DETERMINANTS OF CONSUMER'S BEER BRAND PREFERENCE IN ETHIOPIA: A CASE STUDY ON ADDIS ABABA CITY BEER CONSUMERS

A THESIS SUBMITTED TO ST. MARRY'S UNIVERSITY SCHOOL OF GRADUATS MARKETING MANAGEMENT

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE A WARD OF MASTER OF ART DEGREE IN MARKETING MANAGEMENT

By: TSEGAYE FEREJA

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SMU

ADDIS ABABA

ST. MARRY'S UNIVERSITY

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APPROVAL

This is to approve that student, TSEGAYE FEREJA , has completed writing a master's thesis entitled "**DETERMINANTS OF CONSUMER BEER BRAND PREFERENCE IN ETHIOPIA: A CASE STUDY ON ADDIS ABABA CITY BEER CONSUMERS**" with my advice and follow up. I also approve that his work is appropriate enough to be submitted as a partial fulfillment of the requirements for the Award of Master of Marketing Management offered by the University.

Zemenu Aynadis (Ass. Prof)

DECLARATION

I, Tsegaye Fereja, assert that this study entitled "**DETERMINANTS OF CONSUMER BEER BRAND PREFERENCE IN ETHIOPIA: A CASE STUDY ON ADDIS ABABA CITY BEER CONSUMERS**" is my own original work that has not been presented for a Master study in any other University and that all sources of materials used for the study have been **duly** acknowledged.

Tsegaye Fereja

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