



Effect of Sales Promotion on Consumer Purchase Decision: In case of St' George Beer in Gondar Town, Ethiopia

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Abstract: Sales promotion is a key element of promotional mix and it has been widely used to stimulate consumer purchase decision, sustain competitive advantage and increase sales volume within a specific period of time. The main objective of this study was to determine the effect of sales promotion on purchase decision of consumers in case of St' George beer. The researcher has employed quantitative research method with explanatory research design. Samples of 403 respondents were selected by using convenience sampling method and data were collected through self-administered questionnaires. Data analysis was done from 366 statistically acceptable responses by using descriptive analysis, correlation, multiple regressions via SPSS 20 version. The finding of the study was sales promotion tools namely price discount ($\beta_1 = 0.343, P=.000$), points of sales material ($\beta_2 = 0.241, P=.000$), under crown prize ($\beta_3 = 0.143, P=.004$) and buy and get free ($\beta_4 = 0.128, P=.007$) have statically significant effect on purchase decision at the level of $p < .05$. It is suggested that the company should strengthen and integrate these sales promotion tools to maximize its benefit in attracting new consumer, increasing sales volume and improving market share.

Keywords: Sales promotions, St' George beer, purchase decision, buy and get free, point of sale materials, price discount and under the crown prize.

Introduction

The impact of sales promotion on consumer buying behavior has been broadly stated in many researches and studies. Sales promotion is an effective marketing tool that helpful for the organizations to become stronger in a global competitive environment. Sales promotions in European, USA and some part of Asia have increased considerably over the last few years. In recent years, manufacturers and retailers have spent more and more of their marketing dollars on promotions and less on advertising. Oyedapo et al.(2012) noted that sales promotion as a key component in marketing campaigns which support organization to accomplish its objectives.

Sales promotions have a huge impact on consumers buying behavior such as purchase time, product brand, quantity and brand switching (Nijs et al, 2001). Sales promotion have either long term or short term effects and it could also influence the consumption rate, stockpiling, store choice, category choice and even new product trial of consumers. Short term effects take place in the time of promotion while long term effects which involve behavior after the promotion has taken place (Gedenk et al., 2006).

Even as consumers overall attitude towards sales promotion techniques is positive (Osman et al, 2011), the various sales promotion tools have been various effects on consumer purchasing behavior (Shi et al, 2005), that may consist of product trial, brand switching, stockpiling, purchase acceleration and brand loyalty (Gilbert & Jackaria, 2002). Occasionally, one sales promotion technique to affecting the consumer's purchasing behavior in more than one way. Various types of sales promotion tools cause different responses from different consumers, and this is regularly because of the individual characteristics of each consumer (Shi et al., 2005). Even though these benefits, the question remains whether these effects are made at the expense of the long term impact that sales promotion may have on companies. On the other hand, according to Sawyer & Dickson (1984), noted that there is evidence pointing towards sales promotion having a negative effect on brands, mainly in relation to advertising. It is argued that sales promotion does not have any brand-building impact and could lead to diminishing effects for the brand, particularly well-established ones.

The Ethiopian beer production and market pretty much run by the private sector has demonstrated an

enormous change for the last couple of years. International brewers transform Ethiopia's business landscape as it is slowly selling the assets of the former communist state and opens up to foreigners drawn to one of Africa's fastest growing economies. Heineken, Diageo and privately-owned Dutch brewer Bavaria, have snapped up state breweries and built new ones in the past four years, introducing new beverages and increasing competition for St George, Ethiopia's oldest beer brand that was itself bought by France's Castel Group in 1998 (Maasho and Blair, 2015). Due to stiff competition among brewery firms, they are applying different forms of promotion tools. One of the major promotion tools utilized by the firms is sales promotion techniques. Since St. George beer the oldest brand, it is challenged by the newcomers. To this end, the question as to the present condition of the effect of sales promotion on purchase decision of consumers in the case of St. George beer brand remains unknown and requires further examination. Therefore, the main objective of the study is to determine the effect of sales promotion on purchase decision of consumers in the case of St' George beer.

General objective

The general objective of the study was to determine the effect of sales promotion tools on purchase decision of customers in case of St' George beer brand.

The specific objectives were:

1. To determine the effects of price discount on consumer purchase decision.
2. To determine the effect of under the crown prize on consumer purchase decision.
3. To determine the effect of points of sales material on purchase decision of consumers.
4. To determine the effects of buy and get free on purchase decision of consumers.
5. To determine which sales promotion tools are most effective on purchase decision of consumer.
6. To ascertain the relationship between sales promotion and purchase decision of consumers of St' George beer.

Hypotheses

H₁: Price discount has a significant and positive effect on consumer purchase decision.

H₂: Under the crown prize has a significant and positive effect on consumer purchase decision.

H₃: Point of sale materials has a significant and positive effect on consumer purchase decision. H₄: Buy and get free has a significant and positive effect on consumer purchase decision.

Literature review

Sales Promotion

Sales promotions have been several definitions. Sales promotion is a "tool that used to achieve the company market communication objectives and has an achievement for a market" (Blattberg & Neslin, 1990). Since, Sales promotion marketing activities are considered to be well-organized than advertising, publicity and personal selling (John & William, 1986). Furthermore other researchers considered sales promotion as a "direct stimulus, offering special extra value for goods to target salesperson, customers or resellers" (Gardener & Treved, 1998). According to Kotler (2001) sales promotion defines as a key component in marketing campaigns consisting of a miscellaneous collection of inducement tools, frequently a specific period of time, designed to inspire more rapidly or greater purchase of particular products or services by consumers or the trade.

Sales promotion according to Kotler (2003) has three typical characteristics; communication, incentives, and invitation. Communication gains attention and usually provides information that may lead the consumer to the product or service. Incentive incorporates some concession, inducement, or contribution that gives value to the consumer. Invitation includes a distinct invitation to engage in the transaction now.

Sales promotion plays an important role in the marketing programs of the retailer and it can have a significant impact when customer makes their purchasing decision (Gedenk et al., 2006). The value produced by sales promotion may also vary depending upon the different types of sales promotion such as price discounts, buy one and get one free, under the crown prize, coupons, free sample, point of sale display promotions etc. It

provides direct impact on consumer behavior and accelerates the selling process by influencing consumer to make a quick purchase. Customers are funnier when they purchase look for the brands. Sales promotion offers originality, anticipation and humor at the point of purchase (Cummins, 2008).

Price Discount

Price discount is defined as “a short term price reduction of the regular price of a product” (Belch & Belch, 2012). Price discount has numerous synonyms noted by the previous researchers, namely “price-off vouchers” (Shimp, 2010), “money-off vouchers” (Pickton & Broderick, 2005), “cents-off vouchers” (Semenik, 2002).

Price discount is an estimation approach where goods or products are offered in a good discounted buying price and it seems to be a reduced cost to the consumers, frequently applied in hypermarkets and point of purchase displays (Fill, 2002). Similarly price discount is “cut the price for a given quantity or enhance the quantity available at the same price, in this manner enhancing value and create an economic incentive to purchase” (Raghubir & Corfman, 1999).

Price promotions are used to encourage trial among nonusers of products and services. As a result, it is important to understand the effects of promotions on evaluations made by consumers who do not have any prior experience with the promoted brand. Such promotions are directed towards completely new customers with intention to introduce the brand. Much research has been done to highlight the positive effects of price discount on purchasing decision of a customer. For instance, (Alvarez & Cavanagh, 2005) maintain that “price-off or money-off are very common promotion techniques as they are effective when attracting customers”. Percy, Rossister, & Elliott (2001) suggested that “consumers give attention to price-off promotions”.

Point of Sale Display Promotion

In order to get attention of many customers to a particular product's many business organizations employ the use of “point-of-purchase” (POP) technique. This is a form of sales promotion in which a “product display” is so located in a retail store so as to give confidence consumers to buy the product (Ricky et al, 2005). Point of sale display is

a way of showing product and offerings through in store and out store display such as menu boards, point of purchases, billboard and brochures. Point of sales promotion referred to promotional materials at the point where a purchase would be made. According to Gedenk et al. (2006) retailer promotions deal with customers at point of sale; this implication is that message about the brand is best conveyed to the customers at the place and time where most of the purchasing decision is made.

Buy and Get Free

According to Sinha & Smith (2000) buy and get free defined as one of the common used promotion tools of sales promotion, in a common sense that if you buy a product, you get another product for no cost, by means of this method the consumer can be easily attracted to buy the product for the reason that there is no additional cost and it should be more valued by the consumer perspective, as a result consumer do not take into account such great deal. The bonus packages and additional products with no cost motivate the consumer buying behavior to purchase the product; for the reason that consumers are getting larger size of package and good marketing of the product help to make the promotion more attractive. Furthermore, such promotion increases product trial and customers switching (Gardener & Trivedi, 1998; Percy et al, 2001). The bonus packs liked by producers or manufacturers for the reason that it should enhance the product trial, switching a product and forcing stores to stock product. According to Li, Sun, & Wang (2007) this type of promotional tools is a very useful mainly to producers or manufactures who want to clear their stock more quickly.

Under the Crown Prize

Lottery is generally defined as any game in which the elements of prize, chance, and consideration are present. A prize can be anything of value awarded to the winner of a game (Tywanda & Laura, 2009). Money, trips, different vehicles, products without charge, event tickets, and electronics are typical prizes awarded. Because it is the prize that entices consumers to participate in promotional games, eliminating the element of prize is not a good option for those seeking to avoid state lottery laws.

Consumer Decision Making Process

It is a process by which a consumer makes a decision on what to buy, what quantity to buy, at what price with respect to the factors affecting consumer's attitude during the procedure. Research shows that customers go through a five-stage decision making process in any purchases made. Need recognition or problem awareness is the first stage buying process. After recognized the need for an existing problem, the customer then moves to searching for information. In evaluation stages, when customers' choose the alternative products and services, consider the alternative or substitute available in the market. Evaluation is whether the customer feels involved in the purchasing of the product or choice of a particular brand. (Berkowitz et al, 1994) noted that an evoked set is the set or groups of brands in the product class of which the consumer is aware. Therefore the consumer makes a decision after examining the alternatives in the evoked set.

On the other hand, in more frequent or repeated purchases, customers sometimes skip some of the stages. For instance, someone who is buying a favorite drink would recognize the need for thirst and go immediately to the purchase decision, skipping information search and evaluation. The final step in the purchase decision process is the post –purchase behavior of the consumer. After purchase, the consumer compares the actual

experience with his/her expectations and may either be satisfied or dissatisfied. If the consumer was not satisfied, the chance of purchasing that brand becomes very low whereas the probability of a satisfied consumer purchasing the same brand is very high. In the post purchase evaluation stage, consumers make experience and knowledge about the service and make evaluation whether the service has met their expectations or not.

Some research that occasionally beliefs and attitude plays an important role in the decision-making process as they strongly affect the evaluation process of the alternatives. Beliefs are thoughts about the product or some of its qualities whereas attitude is overall favorable or unfavorable feeling against the purchase (Jobber & Lancaster, 2006). Purchase decision attitudes are affected by three components: affect (emotional response to the product), cognition (the beliefs and knowledge of the product), and the behavior (consumer's intention to purchase or use the product) (Barnes et al, 2009).

Conceptual Framework of the Study

The figure below shows that sales promotion was measured with four indexes as independent variable (point of sale material, price discount, buy and get free and under the crown prize) and consumer's purchasing decision as dependent variable.

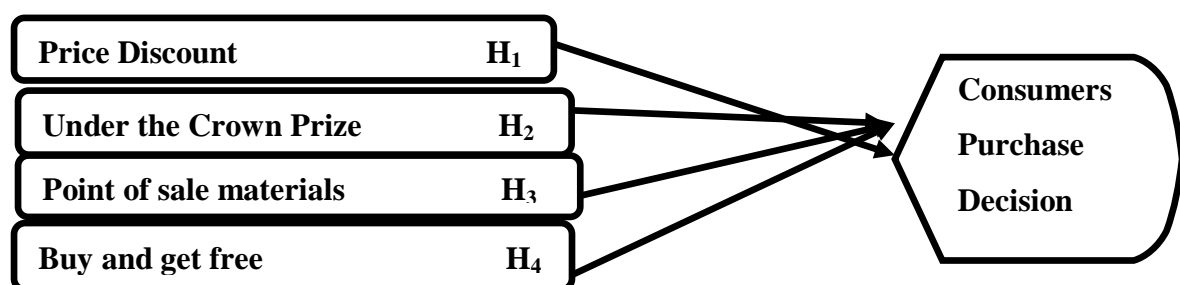


Figure 1: Adapted from Syed et al. (2015)

Research Methodology

In this study, explanatory research design was employed. It is a correlation design in which the researchers are interested in the extent to which two variables or more co-vary, that is, where changes in one variable are reflected in changes in the other (Creswell, 2012). Since, the researcher has used explanatory research design to determine the degree and nature of cause and effect relationships,

or to recognize the impact of supposed cause or factors on dependent variables (purchase decision) as well as determine the effect of changes on existing conditions.

Simple random sampling was used for selecting sub cities and a purposive sampling technique used to select bars and restaurants. Because, St' George beer consumers are mostly found in bars and restaurants. Finally the researcher has used

convenience sampling technique to choose respondents.

Cochran (1977) developed this formula used to calculate sample size.

$$n = \frac{z^2 pq}{e^2}$$

Where,

n= the sample size, e = level of precision, P= population proportion, q=1- p, Z= level of confidence. P is the estimated proportion of an attribute that is present in the population (q + q) = 100% or how much variability is expected in the responses. Since, the researchers decided to use 50% which the most tolerant number to ensure the sample large enough.

Therefore,

p= 0.5 and hence q=1-0.5 = 0.5; e= 0.05; z=1.96
 $n = \frac{1.96^2 * 0.5 * 0.5}{0.05^2} = 384$ plus 5% contingency
 i.e. $384 * 0.05 = 19.2 \approx 19 = 384 + 19 = 403$

The researchers have utilized a structured questionnaire which contains close ended items. For all the measures, consumer participants were asked to respond to a five-point Likert-type scale ranging from 1 (Strongly Disagree) to 5(Strongly Agree) was a rating scale that indicated the respondents level of agreement for each statements. Effect of sales promotion tools such as price discount, under the crown prize, points of sales material and buy and get free were measured by using 21 statements and consumers purchase decision measured by using 6 statements. Therefore, 403 questionnaires were distributed to consumers of St' George beer in the selected bars and restaurants, but only 383 questionnaires were filled and come back from respondents, then excluding 17 invalid responses and 366 valid responses were accepted. In this study, data were analyzed through descriptive and inferential statistics using SPSS version 20.0.

Table 1: Demographic characteristic of the sample respondent

Demographic variables		Frequency	Percent	Demographic variables		Frequency	Percent
Gender	Male	303	82.8	Monthly income ETB	Less than 3,500	136	37.2
	Female	63	17.2		3,500-10,000	165	45.1
	Total	366	100.0		Above 10,000	65	17.8
				Total	366	100.0	
Age group	18-30	209	57.1	Occupation	Civil servant	103	28.1
	31-50	136	37.0		Merchant	64	17.5
	Above 50	21	5.7		Private employee	126	34.4
	Total	366	100.0		Daily laborer	11	3.0
					Student	50	13.7
					Other	12	3.3
					Total	366	100.0
Educational level	Primary	22	6.0	Consumption	Daily	104	28.4
	Secondary	96	26.2		2-3 times a week	99	27.0
	Diploma	85	23.2		4-5 times a week	40	10.9
	First Degree	132	36.1		Once a week	60	16.4
	Masters and above	31	8.5		2-3 times a month	34	9.3
	Total	366	100.0		Once a month	29	7.9
						Total	366

Survey result, 2019

Table 2: Descriptive statistics and correlation and reliability test

Variables	Skewness	Kurtosis	Mean	SD	1	2	3	4	5	Cronbach's alpha
(1)Price discount	-.124	-.996	3.50	1.553	1	.553*	.633*	.569**	.640**	.792
(2)Points of sales material	-.479	-1.108	3.42	1.287	.553*	1	.438*	.460**	.553**	.876
(3)Under crown prize	-.406	-.538	3.06	1.424	.633*	.438*	1	.424**	.718	
(4)Buy and get free	-.285	-.622	3.13	1.294	.569*	.460*	.424*	1	.495**	.866
(5)purchase decision	-.505	-.508	3.65	1.345	.640*	.553*	.520*	.495**	1	.701

** . Correlation is significant at the 0.01 level (2-tailed).

Table 3: multiple regression analysis

Model	Unstandardized coefficient		Standardized coefficient	t	Sig.	Collinearity Statistics	
	B	Std. error	Beta			Tolerance	VIF
(Constant)	7.017	.925		7.588	.000		
Price discount	.248	.041	.343	6.109	.000	.585	1.709
Under crown prize	.146	.050	.143	2.907	.004	.446	2.241
Points of sales display materials	.367	.071	.241	5.189	.000	.653	1.531
Buy and get free	.131	.048	.128	2.732	.007	.642	1.558
Model fit statistics, $R^2=.491$ (49.1%), $F=86.982$							

Dependent variable: consumer purchase decision

Significant at $p<.05$

Result and Discussion

Among 366 respondents, the majorities (82.2%) of the respondents were male, above half percent (57.1%) of respondents were between 18-30 years old, 36.1% of respondents were first degree holders, about one third of respondents were private employee and 45.1% of respondents have income level of 3501 -10,000 birr range (see Table 1).

Cronbach's alpha was calculated to test the level of consistency among the items.. Coefficient alpha score of 0.70 and above are considered as adequate to determine reliability (Zikmund, Babin, & Carr, 2010). Thus, the results of Cronbach alpha, for price discounts, under the crown prize, point of sales material promotion and buy and get free and purchase decision of consumer, have shown greater than 0.70 which indicated an acceptable level of reliability.

The normal distribution condition for the dependent variable, degree of multicollinearity in the independent variables and correlation analysis were assessed prior to the regression analysis.

The Pearson correlation coefficient revealed that all independent variables were a positive relationship with dependent variable; statistically significant at p value less than one percent. The skewness and the kurtosis statistics for the dependent as well as the independent variables fell within the -2 and +2 cut-off range, commonly used to establish whether a variable is normally distributed ((Ho, 2006). According to Field (2009), multicollinearity was not a problem as long as the variance inflation factor (VIF) was lower than 10 and the tolerance statistic was greater than 0.10. The variance inflation factors for all independent variables were under 10; therefore, a multicollinearity problem was not observed. To this end, the four independent variables measuring sales promotion were regressed against the dependent measure of purchase decision.

All hypotheses were tested through multiple regression analysis. From multiple regressions analysis result as shown in Table 3 revealed that Price discount ($\beta=.343$, $p=.000$), under crown prize ($\beta=.143$, $p=.004$), points of sales material ($\beta=.241$, $p=.000$) and buy and get free ($\beta=.128$, $p=.007$) have statistically significant effect on purchase decision at p value less than five percent or ($p < .05$). Accordingly, all hypotheses were accepted. The R square value was 0.491 which means that 49.1% of St' George beer consumers purchase decision was explained by the combination of the four sales promotion variables while the remaining 50.9% is explained by other variables which not explained in this study. Furthermore, model was significant since the significance value is .000, which is less than $p < .05$.

The finding of this study is consistent with the finding of Eyerusalem (2017) which found that point of sales promotion's material, price discount and buy one and get one free were important variables used in inducing consumers' purchase decision in case of Walia beer brand, but crown prize promotion technique is not statistically significant in inducing purchase decision which is not congruent with the finding of this study. .

Conclusion

This study was initiated to determine the effect of sales promotion on consumer purchase decision of St' George beer in Gondar town.

From the findings, it can concluded that price discount, under crown prize, points of sales material and buy and get free have statistically significant effect on consumers' purchase decision. This study has recommended that marketing managers should strengthen and integrate these sales promotion tools to increase market share, inducing purchase and increasing sales volume and profit.

Limitation and Future Research Directions

The current study is limited in its scope to a single beer brand and single area (Gondar town). Therefore, future studies should include other beer brands and expand its research in other areas. The overall model was significant and the four variables of sales promotion have explained about 49.1% of the variance in the purchase decision variable. Therefore, future research should address the remaining variables (coupon, free sample, Sweepstakes, contest and premiums) my represent 54% which was unexplained in the current study. The sampling technique utilized also limits the generalizability of the current study. Future research should employ probability sampling techniques.

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