved with prospect, and let it drop at that.

- Make a decision if each premise is supported, discarded, or if you cannot make a conclusion with assurance. Do not just dismiss a study or part of a study as "uncertain."
- Research papers are not acknowledged if the work is imperfect. Draw what conclusions you can based upon the results that you have, and take care of the study as a finished work
- You may propose future guidelines, such as how the experiment might be personalized to accomplish a new idea.
- Give details all of your remarks as much as possible, focus on mechanisms.
- Make a decision if the tentative design sufficiently addressed the theory, and whether or not it was correctly restricted.
- Try to present substitute explanations if sensible alternatives be present.
- One research will not counter an overall question, so maintain the large picture in mind, where do you go next? The best studies unlock new avenues of study. What questions remain?
- Recommendations for detailed papers will offer supplementary suggestions.

Approach:

- When you refer to information, differentiate data generated by your own studies from available information
- Submit to work done by specific persons (including you) in past tense.
- Submit to generally acknowledged facts and main beliefs in present tense.

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- Do not give permission to anyone else to "PROOFREAD" your manuscript.

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- To guard yourself and others from possible illegal use please do not permit anyone right to use to your paper and files.

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Topics	Grades		
	A-B	**C-D**	**E-F**
Abstract	Clear and concise with appropriate content, Correct format. 200 words or below	Unclear summary and no specific data, Incorrect form Above 200 words	No specific data with ambiguous information Above 250 words
Introduction	Containing all background details with clear goal and appropriate details, flow specification, no grammar and spelling mistake, well organized sentence and paragraph, reference cited	Unclear and confusing data, appropriate format, grammar and spelling errors with unorganized matter	Out of place depth and content, hazy format
Methods and Procedures	Clear and to the point with well arranged paragraph, precision and accuracy of facts and figures, well organized subheads	Difficult to comprehend with embarrassed text, too much explanation but completed	Incorrect and unorganized structure with hazy meaning
Result	Well organized, Clear and specific, Correct units with precision, correct data, well structuring of paragraph, no grammar and spelling mistake	Complete and embarrassed text, difficult to comprehend	Irregular format with wrong facts and figures
Discussion	Well organized, meaningful specification, sound conclusion, logical and concise explanation, highly structured paragraph reference cited	Wordy, unclear conclusion, spurious	Conclusion is not cited, unorganized, difficult to comprehend
References	Complete and correct format, well organized	Beside the point, Incomplete	Wrong format and structuring

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