



**ST. MARYS UNIVERSITY**

**SCHOOL OF GRADUATE STUDIES**

**THE EFFECT OF BRANDING ON CONSUMER BUYING BEHAVIOUR  
IN THE CASE OF ADDIS ABABA BEER CONSUMERS**

**BY**

**ANDUALEM ASNAKE LEGESSE**

**(SGS /0329/ 2009A)**

**MAY 2018**

**ADDIS ABABA, ETHIOPIA**

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**A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY, SCHOOL OF  
GRADUATE STUDIES IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF  
MARKETING MANAGEMENT**

**MAY 2018**

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**ST. MARY'S UNIVERSITY**  
**SCHOOL OF GRADUATE STUDIES**  
**DEPARTMENT OF MARKETING MANAGEMENT**

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## ACKNOWLEDGMENT

Above all, I would like to praise my gratitude to God for his abundant grace; and his Mother Saint Mary that she lifted me from grass to grace and I am able to be what I am today by her. My special thanks and recognition go to my research advisor Dr. Getie Andualem for his intelligent guidance, encouragement and helpful advices during the whole process of research writing. Thank you for your support and valuable insight.

With special feeling I would like to express my love and respect to my wife Bethlehem Workneh and my Son Betemariam Andualem. My deepest heartfelt and joyful gratitude goes to my mother Yeshiwork Asnake Ali. Thank you for yours countless love, motivation and support throughout my stay in St. Mary's University.

Finally I am thankful to all respondent; this thesis would never been accomplished without the cooperation of you. At last but not the least my final note of thanks precipitate to all my families and friends who encouraged and advised me in my MA endeavors.

**Thank you all!**

*Andualem Asnake Legesse*

*May, 2018*

*Addis Ababa, Ethiopia*

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## **LIST OF ACRONYMS**

BA= Brand Awareness

BL= Brand Loyalty

PQ= perceived Quality

BAS= Brand Association

## **ABSTRACT**

*Branding is an important concept in consumer buying behavior and it is a crucial factor influencing the purchasing of product. The main purpose of this study is to explore the impact of branding on consumer buying behavior in case of Addis Ababa beer consumer. The target populations of this research were people from sections of Addis Ababa. The study adopted a quantitative researcher design. Questionnaires were distributed to 246 customers by using convenience sampling technique and 240 were properly completed and returned. Both primary and secondary data was used in the study. Moreover, structured questionnaires was used to gather relevant information and The data were analyzed by using SPSS (statistical package for social sciences) and presented through descriptive, correlation, and regression analysis. The study come up with branding has a significant effect on consumer buying behavior. The study revealed that the four dimensions of branding that is, brand awareness, brand loyalty, brand association and perceived quality have positive and significant relation with customer buying behavior. The study recommend that branding is very vita to attract and retain customers; therefore, continues improvement must be maintained at all times on brand awareness, brand loyalty and brand association as well as Product quality that meet consumer buying behavior.*

**Key Words:** Branding, brand awareness, brand loyalty, perceived quality, brand association and Customer buying behavior.

## CHAPTER ONE

### INTRODUCTION

#### 1.1 Background of the Study

In this era, globalization is increasingly important. Most of the industries are thinking of expanding their market worldwide. That is, in today's business environment, companies must work harder than ever before to achieve some degree of differentiation in their products. Many companies have sought to achieve this differentiation by branding their products, simply putting the company's name on product (Aaker, 1991).

Today in a competitive market, the question is about the survival of the company in the market. But the answer depends on companies to survive by packaging, design, price, quality, distribution channel and other means. That is, the proper strategic planning is needed to achieve revenue, sales, quality and market share. A good strategy differentiates company brand to other competitor's brands. The intention to offer marketing goods for consumer benefits by a marketer is to win the competition by creating new and decisive consumer value. (Welibacher, 1993 p.130).

Due to increase of globalization a homogenization of consumers' preference in the world, global branding has become more widespread. Research in marketing has concentrated more on discussing how to raise sales rather than how to satisfy create loyal customers (Lee 2006). That is, it is important to be aware of different brands. In the world most of branded goods influence consumers; hence industries are in competition to win the market in a manner that, producers should be able to create loyal customers and not concentrate on increase sales only.

According to Keller (1997) brand is vital and draws synergy between company and consumers. In this regard, by achieving success through branding maintaining and managing the consumer buying reputation becomes integral to be the market leader. The branding aspects of the product that is, refine quality of products and social responsibilities of any business can positively affect the buying behaviors of people regarding brand image, satisfaction and loyalty (World Applied Sciences Journal 23 (1): 117-122, 2013).

People in our country are also conscious about their status and they prefer to use branded products to show off their status symbol. Brand is considered as implied device through which any business can attain the attraction of people and can enjoy the competitive edge.

In our local scenario branding can change peoples' buying behavior and it is also considered as a valuable asset for business and it can play a vital role to expand marketing. While studying the literature, it was found out that there is not much research about branding and consumer buying behavior on beer consumers in our locality. Based on the above background, this study is initiated to assess the effect of branding in consumer buying behavior in the city of Addis Ababa.

## **1.2 Statement of the Problem**

Companies are facing wider range of competitors who offer a similar product to same customers (Kotler, 2005). In this increasable competitive market, companies are attempting to gain better position for them by becoming more customer-oriented (Hartmann, 2007). One wondering thing that consumers in making choice are merely responding to the outcome of their perception which is a function of attributes like brand name, mark, package, company-of-make etc. A point to note is the fact that most producers strongly believe that branding has a very high influence on consumer's choice (Ogbuji, 2008).

Brand has been an important concept in consumer behavior research and it is a crucial factor influencing the purchasing of product decision. Keller (1997) demonstrates that the brand image is essential in apparel purchase behavior because it impacts consumers' preferences and purchase intentions as well as their willingness to pay a premium price and recommend the brand to others.

Thus, when consumers hold a strong and constructive brand, they will be more likely to evaluate the product positively, regardless of price. The fact that many elements constitute branding, one is not sure if these elements play equal role in influencing choice or if some play a higher role than others. In this regard beer industry sector is particularly chosen in this study.

In this regard with the high entry of Beer products introduced in Addis Ababa, beer consumer buying behavior is particularly chosen in this study. In the study area beer is the daily used

product and a lot of people have purchased and consumed different beers brands and the purchasing decision of consumers can be made consistently.

Beer companies as a product provider needs to provide goods that really satisfies consumers' expectations in ensuring that the company survives economically. In order to achieve this deed, they need to understand consumers' buying behavior in order to help them evaluate the product being offered. In general Ethiopian in particular in Addis Ababa even if beer companies have their own branding strategies to win the heart of customers, but large numbers of consumers are initiated to buy and consume on some beer brand.

Therefore, it is interesting to study how beer consumer has ended up selecting the specific beer brand. This is depending upon customers buying behavior. Thus, the overall purpose of this study is to gain deeper understanding on consumer buying behavior of beer products in Addis Ababa.

### **1.3 Research Questions**

The purposes of this study were to evaluate how branding have an effect on consumer buying behavior. In evaluating the statement, this study was attempts to answer the following questions:

- ❖ What is the effect of branding on consumer buying behavior?
- ❖ What is the relationship between branding and consumer buying behavior?
- ❖ What is customers' view on different brand of beer product?
- ❖ What are the elements of branding that determine beer consumers buying behavior?

### **1.4 Objectives of the Study**

#### **1.5.1 General Objective of the Study**

The main aim of this research is to investigate and analyze the effect of branding on consumer buying behavior of beer product. The analysis takes to study markets on Addis Ababa.

#### **1.5.2 Specific Objectives of the Study**

The specific objectives of the study were:

- ❖ To find out the effect of branding on consumer buying behavior;
- ❖ To assess the relationship between branding and consumer buying behavior;
- ❖ To investigate customers' view on different brand of beer product;
- ❖ To realize the elements of branding that determine beer consumers buying behavior.

## **1.5 Significance of the Study**

The main drive of this research is to investigate the effect of brand on consumer buying behavior of beer product. Theoretically this research provide information on consume buying behavior on beer brands and verify the relationship between branding and consumer buying behavior. The outcome of the research would be beneficial to marketing professionals in the industry to understand the target consumer whether branding affect customers buying behavior.

Practically this study can help the present Marketing Managers to better re-position their brands and advertising strategy to capture the correct target market to improve the sales in times where economy is at a challenge. At the same time, the research can assist domestic marketers to adapt the knowledge to their marketing plan and activities to satisfy customers and provide the offerings based on the factual consumers' needs. More over; the study can shade some light on brand management.

## **1.6 Delimitation/Scope of the Study**

As a part of my marketing program, the researcher chooses branding and consumer buying behavior. This is due to branding is the key to success in today's ever-increasing competition market among companies. Therefore, this research was focus on the impact of branding on consumer buying behavior in Addis Ababa Municipality. This location is strategic due to the fact that the city is hallowed with different types of beer brand or products with large number of consumers. Hence it is simple to collect data as due to large number of people living in this city

Due to time limitation, data collection conducted by interviewing and questionnaires were distributed to the targeted respondents of the study. This study was employ on beer consumers of different products and the target respondents were limited to consumer and traders. The outcome of the research is advantageous to marketing professionals especially in

beer products to understand the target consumer whether branding affect their purchasing decision.

## **1.7 Definition of Terms**

### **1.7.1 Conceptual Definition**

**Beer:** - an alcoholic beverage usually made from malted cereal grain (as barley), flavored with hops and brewed by slow fermentation (Merriam Webster Dictionary).

**Brand:** - The American market association (AMA) defines as a name, symbol, design, or some combination which identifies the product differentiates them from those of competition (Keller, 2003). Another definition by Kapferer (2004) says that a brand is a set of mental associations, held by the customer, which add to the perceived value of a product or service.

**Branding:-** branding is defined as a names, associations and other ingredients that is used to identify a product (Kotler 2000).

**Consumer-behavior:-** it is the study involves how an individual or groups select, purchase, use or dispose of products, services ideas, or experience to satisfy their need and desires. (Paul & Jerry C, 2005)

### **1.7.2 Operational Definition**

By adopting references from the field of marketing research on branding, this paper defines branding as a process in which a mark usually sign, symbol, or design, or a combination of them is engraved into the mind of the customer.

By considering the overall consumer buying behaviour and this study defines consumer buying behaviour as acts (actions and reactions) of individuals directly involved in obtaining and using economic goods and services.



## **1.8 Organization of the Paper**

This section shows the outlines of the project organization and arrangement edition. The study was organized into five chapters. The first chapter deals with the introductory part of the study which set the precedence for the rest of the project. Chapter two is predominantly about literature review. Chapter three dwells on the research methodology; chapter four will reveals the data analysis and interpretation part; and the summary of findings, conclusion and recommendations were makeup chapter five.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

In this section, the researcher striving to present the theories relating to the topic. This section of the research basically discusses related literature that is directly related to the research topic. Review of related literature is imperative in order to provide a clear understanding of the overall background of scarce research studies done on this particular topic.

With regards to this the following issues have been reviewed on branding and consumer buying behavior; its purpose is to pitch more light on the various theories and concept surrounding on the working objectives of the study in beer brands.

#### **2.2 Theoretical Review**

##### **2.2.1 Brand**

Brand is the name associated with one of more items in the product line that is used to identify the source of characters of the items (Kotler, 2002). Doyle (2002) also cited that a brand is defined as a specific name, symbol or design, or the combination of these-that is employed to differentiate a product. The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers.

To customers, brand means familiarity and credibility as they get to experience some contacts in their everyday life; therefore, they use the brands as an indicator to try or make a decision to buy new products Moreover, brands are regarded as causal signs of determinants of product quality depends on if the intrinsic attributes and processes that truly determine quality. Such familiarity and credibility in the mind of consumers, which creates value to the firm, can be enforced by the use of brand equity: brand awareness, brand loyalty, brand associations and perceived quality (Aaker, 2002).

Brand is a name in every customer mind and it is characterized by a noticeable name or symbol which can differentiate the goods and services from the rivals Aaker (1991) and Keller (1998). In addition to a specific brand name, a brand is composed of products, packaging, promotion, advertising as well as its overall presentation, Murphy (1998). From the consumer's perspective, brand is a guarantor of reliability and quality in consumer products

### **2.2.2 The Concept of Branding**

Branding has been defined as the use of identifiable variables like attractive names, symbolisms, terminologies (slogans), terms, and signs and in an extended version, the combination of all the above-mentioned variables with the intent of associating it with particular services and products in an organization which is distinctive from competitors' brand. Formally, branding was defined as names, associations and other ingredients that are used to identify a product (Kotler 2000).

Branding has been in existence previously large commercial activities (before the industrial revolution) to identify one product from the other particularly among the artistic workers. A brand that is meticulously planned and executed dominates the subconscious minds of consumers who do not struggle to recall them whenever the need arises and hence has become a vital tool for business organizations to break into every market.

Nowadays, consumers have a wide range of choice to choose from when they enter a shopping mall. According to a research conducted by Freerdie (1998) on shopping habits, nearly one-fourth of the respondents are impulse –buy products they have not budgeted for. When deciding which products to purchase, consumers would have their preference, which are developed in accordance with their perceptions towards the brand. Successful branding could make consumers aware of the presence of the brand and hence could increase the chance of buying the company's product and services, Doyle (1999).

### **2.2.3 Brand Equity**

Today brand equity has become one of the most important marketing concepts (Martensen and Gronholdt 2004) both in business practice as well as in academic research because marketers can gain competitive advantage through successful brands (Kim, Kim, and An 2003). Further, organizations' develop brand as a way to attract and retain customers by

promoting value, image and lifestyle (Rooney 1995). Although to create a brand from scratch requires huge investment (Motameni and Shahrokhi 1998), but brands have various advantages to the firm, such as opportunity for successful extension, resilience against competitors, promotional pressures and creation of barriers to competitive entry. Brands are assets for a company and thus, company's financial performance is significantly affected by its brand equity (Lassar, Mittal, and Sharma 1995).

For the consumers, brand equity could provide them with information about the brand which influences their confidence during the purchasing process. There is a high propensity for consumers with good perceptions to buy from the same shop again than those with poor perceptions. Past purchasing experiences and familiarity with the brand could be attributable to the perceptions generated from the consumers, Aaker (1991).

As for the firm, brand equity could also be a source for the firm to generate cash flow. Besides, brand equity could also allow higher margins through premium pricing and reduced reliance upon promotional activities, Aaker (1991). Owing to the positive image, consumers no longer focus on the short-term promotion but the brand on the whole.

Brand equity is a broad concept which can be further subdivided into four main areas, namely *brand loyalty, name awareness, perceived quality and brand associations*, Aaker, (1991) and Keller (1998). These four main areas are to be discussed in the coming sections.

### **2.2.3.1 Brand Awareness**

Brand awareness is the first and prerequisite dimension of the entire brand knowledge system in consumers' minds, reflecting their ability to identify the brand under different conditions: the likelihood that a brand name will come to mind and the ease with which it does so (Keller, 1993). Brand awareness refers to the ability of a potential customer to recognize the brand while categorizing the brand to a specific class (Aaker, 1991). It is believed that brand awareness is one of the main subjects to pay attention to in brand equity.

Consumer awareness of the brand refers to the ability to recall, recognize the brand in various situation and link to the brand name, logo, jingles and so on to certain associations in memory (Aaker, 1991). As mentioned by Keller (1998), brand awareness can be enhanced through repeat exposure to the brand. In order to achieve brand awareness, two tasks are to be accomplished, namely increasing brand name identity and associating it with the product

class. Advertising and celebrity endorsement could be some useful tools for raising brand awareness, (Tsai et al., 2007).

### **2.2.3.2 Brand Loyalty**

Brand loyalty is believed to be one of the main components of brand equity. Brand loyalty shows customer preferences to purchase a particular brand; customers believe that the brand offers the enjoyable features, images, or standard of quality at the right price. Agreeing to Oliver (1997), brand loyalty is a held commitment to repurchase or support a preferred product continually, despite other brands.

Today marketers are seeking information on how to build brand loyalty. The increased profits from loyalty come from reduced marketing costs, increased sales and reduced operational costs. Further, loyal customers provide strong word -of-mouth, create business referrals, provide references and serve on advisory boards (Bowen and Chen 2001). Hence, customer loyalty has a powerful impact on firm's performance and is considered by many companies an important source of competitive advantage (Lam et al. 2004).

According to Aaker (1991), consumers tend to continue to purchase the same brand despite the demonstrated benefits (including better features, lower price or convenience) by competitors' products. Aaker (1991, p.39) claimed that brand loyalty is the measure of an attachment a customer has for a brand. The four brand loyalties according to Aaker (1991) are:

- i. Switchers:* - they do not look at the brand name and they tend to purchase brand in the sales and they are no loyalty to any brand.
- ii. Habitual buyers:* - These are the customers who purchase a brand out of the habitude and do not see a need to change a brand. However, these buyers may change a brand if they face some troubles. The buyer would relatively purchase another brand instead of solving additional problems stopping from purchasing a regular brand.
- iii. Satisfied buyers:* - These customers are satisfied clients who tend to switch to another brand due to thresholds risen (i.e. distance, additional costs, time consumption, etc.). In order to retain clients and attract new buyers marketers are encouraged to create strategy based on increasing perceived quality.
- iv. Committed buyers:* - The most loyal customers are committed buyers. The brand plays important role in their lives and they do not raise question about switching the brand.

Committed buyers purchase the brand due to ties closely related between brand and personal values.

### **2.2.3.3 Perceived Quality**

Perceived quality is how a brand's quality is seen by consumers. It is one of the key dimensions in Aaker's brand equity model. According to Aaker (1991), perceived quality is the customer's perception about the overall quality of the product. The perception about the product quality is subjective and it is constructed by different knowledge of the same product specification.

There is a connection between price and experienced quality. Price is one of the important cues to evaluate perceived quality, Aaker (1991). A strong brand always has a higher price. The higher price becomes a sign of high quality to the consumers. The quality is highly associated with other reasons for buying a special brand.

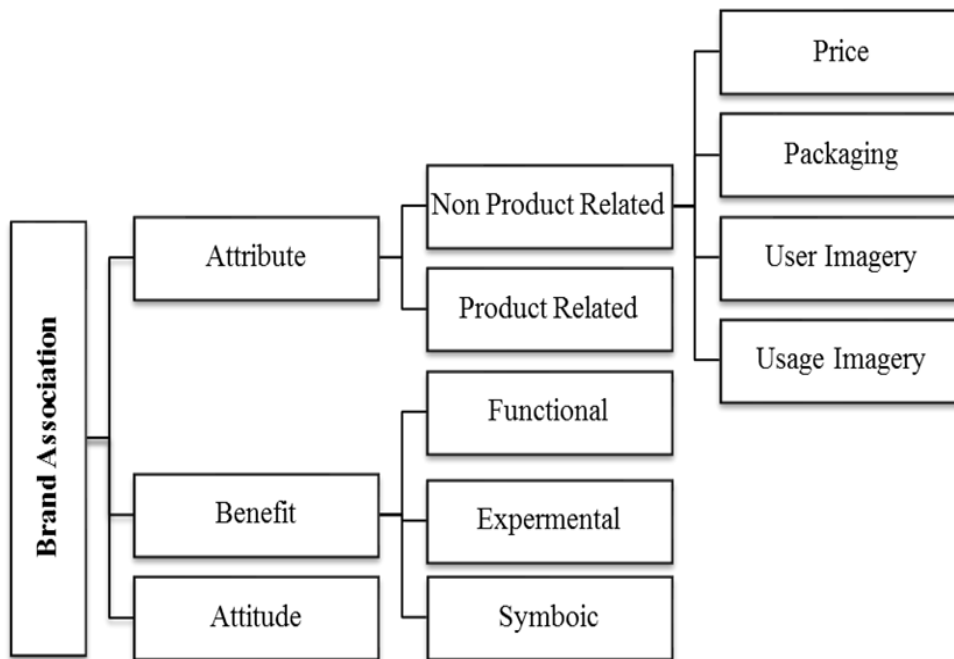
A progressive link between loyalty and perceived quality has also been found by researchers. Perceived quality makes the consumers satisfied which makes them repurchase the product which leads to loyalty (Lin & Chang, 2003). Further, perceived quality helps consumers to reduce the risk; the consumers trust the brand and know the brand what they will get (Uggla, 2001). Perceived quality associated with the brand will influence the buying behavior of consumers of branded goods.

### **2.2.3.4 Brand Associations**

Brand association is anything related to the preference of a brand (Aaker, 1991, p.109; Keller, 1993). These factors in brand association assist in the building of a brand's image (Biel 1991). Brand image is seen as the perceptions—rational or emotional—consumers attach to specific brands (Dobni & Zinkhan, 1990).

Brand image consists of functional and symbolic brand beliefs. Different brands have different associations to their prospective customers. Such kind of associations can provide bases for them to make purchase decisions and even become loyal to the brand, Aaker (1991). Brand associations can differentiate one brand from another. It is about brand positioning that a well-positioned brand will find it hard to be attacked by its competitors due to its uniqueness.

Keller (1993, 1998) further divides brand associations into three categories, namely attributes, benefits and attitudes.



**Figure 1 Types of Brand Association**

*Source:* Author's own construction based on Keller, 1993)

- **Attributes** refer to the specific characteristics a product has. Attributes can be further categorized into product-related attributes as well as non-product related attributes. For product-related attributes, the overall features of the product or service are concerned. As for non-product related attributes, price information, packaging, user imagery as well as usage imagery are to be considered.
- **Benefits** are another category in brand associations. They can be classified into functional, experimental and symbolic. Functional benefits signify the physical or basic advantages a brand may have. For experimental benefits, they are related to consumers' emotional feelings. Symbolic benefits, on the other hand, refer to the signal effect that a brand may impose on the consumers. Signal effect is determined by the image of consumers and also the personality of the brand.
- **Attitudes** are regarded as the consumers' overall assessments towards a brand. They incorporate summary evaluations of information which represent how consumers feel in a long run, lying in a continuum from positive to negative).

#### **2.2.4 Impact of Branding on Consumer Behavior**

The impact of branding on customer behavior had been investigated severally by both prolific writers and emerging writers (Zhang, 2015). Branding creating brand names, logos, style etc. for it to be distinguished from competitors and also whether product brand should be separate from corporate brand or a separate brand away from other individual brands. Hence branding has major impact on perception since perception is regarded as the recognition and interpretation of sensitive information.

Branding undoubtedly add a significant amount of value to a particular product that instigate consumers to purchase it. Consumers prior to acquiring a product develop a perceived level of expected satisfaction or experience through the brand of the product especially when they understand the brand of the organization. Implication of branding creates brand awareness for consumer to ascertain point of difference and point of similarity with competitors. Implication of branding strategies is that it creates brand awareness for consumer to ascertain point of difference and point of similarity with competitors.

#### **2.2.5 The Concept of Consumer Buying Behavior**

The Consumer behavior study involves how an individual or groups select, purchase, use or dispose of products, services ideas, or experience to satisfy their need and desires. Consumers consider some attributes of a product before making a decision in respect of purchase (Schiffman & Kanuk, 2010).

Assael (2004) defines purchase behavior as the tendency to act on the object; and according to him marketers is always testing the elements of the marketing mix that may influence buying behavior, for example by testing product concepts, advertising strategy, packing or brand.

Marketers should strive to measure intention to purchase by the consumer and determine the factors that influence these intentions. Assael (2004) proposes four types of purchasing behavior along these two dimensions as shown in figure below.



	<i>High Involvement</i>	<i>Low Involvement</i>
<i>Significance difference between</i>	<i>Complex buying Behavior</i>	<i>variety seeking buying behavior</i>
<i>Few differences between</i>	<i>dissonance reducing buying behavior</i>	<i>Habitual Buying Behavior</i>

**Figure 2 Consumer Buying Behavior**

*Source:* Author’s own construction based on Assael (2004)

*Complex buying behavior* can be defined when consumers are highly involved for making a purchase decision. Complex buying behavior calls for high level of involvement on the part of the consumer. In case of high involvement, consumers distinguish salient differences among the competing brands. Consumers’ are highly involved in case of expensive and highly self-expressive products.

In *dissonance reducing buying behavior* the level of consumer involvement is also high. Consumers typically undergo dissonance reducing buying behavior in case of costly and infrequent purchase. In this type of consumer behavior the consumers find it difficult to differentiate among the brands.

*Habitual Buying Behavior*, consumers’ level of involvement is low. This means that consumers don’t search much information among the available brands and they don’t find significant differences among the brands. The level of consumer’s involvement is also low in case of products that are frequently purchased. Consumers do not usually seek information much pertaining to available brands before making purchase decision. The consumers don’t assess different attributes of the available brands and make purchase decision as to which brand to buy .

In *case of variety seeking buying behavior* the level of consumer involvement is low, but consumers perceive significant differences among the brands. In variety seeking buying behavior, consumers very often switch from one brand to another.

Schiffman & Kanuk (2010) and Assael (2004) mentioned that the consumer made the purchase behavior is influenced by several measurements, namely;

- *Cultural measurement*, which has the most influence and the most extensive in the behavior of consumers so that marketers need to understand the influence of culture, sub-culture, and social class of consumers;
- *social measurement*, which need to be considered when designing a marketing strategy because these factors can affect consumer responses;
- *personal measurements*, which consists of the age and stage of life cycle, occupation, economic situation, lifestyle, personality, and self-concept affects the consumer on what is purchased; and
- *Psychological measurement*, include motivation, perception, learning and beliefs and attitudes also influence the selection of consumer purchases.

### **2.3 Empirical Review**

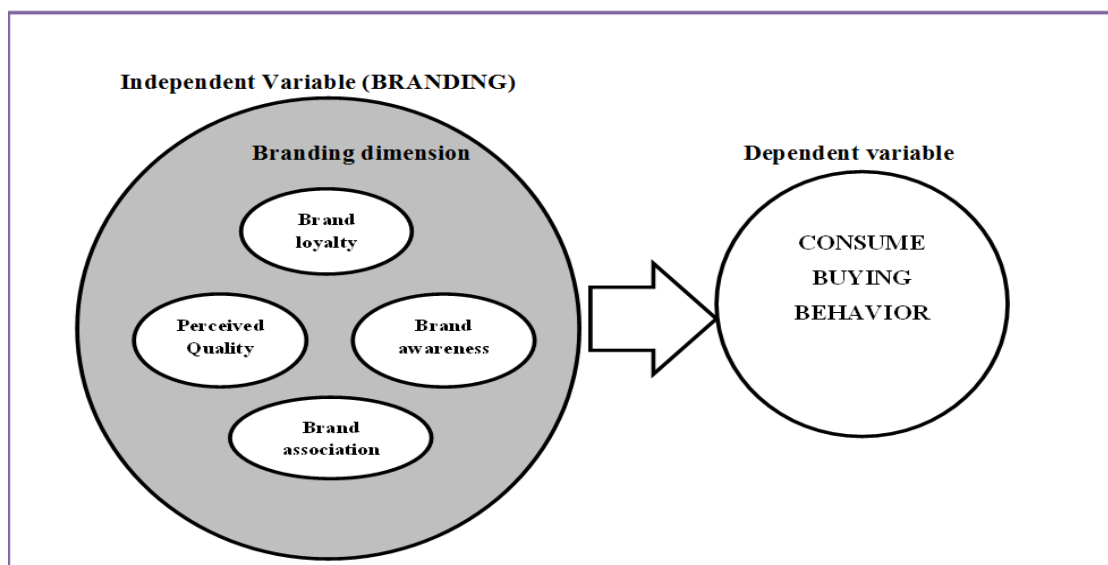
The concept of brand is vital and draws synergy between organizational resources (human, fixed resources, tangibles and intangibles) and the strategic objectives of the organization to achieve success among competitors. In this regard, after achieving success through branding, maintaining and managing the brands reputation becomes integral to be the market leader.

Bickerton, (2003) considered the emerging focus in both academic and practitioner literature on the concept of the corporate brand and argues that the underlying generative mechanisms and processes that enable successful corporate brand management are not clearly understood. Alizadeh, et al., (2014) determined Comparison of Product and Corporate Branding Strategy: a conceptual framework and concluded that competition within the free market environment has grown to become a throat cutting one and hence calls for distinctive branding in order to be easily noticed by consumers.

An Empirical Study of Starbucks Coffee in Taiwan Tu et al. (2012) indicated that organizational branding directly affects customer satisfaction. In addition, the study found that the level of customer satisfaction adequately influences customer loyalty which was supported by the findings of (Eakuru and Mat 2008; analyzed and discuss the strategic positioning of associations that can be established between a corporate brand and entities in its surrounding network such as brands, product categories, persons, places and institutions.

## 2.4 Conceptual Framework

Conceptual framework is the system of concepts, assumptions, expectations, beliefs, and theories that supports and informs your research is a key part of your design. The most important thing to understand about conceptual framework is that it is primarily a conception or model of what is out there that you plan to study, and of what is going on with these things and why a tentative Theory of the phenomena that you are investigating. Therefore, the author will adopt the relevant theories for the conceptual framework model to match with the problem and purpose of this research.



**Figure 3** *Conceptual frame work linking branding and consumer buying behavior*

**Source:** author's construction

From the figure above model shows that, branding is the independent variable that influence the outcome of consumer buying behavior that is dependent variable. Dependent variable is being influenced by elements of branding that show relationship between them. Representatives of branding in the above model are brand association, perceived quality, brand awareness and brand loyalty. That is, the existence of branding representatives measures the outcome of dependent variable.

The author also was adopting the relevant theories for the conceptual framework model to match with the problem and purpose of this research. That is, as figure 3 explains the theories review on the interrelation between advertising and reference group influence on the

consumer buying behavior of beer product. From the above conceptual frame work the authors was developed the following hypothesis.

**H1:** There is a significant effect of brand awareness on consumers buying behaviour in beer product.

**H2:** There is a positive effect of brand association on consumers buying behaviour in beer product.

**H3:** There is a positive effect of perceived quality on consumers buying behaviour in beer product.

**H4:** There is a positive effect of brand loyalty on consumers buying behaviour in beer product.

## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.1 Introduction**

Research methodology refers to how and where the research is going to be conducted. Is the way to systematically solve of the research problem, (Kothari, 2004). This chapter presents the background of the study area and the selected research methods. In the study various research methodologies were used in the whole process of undertaking research around the area occupied consumers. The research methodologies includes research design, population of the study, sampling techniques and sample size, data collection procedures, the reliability and validity precautions taken. Finally, it explains the ethical considerations that the researcher takes into account.

#### **3.2 Description of Research Area**

Addis Ababa is the capital and largest city of Ethiopia, the country's commercial, manufacturing, and cultural center. It is situated in central Ethiopia at an elevation of about 2440 m. The city is populated by individuals from various districts of Ethiopia. Addis Ababa is the capital city of Ethiopia and it has 10 sub cities. According to the Central Statistical Authority (CSA) the population of Addis Ababa in 2016 estimated as 10 million. Since the population of the study is infinite the detailed description of population of consumer buying behavior city region picked from respective area. The study area is strategic due to the fact that the city is hallowed with different types of beer industries with large number of consumers hence it is simple to collect data as due to large number of people consume different beer brands in this city.

In Ethiopia, beer is an integral part of peoples' lives. Peoples especially during holiday's celebrations and recreations they buy and consumed. According to the Central Statistical Authority (CSA) of 2017 reports, breweries in Ethiopia are produced 12 million hectoliters of beer per year. There are hard facts indicating that beer market in Ethiopia has been growing and the demand for it is rising. Consumption of these factory beers are also said to be largely urban.

### **3.3 Research Approach**

Selecting the right research approach is important for the research as it has an effect on the relevant information extract from the data. There are two types of method researchers use to collect data: qualitative and quantitative method. Qualitative research method is more intrusive and less structured than quantitative research techniques and, thus, are appropriate when the research is exploratory in nature, when the area for examination is unfamiliar to the researcher.

While quantitative research method is aimed to classify features, count them, and contrast statistical models in an attempt to explain what is observed and the data collected are in form of number and statistics. According to McDaniel and Roger (2002), to study the meaning of involving variables statistically, quantitative research is considered useful.

The aim of this research is to identify the influences of branding on consumers' purchase behaviour. According to the above discussion, the researcher used quantitative methodology to allow the researcher measure and analyze the dependent variable (consumer behavior) and the independent variable (branding).

### **3.4 Research Design/Type**

Research design is a logical and systematic plan prepared for directing research study. It deals with issues as techniques for data collocation, sampling technique as well as time and cost constrain. (Kothari, 2001). According to Bryman and Bell (2007), a research design provides a framework for the collection and analysis of data. A choice of research design reflects decisions about the priority being given to a range of dimensions of the research process.

In this study the researcher used explanatory research design to enable the researcher accomplishes the objectives of the study. The main aim of explanatory research is to identify any causal links between the factors or variables that pertain to the research problem.

### **3.5 Sampling Design**

Sampling is the process of selecting respondents to be involved in the study from the studied population. In addition, it can be defined as the process of obtaining information about an entire population by examining only a part of it (Kothari, 2004).

The reason why samples are important is that within many models of scientific research, it is impossible (from both a strategic and a resource perspective) to study all the members of a population for a research project. It just costs too much and takes too much time. Instead, a selected few participants (who make up the sample) are chosen to ensure that the sample is representative of the population. Here below the sample design of the research work.

### **3.5.1 Target Population**

Population may also imply the group of people living in a given geographical area and share common cultural characteristics. The target populations of this research were based on a section of people from Addis Ababa. This location is strategic due to the fact that the presence of different types of beer brands with large number of consumers living in the city. Hence it is simple to collect data for all beer brand consumers.

### **3.5.2 Sampling Technique**

The researcher was adopted convenience sampling of non-probability technique for the study. Convenient Sampling refers to researching subjects of a population that are easily accessible to the researcher and it is affordable, easy, and the subjects are readily available (Sakaran, 2003). This was because of the financial constraints hence under the circumstance the convenience otherwise known as the sampling random was used to gather the respondents. In this case consumers who were available and were also willing to participate were each given a questionnaire to complete. The researcher was provided the needed assistance to the respondents in the completion of the questionnaires. These were in the form of explaining the study objects, and clarifying the individual question since some of the respondents had low level of formal education.

### **3.5.3 Sample Size Determination**

Since the population of the study was infinite the researcher was applied infinite statistical formula in the sampling size estimation will take to answer the questionnaire. The sample size will determined with the use of the following formula as presented below:

$$n = Z^2 P \frac{(1 - P)}{e^2}$$

Where: n = required sample size

Z= Degree of confidence (i.e. 1.96)<sup>2</sup>

P = Probability of positive response

e = Tolerable error  $(0.05)^2$

In the study area from ten (10) beer consumers the researcher will select eight (6) persons for questioner. Therefore, the sample size determined as follows:

$$n = (1.96)^2 \left(\frac{8}{10}\right) \frac{\left(1 - \frac{8}{10}\right)}{(0.05)^2}$$

$$n = 3.8416 \times 0.8(80)$$

$$n = 246$$

In the sampling size determination 246 respondents were taken to answer the questionnaire. These comprised of 221 customers and 25 retailers and whole sealers.

### **3.5.4 Sampling Procedure**

The researcher used the convenience sampling method to get responses from the sample size. By using self-administrated survey, the target respondents were approached and distributed questionnaire during on and off buying situation.

## **3.6 Sources of Data**

### **3.6.1 Primary Source**

Primary data is original research that is obtained through first-hand investigation, and it includes information collected from interviews, experiments, surveys, questionnaires, focus groups and measurements (Sakaran, 2003).

This information was received directly from the respondent based on the researcher needs. Primary data have been collected from selected respondent by using questionnaire.

### **3.6.2 Data Collection Methodology**

The researcher considered several data collection methods and finally he chose structured questionnaires and interviews. This was because questionnaires have the tendency to cover a wider area within a short time. Moreover, it is preferred in studies which adopt the quantitative research design approach. And this study is not an exception.

The researcher used self-administrated survey on the target respondents and data were collected face-to-face on and off buying situation of the consumer. At the target locations, the



target respondents were approached and the researcher asked if they would like to participate in the survey or not and if they would, the questionnaire have been given to them with a clear explanation on how to complete it.

### **3.6.3 Data Collection Instrument**

#### **3.6.3.1 Questionnaire**

The questionnaires were distributed to the targeted respondents of the study. Two main measurements scales was adopted and used in the study namely; nominal and ordinal. In the nominal scale the variables that will be age group, gender, profession, education. In the ordinal scale, a five-point scale was used where 5-implies strongly agree and 1-implies strongly disagree. The questionnaires were further grouped according to the objectives of the study for easily validity and identification.

### **3.6.4 Data Analysis Methods**

The data were analyzed, by using statistical tool-SPSS where correlation and regression would be employed. Fisher (2007) claimed that correlation analysis is a measure of association between two or more variables.

A correlation is used as the method to analyze relationship between the independent variables and dependent variable; in this research the correlation relationship between branding and buying decision will be studied. Wagner (2007) states that regression analysis helps to predict one variable from information that is about other variables. Therefore, in the study, multiple regressions is considered practical and applied as well.

## **3.7 Validity and Reliability**

### **3.7.1 Validity**

Validity was concerned with whether the findings are really about what appear to be (Saunders et. al; 2003), validity defined as the extent to which data collection methods accurately measures what they were intended to measure (Saunders, et. al, 2003). The researcher was carried out a pre-test and did some revision before setting out the questionnaire. Therefore, the questionnaire as a measuring tool used in this study will meet the requirement of content validity.

### **3.7.2 Reliability**

According to Saunder et al (2003), reliability refers to the degree to which data collection method will yield consistent findings, similar observations would be made or conclusions reached by other researchers or there is transparency in how sense was made from source. The purpose of reliability is to examine the level of non-error in measurement, which means to examine the consistency of measurement.

This study was adopted Cronbach's alpha test or the reliability coefficient have been used to measure the internal consistency between the multiple measurements of a variable in a questionnaire. According to Hair et al. 2006 (p.137), this test is the most widely used to assess the consistency of the entire scale. Cronbach's alpha ranges in value from 0 to 1 and used to describe the reliability of factors extract from questionnaires.

According to Gliem and Gliem (2003), the closer Cronbach's alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale. The following rules of thumb indicated acceptable of Cronbach's alpha coefficient: " $\alpha > .9$  – Excellent,  $\alpha > .8$  – Good,  $\alpha > .7$  – Acceptable,  $\alpha > .6$  – Questionable,  $\alpha > .5$  – Poor and  $\alpha < .5$  – Unacceptable" In this paper, the authors was applied Cronbach's alpha test to measure the internal consistency of questionnaires to test its reliability.

### **3.8 Research Ethics**

Confidentiality; the information obtained from respondents was kept confidential and used for research purpose only. The researcher was make sure that, the information obtained was not be disclosed to parties that may not use them well or disclosing them in a way that may bring harm to the providers. These include taking only the needed information and leave what does not concern the research.

Informed consent; Participants has been fully informed about the procedures and risks involved in research. All participants were have full information about the importance of this study and if there is any risk the researcher will make sure the participant before filling the questionnaire provide are well informed on what the research is all about. Informing the respondents also enable the researcher to get the concerned data and not otherwise. Voluntary participation, the respondents have voluntary participation when filling the questionnaires

and attending the interviews. There are no undue influences for the participants. Researcher will makes sure that participants are not forced into participating in research.

## **CHAPTER FOUR**

### **DATA ANALYSIS AND PRESENTATION**

#### **4.1 Introduction**

In this chapter, analysis of data and research findings have been interpreted in relation to the objectives of the study and with respect to the research questions developed to guide the study. Questionnaires were distributed to 246 respondents selected by convenience sampling of non-probability technique. From these only 240 were properly filled and returned back. Thus, the analysis is based on the valid 240 questionnaires response from customers.

The data collected through questionnaire, were analyzed and interpreted by using the SPSS software. Also for data analysis descriptive statistics, correlation, and regression data analyze techniques were employed. Demographic characteristics of respondents are summarized by using frequencies and percentages for all variables including age, sex and educational attainment.

#### **4.2 Empirical Description of the Study**

After the collection of the questionnaires from the respondents, the researcher explored the impact of branding on the customer buying behavior of beer products.

The researcher used the 5 dimensions of branding scale; (brand loyalty, brand awareness, perceived quality and brand associations) which were subdivided into 19 statements, which were directed to measuring the impact of branding on beer products.

There was also a demographic part that provides general information about respondents on age, gender, educational status and occupation. This was to enable the researcher to get a better understanding of the type respondents and relate to customer buying behavior.

#### 4.2.1 Demographic Profile

The demographic data of the beer consumers were collected through the questionnaire conducted. This analysis shows demographic information of the respondents in terms of sex, age, educational level and occupation.

##### 4.2.1.1 Characteristics of Responses on Gender

The term "gender" distinguishes the set of learned expectations, behaviors, and attitudes about being a man or woman from our biologically determined traits collectively termed our sex. The study found that both gender were involved in data collection and thus the findings could not suffer from gender biasness. That means, both of them are engaged in branding and consumer buying behavior, both are at the same position to acquire what they wanted.

**Table 1 Respondents Sex Distribution:**

<i>Gender</i>					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	male	202	84.2	84.2	84.2
	female	38	15.8	15.8	100.0
	Total	240	100.0	100.0	

**Source: Researcher's survey finding (2018)**

In the table 1 above out of 240 participants 204 were male (84.2 percent) and 38 were female (15.8 percent) respondents, where both of them were used in data collection. This implies that males were the dominant in the beer market particularly in the current study setting. Such a huge gap, even though not the aim of this study needs a considerable attention.

##### 4.2.1.2 Characteristics of Responses on Age

The time of life when a person becomes qualified to assume certain civil and personal rights and responsibilities, usually more than 18 years old, so the researcher use different ages group to make sure research conducted and responded to all peoples. This was made the research clear because there are no complaints of bias in age. The study employs respondents of different age in order to get wide answers concerning the subject.

**Table 2 Age of Respondents:**

<i>Age of respondents</i>					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	19-25 years	30	12.5	12.5	12.5
	26-30 years	102	42.5	42.5	55.0
	31-40 years	71	29.6	29.6	84.6
	41-65 years	35	14.6	14.6	99.2
	over 65	2	.8	.8	100.0
	Total	240	100.0	100.0	

**Source: Researcher's survey finding (2018)**

According to the table 2 above the age of 19-25 were 30 equivalent to (12.5 %), 26-30 were 102 equivalent to (42.5%), 31-40 were 71 equivalent to (29.6%), 41-65 were 35 equivalent to (14.6%) and 65+ and they were 2 equivalent to (0.8%). Generally 26-30 age groups have many respondents compared to other groups but different age group employed in this research.

#### **4.2.1.3 Characteristics of Responses on Education**

Education may be formal or informal. Informal education indicates to the general social process by which human beings acquire the knowledge and skills needed to function in their culture. Formal education refers to the process by which teachers instruct students in courses of study within institutions. Therefore, the study employs respondents of both forms of education.

**Table 3 Educational Level of Respondent**

<i>Educational attainment</i>					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Master's Degree	16	6.7	6.7	6.7
	First Degree	110	45.8	45.8	52.5
	Diploma	30	12.5	12.5	65.0
	TVT High school	19	7.9	7.9	72.9
	High school	26	10.8	10.8	83.8
	Elementary school	23	9.6	9.6	93.3
	Informal education	14	5.8	5.8	99.2
	Other	2	.8	.8	100.0
	Total	240	100.0	100.0	

**Source: Researcher's Survey Finding (2018)**

Regarding respondent educational level, table 3 revealed that the higher number of participants were First Degree holder (45.8 %), followed by diploma holders (12.5 %) and also 10.8 % and 9.6 of the respondents were High school and Elementary/Middle school leaver respectively. About 6.7%, were master's degree holders and about 0.8% of the respondents were within other unspecified category.

#### **4.2.1.4 Characteristics of Responses on Occupation**

Occupation is a job by which somebody earns a living. The study includes numerous occupational areas, such as Private Service, Government Service, various trades, Business owner, and technical training and others.

**Table 4 Occupation of Respondents:**

<i>Occupation of respondents</i>					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Private Service	85	35.4	35.4	35.4
	Government Service	69	28.8	28.8	64.2
	Business owner (Entrepreneur)	2	.8	.8	65.0
	Self-employed (merchants)	30	12.5	12.5	77.5
	University teacher	5	2.1	2.1	79.6
	Other	49	20.4	20.4	100.0
	Total	240	100.0	100.0	

**Source: Researcher's Survey Finding (2018)**

Concerning about the occupation of respondent the greater proportion were private and government service provider which accounts 35.4% and 28.8 % respectively. About 20.4% of the respondents were other category of occupation. 12.5% respondents were Self-employed (merchants) and the remaining 2.1% and 0.8% respondents were university teacher business owner (entrepreneur) respectively.

#### **4.2.2 Coding of Branding Dimensions**

The brand dimensions/items were main variables used in this study and coded. These dimensions/items in order to ease the analysis of data collected. Here is the coding of the variables for analysis.

##### **Brand Awareness (BA)**

- (BA1)** I can easily and quickly Recall this brand during any buying Power
- (BA2)** I have adequate Knowledge about this Brand
- (BA3)** My Position of brand image is high towards this brand
- (BA4)** I can recognize this Brands easily than competitive brands
- (BA5)** At the place of purchase, I could visually detect my preferred brand without much effort.
- (BL1) Brand Loyalty (BL)**
- (BL2)** I would continue to use this brand for the next time
- (BL3)** I like to talk to other people about this brand



- (BL4) I consider myself loyal to this brand
- (BL5) This brand is more than a product to me  
I usually trust this brand because of high Social Image

**Perceived Quality (PQ)**

- (PQ1) I usually feel the test and color this beer brand
- (PQ2) I usually purchase this brand with Product Performance
- (PQ3) I usually purchase this brand with Value added features
- (PQ4) Improvement is key in my choice for beer brand

**Brand Association (BAS)**

- (BAS1) I can have many connections or association between experience in my life and this product.
- (BAS2) I usually trust this brand because of the advertisement with celebrity and famous actress
- (BAS3) I like this brand due to its place of origin
- (BAS4) I tend to notice this brand with Celebrity and sports endorsement, Well-known and admired people to promote a product
- (BAS5) I use this brand to define and express the “I” and “me” Within myself.

**Recoding of brand dimensions**

<b>BA</b>	Average score of Brand Awareness	$\frac{BA1 + BA2 + BA3 + BA4 + BA5}{5}$
<b>BL</b>	Average score of Brand Loyalty	$\frac{BL1 + BL2 + BL3 + BL4 + BL5}{5}$
<b>PQ</b>	Average score of Perceived Quality	$\frac{PQ1 + PQ2 + PQ3 + PQ4}{4}$
<b>BAS</b>	Average score of Brand Association	$\frac{BAS1 + BAS2 + BAS3 + BA4 + BAS5}{5}$

**4.3 Empirical Results and Analysis**

This section presents the main analysis whose purpose to find out the researcher attains the objectives of the study which were mainly describing empirical phenomena which were impact of branding and customer buying behavior. The researchers were checking the reliability of the brand dimension made up of five Likert scale and cronbach’s alpha was computed for each branding dimension.

### 4.3.1 Reliability of Data Analysis

Cronbach’s alpha reliability analysis was conducted on the independent variables in order to determine the reliability of the instrument or theoretical assurance of each question in the data set used. According to Gliem and Gliem (2003), has suggested 0.70 as the acceptable level for reliability measure. Alpha values ranged from 0.832 to 0.929, thus indicating an acceptable level of reliability. The following rules of thumb indicated acceptable of Cronbach’s alpha coefficient: “  $\alpha > .9$  – Excellent,  $\alpha > .8$  – Good,  $\alpha > .7$  – Acceptable,  $\alpha > .6$  – Questionable,  $\alpha > .5$  – Poor and  $\alpha < .5$  – Unacceptable

**Table 5 Cronbach's Alpha Data Analysis:**

<b>Reliability Statistics</b>	
<i>Cronbach's Alpha</i>	<i>Total number of Items</i>
0.763	5

**Source: Researcher’s Survey Finding (2018)**

As stipulated on table 5 above, the SPSS result the internal consistency of the branding items was assessed by computing the total reliability scale. The total reliability scale for the study was 0.763, indicating an overall reliability factor was an acceptable. That is, the results show internal consistency between variables.

According to table 4.5, the reliability scale for all four dimensions of branding and also, the reliability scale for each dimension was calculated. Looking at the reliability coefficients of all four dimensions on table, all dimensions have coefficients slightly below the total reliability, and this could as a result that some items under each dimension seemed too similar.

### 4.3.2 Customers’ View on Branding and Buying Behavior

Regarding the customer understanding of branding and buying behavior in the case of beer products consumers give the following response in this study.

**Table 6 Customers’ Understanding about Branding**

	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>

Valid	Name	80	32.9	33.3	33.3
	Labeling	63	25.9	26.3	59.6
	Company image	37	15.2	15.4	75.0
	Slogan or motto	26	10.7	10.8	85.8
	All of the above	34	14.0	14.2	100.0
	Total	240	98.8	100.0	
Missing System		3	1.2		
Total		243	100.0		

**Source: Researcher's Survey Finding (2018)**

From the above table 6 with the understanding of branding 32.9% of respondents have understanding on brand name, followed by 25.9% of the respondents who said they understand labeling of the product, 15.2% of the respondents easily identifies company image, 14% of respondents have know-how on all branding elements and other 10.7% said they easily recognizes the slogan or motto of the organization.

**Table 7 Response of Customer's on the Factor for Brand Selection.**

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Advertisement	89	36.6	37.1	37.1
	Past experience with the brand	68	28.0	28.3	65.4
	Self-judgment	21	8.6	8.8	74.2
	Group reference influence	15	6.2	6.3	80.4
	Availability and accessibility	45	18.5	18.8	99.2
	Other	2	.8	.8	100.0
	Total	240	98.8	100.0	
Missing System		3	1.2		
Total		243	100.0		

**Source: Researcher's Survey Finding (2018)**

This research just wanted to know where the consumers get to know different brands. Table 7 above 89 respondents equivalent to (36.6%) it was through advertisement, 68 respondents equivalent (28%) they say past experience with the brand, equated to 45 respondents equivalent to (18.5%) was by availability and accessibility, 15 respondents Or 6.2 % through

group reference or influence friends and 2 respondents equivalent to (0.8%) said through other. It is concluded that advertisement is the most tool where most of consumer know the brands and it is a means of their buying behavior.

**Table 8 Customers’ Buying Decision for Most Preferred Beer**

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Product Quality and testing	100	41.2	41.7	41.7
	Cost (time cost, energy cost)	4	1.6	1.7	43.3
	Promised benefits of the company	24	9.9	10.0	53.3
	Brand image	23	9.5	9.6	62.9
	Distribution availability	33	13.6	13.8	76.7
	Familiarity, likeability and Reputation	54	22.2	22.5	99.2
	Other	2	.8	.8	100.0
	Total	240	98.8	100.0	
Missing System		3	1.2		
Total		243	100.0		

**Source: Researcher’s Survey Finding (2018)**

According to table 8 on what are the attributes consumers prefer when they wanted to choose a particular brand, due to different behavior there are also different attributes consumer prefer the most. The research shows 100 respondents equivalent to (41.2%) agreed on product quality and testing is their preferable attribute, 33 respondents said availability is the most attribute they preferred, around 24 and 23 respondents said that Promised benefits of the company and brand (company image) made them to for their buying decision respectively. Cost and other factors accounts 1.6% and 0.8 % respectively have impact on consumer buying behavior.

#### **4.3.3 Statistics Indicating the Impact of Branding on Beer Products**

This sub section of the analysis provides on how branding dimensions that is; brand awareness, brand loyalty, perceived quality and brand association affect the buying behavior of the consumers. After the collection of the questionnaires from the respondents, the researcher explored the impact of branding on the consumer buying behavior of beer products in the study area.

For branding dimensions analysis mean score, standard deviation and one-sample t-test decision was made, in the analysis. That is, average mean greater than 4 high, average mean equal to 4 medium and average mean less than 4 low throughout the study; and standard deviation were used to interpret each responses disparity from the mean.

#### 4.3.3.1 Consumer Response on Brand Awareness

Brand name awareness plays an important role in buying behaviors of a consumer. If customer had already heard the brand name, the customers would have idea about the product this makes them feel more comfortable at the time of buying which is not the case with an unknown brand.

**Table 9 Customer Buying Behavior Concerning about Brand Awareness**

	<i>Brand Awareness</i>	<i>Sample (N)</i>	<i>Mean</i>	<i>SD</i>
1	I can easily and quickly Recall this brand during any buying Power	240	3.87	1.133
2	I have adequate Knowledge about this Brand	240	4.07	0.831
3	My Position of brand image is high towards this brand	240	3.99	0.926
4	I can recognize this Brands easily than competitive brands	240	4.12	0.884
5	At the place of purchase, I could visually detect my preferred brand without much effort.	240	4.10	0.961
	Overall Mean		4.03	0.556

**Source: Researcher’s Survey Finding (2018)**

Table 4.9: shows that overall brand awareness concerning about customer buying behavior is high (4.03); this implies that customers of the total mean of respondents were high view regarding brand awareness, that when they go for purchasing, they choose the well-known brands product because they have good information about the product. In addition to this, the standard deviation value (SD= 0.556) also shows the response of all respondents was around the mean value. This shows that the respondents were not much more dispersed.

#### 4.3.3.2 Consumer Response on Brand Loyalty

Brand loyalty shows customer preferences to purchase a particular brand; customers believe that the brand offers the enjoyable features, images, or standard of quality at the right price. Brand loyalty represents an encouraging approach towards a brand resulting in regular purchase of the brand over time. Brand loyalty is shape of continue purchasing a conscious to regular buying the same brand.

**Table 10 Customer Buying Behavior Concerning about Brand Loyalty**

	<i>Brand loyalty</i>	<i>Sample (N)</i>	<i>Mean</i>	<i>SD</i>
1	I would continue to use this brand for the next time	240	4.15	0.940
2	I like to talk to other people about this brand	240	4.10	0.861
3	I consider myself loyal to this brand	240	4.19	0.943
4	This brand is more than a product to me	240	4.07	0.976
5	I usually trust this brand because of high Social Image	240	4.28	0.858
	Overall Mean		4.17	0.477

**Source: Researcher's Survey Finding (2018)**

The overall mean of brand loyalty Addis Ababa beer consumers have is ranking from 4.07 to 4.28 (table 10) which is considered high. This represents the target customer tend to attach to brands of their preference. The value of the standard deviation, (SD=0.477) implies that the standard deviation value also shown the response of both respondents was around the mean value. This shows that not much more dispersed between the respondents. This indicate most of the people was loyal to their specific brand beer and over time they buy and consume their preferred beer and they satisfied gained the trust in the brand.

#### 4.3.3.3 Consumer Response on Perceived Quality

Perceived quality shows customer's perception and the product's quality or superiority which provides the fundamental reason to the customers to purchase. Mostly customers

prefer to buy products from a well-known and familiar brand, rather than opting and taking a chance by going for the unknown or new brand.

**Table 11 Customer Buying Behavior Concerning about Perceived Quality**

	<i>Perceived quality</i>	<i>Sample (N)</i>	<i>Mean</i>	<i>SD</i>
1	I usually feel the test and color this beer brand	240	4.20	0.925
2	I usually purchase this brand with Product Performance	240	4.12	0.930
3	I usually purchase this brand with Value added features	240	4.21	0.883
4	Improvement is key in my choice for beer brand	240	4.03	0.963
	Overall Mean		4.14	0.580

**Source: Researcher’s Survey Finding (2018)**

As we can see in Table 11, the overall average mean (4.14) showing the similar opinion towards brands and they expected perceived quality. In addition to this the standard deviation (SD= 0.580) implies that the standard deviation value is not different from the mean value.

#### **4.3.3.4 Consumer Response On Brand Association**

The brand association creates a positive attitude and feeling that makes a connection of the customer with the brand, especially when it comes to decision making.

**Table 12 Customer Buying Behavior Concerning about Brand Association**

	<i>Brand Association</i>	<i>Sample (N)</i>	<i>Mean</i>	<i>SD</i>
1	I can have many connections or association between experience in my life and this product.	240	4.00	1.141
2	I usually trust this brand because of the advertisement with celebrity and famous actress	240	4.07	0.972
3	I like this brand due to its place of origin	240	3.95	1.085

4	I tend to notice this brand with Celebrity and sports endorsement, Well-known and admired people to promote a product	240	4.14	0.969
5	I use this brand to define and express the “I” and “me” Within myself.	240	4.08	1.001
Overall Mean			4.05	0.670

**Source: Researcher’s Survey Finding (2018)**

In the above table 12; the respondents’ response about the brand association was rated as overall mean 4.05. This implies that consumer also pay much attention to their preferred beer brands as a significant asset to their characters and personality. The value of the standard deviation, (SD=0.670) implies that the standard deviation value also shown the response of both respondents was around the mean value. This shows that not much more dispersed between the respondents.

#### **4.4 Inferential Analysis**

This section of the analysis presents relations between various components of branding and consumer buying behavior. In this research, correlation and multiple regressions are the selected method to study the relationship between the independent variables; brand loyalty, brand awareness, brand association, and brand perceived quality and the dependent variable; consumers buying behaviors.

##### **4.4.1 Correlations Analysis**

A correlation analysis with Pearson’s correlation coefficient (r) was conducted on all variables in this study to explore the relationships between variables. A correlation coefficient is to summarize the relationship between variables with a single number that falls between -1 and +1. To interpret the strengths of relationships between variables, the guidelines suggested by Field (2005) were followed, mainly for their simplicity.

The classification of the correlation coefficient (r) according to Field (2005) is as follows: 0.1 to 0.29 is weak; 0.3 to 0.49 is moderate; and > 0.5 is strong. Although it cannot make direct conclusion about causality, we can take the correlation coefficient a step further by squaring it (Andy, 2005).



**Table 13 Correlation between Branding and Consumer Buying Behavior**

<i>Correlations</i>						
		consumer buying behavior	Average BA	Average BL	Average PQ	Average BAS
consumer buying behavior	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	240				
Average BA	Pearson Correlation	<b>.720**</b>	1			
	Sig. (2-tailed)	.000				
	N	240	240			
Average BL	Pearson Correlation	<b>.442**</b>	.176**	1		
	Sig. (2-tailed)	.006	.006			
	N	240	240	240		
Average PQ	Pearson Correlation	<b>.480**</b>	.286**	.255**	1	
	Sig. (2-tailed)	.002	.000	.000		
	N	240	240	240	240	
Average BAS	Pearson Correlation	<b>.757**</b>	.893**	.215**	.284**	1
	Sig. (2-tailed)	.000	.000	.001	.000	
	N	240	240	240	240	
**. Correlation is significant at the 0.01 level (2-tailed).						

**Source: Researcher’s Survey Finding (2018)**

Based on the correlation result in the above table revealed that brand association had a strong relationship with customer buying behavior with the value of 0.757(or 75.7%) followed by brand awareness with the value 0.720 (or 72%). As shown in above table perceived quality and brand loyalty had moderate relationship with customer buying behavior by the value of 0.480 (or 48%) and 0.442 (or 44.2%) respectively.

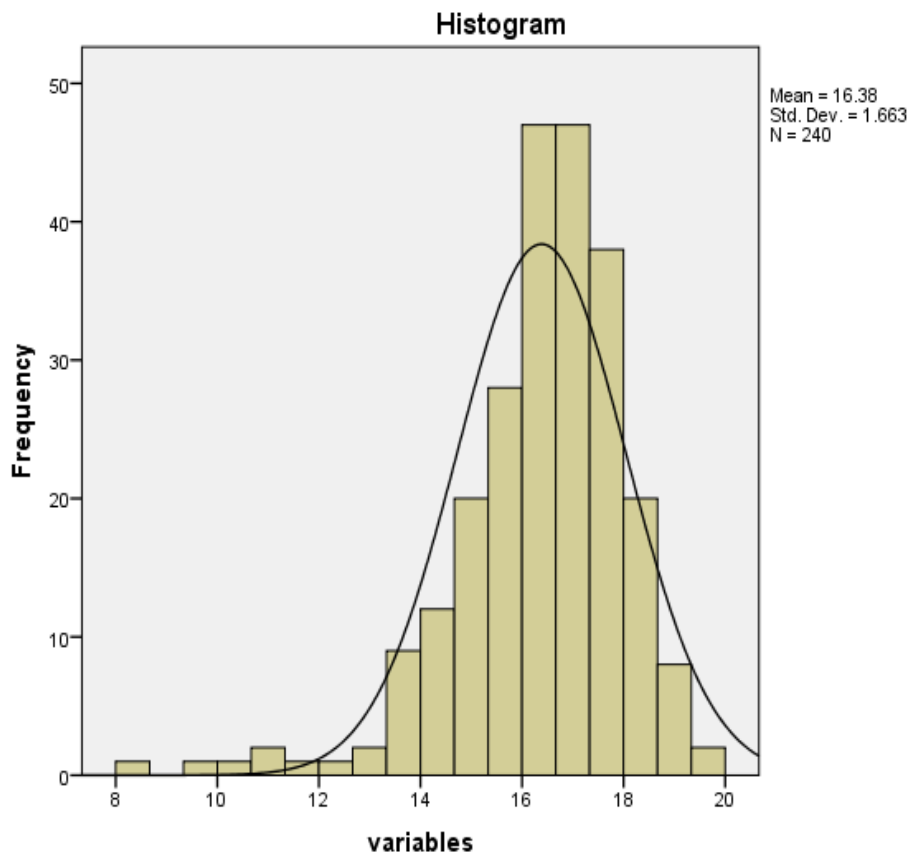
This indicates that all brand dimensions has a positive linear relationship with customer buying behavior.

#### 4.4.2 Regression Analysis

The regression analysis has done using customer buying behavior as dependent variable and the branding dimensions (brand awareness, brand loyalty perceived quality, brand association) as independent variable

##### 4.4.2.1 Test for Normality of Data

In statistics, normality tests are used to determine if a data set is well-modeled by a normal distribution and to compute how likely it is for a random variable underlying the data set to be normally distributed. A graphical tool for assessing normality is the normal probability plot of the standardized data against the standard normal distribution. For a normal data the result should fall approximately with in a normal curve line, Gujarati (2002).



**Figure 4 Test for Normality Of Data**

**Source: Researcher's Survey Finding (2018)**

For this study a normality test has been conducted and the result on figure 4; shows that most of the line falls approximately with in a normal curve line, and it is possible to conclude that the study met the first test of regression and the data are normally distributed .

#### 4.4.2.2 Test for Multicollinearity

In a statistics, multicollinearity (also collinearity) is a phenomenon in which two or more predictor variables in a multiple regression model are highly correlated, meaning that one can be linearly predicted from the others with a non-trivial degree of accuracy.

In this study Variable Inflation Factor (VIF) technique is employed. The VIF is a measure of the reciprocal of the complement of the inter-correlation among the predictors:  $(VIF=1/(1-r^2))$ . The decision rule is a variable whose VIF value is greater than 10 indicates the possible existence of multicollinearity problem. Tolerance (TOL) defined as  $1/VIF$ , It also used by many researchers to check on the degree of collinearity. The decision rule for Tolerance is a variable whose TOL value is less than 0.1 shows the possible existence of multicollinearity problem. (Gujarati, 2002)

**Table 14 the multicollinearity statistics**

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand awareness	0.218	4.579
	Brand loyalty	0.899	1.112
	Perceived quality	0.896	1.116
	Brand association	0.219	4.573
a. Dependent Variable: branding			

**Source: Researcher's survey finding (2018)**

Table 14 shows that: VIF values for all variables are less than the tolerable value that is 10. And Tolerance value of all variables also is above 0.1 which indicates that this model is free from multicollinearity problem between the dependent variables.

#### 4.4.2.3 Test of Independent of Residuals

Multiple linear regression models assume that the residuals are independent of one another. The Durbin-Watson statistic is used to test for the presence of serial correlation among the residuals. The value of the Durbin-Watson statistic ranges from 0 to 4. As a general rule, the residuals are not correlated if the Durbin-Watson statistic is approximately 2, and an acceptable range is 1.50-2.50

**Table 15 Test of Independent of Residuals**

<i>Model Summary<sup>b</sup></i>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	<i>Durbin-Watson</i>
1	0.309	0.893	0.797	0.773	<b>1.890</b>
<i>a. Predictors: (Constant):</i> Branding					
<i>b. Dependent Variable:</i> customer buying behavior					

**Source: Researcher’s survey finding (2018)**

Table 15: shows that the assumption of independence of residuals is met. Durbin Watson value for this study is 1.890.

**4.4.2.4 Testing For Model Fit (ANOVA)**

F value where F equals to mean square of explained data divided by mean square of residual data, Sekaran, (2003).

**Table 16 ANOVA summary**

<b>ANOVA<sup>b</sup></b>						
<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	Regression	4.082	4	1.020	32.425	.000 <sup>a</sup>
	Residual	1.039	33	.031		
	Total	5.121	37			
<i>a. Predictors: (Constant), branding</i>						
<i>b. Dependent Variable: consumer buying behavior</i>						

**Source: Researcher’s survey finding (2018)**

ANOVA table, overall significance/acceptability of the model from a statistical perspective can be determined. As the significance value of F statistics shows a value (.000), which is less than  $p < 0.05$ , the model is significant. Significance of the overall model by p-value of 0.000 which is below the alpha level, i.e. 0.05, which means, the independent variables or the overall dimensions of branding has statistically significant relationship with the dependent variable (customer buying behavior) under this study.

#### 4.4.2.5 Model Summary

Regression model was applied to test how far the service quality had impact on customer satisfaction. Coefficient of determination-R<sup>2</sup> is the measure of proportion of the variance of dependent variable about its mean that is explained by the independent or predictor variables Hair, et.al, (1998), higher value of R<sup>2</sup> represents greater explanatory power of the regression equation.

According to the descriptive statistics, the overall mean for all four feature of brand equity or dimension is ranking from 4.03 as the lowest and 4,158 as the highest mean which demonstrating the response of the customers'. This shows brand awareness, brand loyalty, brand perceived quality and brand associations; actually exist in the mind of the consumer. However, the model summary derived from multiple regressions presented as follows.

**Table 17 Model Summary; Impact of Branding on Customer buying behavior**

<i>Model Summary<sup>b</sup></i>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.893	0.797	0.773	0.177
<i>a. Predictors: (Constant):</i> branding				
<i>b. Dependent Variable:</i> customer buying behavior				

**Source: Researcher's survey finding (2018)**

Under the model summary of table 16: shows that the R or coefficient of correlation of the model is 0.893 or 89.3percent. This shows there is a very strong relationship between the independent variables and dependent variable.

Coefficient of determination or R Square of the model is 0.797. R square shows branding is contributing to the customer buying behavior by 79.7% and remaining 20.3% can be attributed by other factors which are not studied, because they are beyond the scope of study.

The model summary derived from multiple regression shows that adjusted R square is 0.773 which indicates the amount of variation in one variable that is accounted for by another variable. In another word, through the survey with 240 target respondents, their perception of branding is account for 77.3 percent of total variation in consumer buying behavior. This

indicates that the level of relationship between branding and consumer's buying behavior is on beer brand is high.

#### 4.4.2.6 Coefficient of Determination

The study analyzed four major brand dimensions on the data using multiple linear regression models. Since the entire four brand dimensions were not violated, the researcher examined the data collected by the questionnaires using multiple regression model as follow.

Linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable. In multiple regressions we use an equation of:

$$y_i = (b_0 + b_1X_1 + b_2X_2 + \dots + b_nX_n) + E_i$$

Where:

- $y_i$  = the outcome variable
- $b_0$  = the coefficient of the predictor ( $X_0$ )
- $b_1$  = the coefficient of the first predictor ( $X_1$ )
- $b_2$  = the coefficient of the second predictor ( $X_2$ )
- $b_n$  = the coefficient of the  $n^{\text{th}}$  predictor ( $X_n$ )
- $E_i$  = the difference between the predicted and observed value of  $y$  for the  $i^{\text{th}}$  participant

Therefore, in this study the following multiple regressions were used:

Where:

- $(y_i)$  = customer buying behavior
- $BA (X_1)$  = Brand Awareness
- $BL (X_2)$  = Brand Loyalty
- $PQ (X_3)$  = perceived quality
- $BAS (X_4)$  = Brand Association

From the above one can drive the model as follows;

$$\text{Customer buying behavior} = b_0 + b_1 (BA) + b_2 (BL) + b_3 (PQ) + b_4 (BAS)$$

**Table 18 Regression Coefficients Result**

<i>Coefficients<sup>a</sup></i>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.394	0.328		1.200	0.239
	Brand awareness	0.107	0.109	0.165	0.981	0.334
	Brand loyalty	0.169	0.057	0.247	2.982	0.005
	Perceived quality	0.219	0.054	0.333	4.022	0.000
	Brand association	0.252	0.078	0.541	3.229	0.003
a. Dependent Variable: Consumer buying behavior						

**Source: Researcher’s survey finding (2018)**

In order to establish the impact that each dimension (branding) has on the dependent variable (Consumer buying behavior); the study checked the Standardized Coefficients. Table 17; shows that, all the independent variables have statistically significant effect on the dependent variable except the brand awareness dimension, since its p-value is below the alpha level which is 0.05. Considering the standardized beta coefficients, the strongest predictor of the dependent variable is brand association and perceived quality (0.541 and 0.333) respectively, moreover, brand loyalty have a beta value of 0.247.

From this result, one can deduce that, brand association element is the major contributor of overall customer buying behavior; this implies that a one unit increase in brand association would lead to 0.541 unit (or 54.1%) increased in customer buying behavior. Similarly a one unit increase in perceived quality would lead to 0.333 units (or 33.3%) increase in customer buying behavior. Lastly, a one unit increase in brand loyalty would lead to 0.247 (or 24.7%) in customer buying behavior.

From the table 16, one can drive the model as follows:

$$\text{Customer buying behavior} = b_0 + b_1 (BA) + b_2 (BL) + b_3 (PQ) + b_4 (BAS)$$

$$\text{Customer buying behavior} = 0.94 + 0.107(BA) + 0.169(BL) + 0.219(PQ) + 0.252(BAS)$$

## 4.5 Hypothesis Testing and Discussions

Proposed hypothesis are tested based on the results of the correlation analysis. By looking at the Sig.-value in Table 13, it is possible to interpret whether the particular independent variable has a significant relationship with the dependent variables. Hypothesis is supported when the Sig. value is smaller than 0.05; and a null hypothesis is rejected when the Sig. value is equal or larger than 0.05.

### Hypothesis #1

- *There is a significant effect of brand awareness on consumers buying behavior in beer product.*

Regarding the association between brand awareness and consumers buying behaviour, Pearson correlation analysis reported that it has 0.720 at a significance level of .000 and a positive strong relationship with consumers buying behaviour. Hence, it is possible to conclude that brand awareness have strong effect on customers buying behaviour in beer product.

Therefore, the hypothesis is accepted. Going back to the definition of brand awareness; "...adequate Knowledge and brand image of a consumer ... (Aaker, 1991, (Keller, 1993).)": had a positive relationship with customer satisfaction.

### Hypothesis #2

- *There is a positive effect of brand association on consumers buying behavior in beer product.*

Concerning about the association between brand association and consumers buying behaviour, Pearson correlation analysis reported that it has 0.757 at a significance level of .000 and a positive strong effect on customers buying behaviour. Hence, it is possible to conclude that brand association has a relationship with customers buying behaviour in beer product.

When referred to the definition of brand association that is, "Brand association is anything relate to the preference of a brand (Aaker, 1991, p.109; Keller, 1993). Therefore, the hypothesis is supported that brand association was found a valid variable for customer buying behavior has important factor.



### Hypothesis #3

- *There is a positive effect of perceived quality on consumers buying behaviour in beer product.*

About the association between perceived quality and consumers buying behaviour, Pearson correlation analysis reported that it has 0.480 at a significance level of 0.02 and a positive strong relationship with customers buying behaviour. Hence, it is possible to conclude that perceived quality has a strong effect on customers buying behaviour in beer product.

According to Lin & Chang, 2003; Perceived quality makes the consumers satisfied which make them repurchase the product which leads to loyalty. Therefore, the hypothesis is supported that perceived quality has strong effect to customer buying behavior.

### Hypothesis #4

- *There is a positive effect of brand loyalty on consumers buying behaviour in beer product.*

On the issue of the brand loyalty and consumers buying behaviour, Pearson correlation analysis reported that it has 0.442 at a significance level of 0.06 and a positive strong effect on consumers buying behaviour. Hence, it is possible to conclude that brand loyalty have a relationship with customers buying behaviour in beer product. Therefore, the hypothesis is accepted.

In summary, according to their relationship and significance level, all the hypotheses that assumed earlier to accomplish the study were supported.

<i>Hypothesis</i>	<i>Independent Variable</i>	<i>Correlation coefficients'</i>	<i>Dependent variable</i>	<i>Result</i>
H1	Brand awareness	0.720	Consumer buying behavior	Accept
H2	Brand Association	0.757	Consumer buying behavior	Accept
H3	Perceived quality	0.480	Consumer buying behavior	Accept
H4	Brand loyalty	0.442	Consumer buying behavior	Accept

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Introduction

In this chapter, an attempt is made to discuss the findings of the research based on empirical analysis of collected data by referring objectives of the study in a comprehensive way. As a result recommendations are given for the concerned company.

#### 5.2 Summary of major findings

The impact of branding on consumer buying behavior can be assessed from the preferably attribute the consumer desire. This study intends to find out the impact of branding on consumer buying behavior in the case of Addis Municipality and it is based on consumers only and not branding company. From the analysis carried out the major findings were as follows:

- Branding dimensions are the key indicators of consumer buying behavior as mentioned before. In this regard, all the respondents were rated as high (Av. Mean > 4). In correlation analysis; brand association shows the highest positive correlation ( $r=0.757^{**}$ ,  $p<0.01$ ) positively correlated with customer buying behavior and brand awareness demonstrates the second highest positive correlation ( $r=0.720^{**}$ ,  $P<0.01$ ) positively correlates with customer buying behavior followed by perceived quality and brand loyalty with ( $r=0.480^{**}$  and  $0.442^{**}$ ,  $p<0.01$ ) respectively.
- The overall fitness of the model, this fact has been confirmed by different types of statistical results. The first way is the ANOVA test that produced a P-value of 0.000 which is below the alpha level, i.e. 0.05. That means the overall independent variable have statistically significant relationship with that of the dependent variable, i.e. customer buying behavior.
- The R (Coefficient of Correlation) which is simply a measure of the degree of association or co-variation that exists between independent variables (branding) and dependent variable (consumer buying behavior). It only measures degree of association or variation between the two variables. In this case the value of R which is 0.893 shows, there is a very strong relationship between the independent variables and dependent variable.

- By testing the R square (Coefficient of Determination), as the proportion of the total variation or dispersion in the beer customer buying behavior (dependent variable) that explained by the variation independent variables in the regression is 0.797; meaning, 79.7% of customer buying behavior is explained by the linear relationship with all the independent variables (branding). Adjusted R square is 0.773 which indicates the amount of variation in one variable that is accounted for by another variable. In another word, through the survey with 240 target respondents, their perception of branding is account for 77.3 percent of total variation in consumer buying behavior. This indicates that the level of relationship between branding and consumer's buying behavior is on beer brand is high.
- Generally speaking, the regression model developed under the study can be considered as a good predictor of customer satisfaction of the corporation. The individual effects of the independent variables can be explained by their respective beta coefficients. By looking its standardized coefficients (beta) brand association has the highest standardized coefficient and it means it is the best predictor. And followed by brand awareness, perceived quality and brand loyalty respectively in their descending order is the predictor of branding.

### **5.3 Conclusion**

This study was conducted to assess the impact of branding on consumers buying behavior in the case of Addis Ababa beer consumers.

This study is evaluated on the basis of brand dimensions encompassing brand awareness, brand loyalty, perceived quality and brand association. Based on these four branding dimension questionnaire is conducted all aspects of the consumer buying behavior.

Concerning customers view on branding majority of the respondents had adequate knowledge on branding dimension. That is they acknowledged that branding is about logo, product quality, pricing, coverage image, and slogan. That means customers have an emotional connection with the brand logo, image, slogans product quality, pricing, coverage etc.

Finally, the study had also discovered from the data analyzed that, branding has a significant association with customer buying behavior. It also revealed that brand association, brand

awareness, perceived quality and brand loyalty has positive and significant association with customer buying behavior. To identify the relationship between branding and customer buying behavior in beer consumers Pearson correlation analysis was used. It was found that the four dimensions of branding are important for customer's purchase behavior.

#### **5.4 Recommendations**

Based on the results of the analysis concerning about branding and consume buying behavior the following recommendations are forwarded.

- Branding play significant role in the success of every business endeavor. In this view beer companies are encouraged to improve and sustain their brand. These could be customer survey on their brand or brand performance assessment this is because of customers have a good knowledge about beer brands or products, they trust the well-known brand.
  
- Moreover, branding is very vita to attract and retain customers especially in the beer business market where competitions among firms are very intensive and unchanged. Customer relationship management must be given a maximum attention and also their brands must have much impact on their behavior to build a strong relationship between their brand and consumer buying behavior.
  
- Continues improvement must be maintained at all times on brand awareness, brand loyalty and brand association as well as Product quality that meet consumer buying behavior. Moreover, in beer market brand association like attitude, attribute and benefit are more powerful for consumer buying behavior

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## APPENDICES

### APPENDIX 1: English Questioner

**St. Mary's University**  
**School Of Graduate Studies**  
**Marketing Management Program**  
**(Questionnaire to be filled by beer customers)**

*Sir/madam,*

This questionnaire is a part of a study for a Master's Degree at St. Mary university school of graduates in marketing management program. The purpose of this questionnaire is to gather data about the impact of branding on consumer buying behavior in the case of Addis Ababa municipality. The study is used purely for academic purpose and thus it does not affect you in any case. Your genuine, frank, and timely response is vital for the success of the study. Therefore, I kindly request you to respond to each question item carefully.

**Instruction:**

- No need of writing your name.
- Use ✓ up on given choices alternatives.
- Please return the completed questionnaire in time, thank you in advance for your cooperation and timely response.
- The researcher assures that the responses you provide will be kept confidential;
- For further comments and information, you may contact me at: -

*Yours sincerely*

*Andualem Asnake*



## Part I: General information

1. *your Gender (Sex):*

Male

Female

2. *Indicate your age groups*

18-25years

26-30years

31-40 years

41-65 years

3. *your highest educational attainment:*

<input type="checkbox"/> Ph. Degree	<input type="checkbox"/> First Degree	<input type="checkbox"/> TVT	<input type="checkbox"/> Elementary school	Other; Specify:
<input type="checkbox"/> Master's Degree	<input type="checkbox"/> Diploma	<input type="checkbox"/> High school	<input type="checkbox"/> Informal education	.....

4. *Your occupation:*

<input type="checkbox"/> Private Service	<input type="checkbox"/> Government Service	<input type="checkbox"/> business owner (Entrepreneur)	<input type="checkbox"/> University teacher
<input type="checkbox"/> Doctor	<input type="checkbox"/> Consultant	<input type="checkbox"/> Self-employed (merchants)	Other; Specify: _____

## Part II: Branding and Consumer Buying Behavior Questionnaire

1. *What do you understand usually about branding?*

Name

Slogan or motto

Labeling

All of the above

Company image

None of the above

2. *Which brand of beer product comes into your mind first from the following beer product is mentioned below?*

Bedle beer

Meta beer

Zemen beer

Harar beer

Raya beer

Castel beer

Saint George beer

Balageru beer

Heineken beer

Zebidar beer

Habesha beer

Waliya beer

Dashin beer

Jano beer

3. *From question number 2; how do you come to know about this brand?*

Advertisement

Group reference influence or Recommendation

Past experience with the brand

Availability and accessibility

Self-judgment

Style, Color, Durability

Its name or logo

Other; Specify: .....

Country image

**4. Which brand of beer do you buy and consume regularly?**

- |                                       |  |  |  |                                       |
|---------------------------------------|--|--|--|---------------------------------------|
| <input type="checkbox"/> Bedle beer   | <input type="checkbox"/> Meta beer         | <input type="checkbox"/> Zemen beer    | <input type="checkbox"/> Harar beer    | <input type="checkbox"/> Raya beer    |
| <input type="checkbox"/> Castel beer  | <input type="checkbox"/> Saint George beer | <input type="checkbox"/> Balageru beer | <input type="checkbox"/> Heineken beer | <input type="checkbox"/> Zebidar beer |
| <input type="checkbox"/> Habesha beer | <input type="checkbox"/> Waliya beer       | <input type="checkbox"/> Dashin beer   | <input type="checkbox"/> Jano beer     |                                       |

**5. With regards to your preferred beer consumption; how often do you purchase and consume your preferred beer?**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Once in a week               | <input type="checkbox"/> More than 3 days in a week | <input type="checkbox"/> Three or four days in a month |
| <input type="checkbox"/> Twice a week                 | <input type="checkbox"/> Once in a month            | <input type="checkbox"/> More than 3 days in a month   |
| <input type="checkbox"/> Three or four days in a week | <input type="checkbox"/> Twice in a month           | <input type="checkbox"/> Other; Specify: .....         |

**6. What encourages you to take the decision for purchasing your most preferred beer brand recently?**

- |  |  |
|--|--|
| <input type="checkbox"/> Product Quality and testing                 | <input type="checkbox"/> Brand image                             |
| <input type="checkbox"/> Price                                       | <input type="checkbox"/> Familiarity, likeability and Reputation |
| <input type="checkbox"/> Cost (time cost, energy cost)               | <input type="checkbox"/> Distribution availability               |
| <input type="checkbox"/> Promised benefits of the company            | <input type="checkbox"/> Other; Specify: .....                   |
| <input type="checkbox"/> Responsiveness and societal service company |  |

**7. Is there any reward that you participate or get by using your preferred beer brand?**

- |                              |                             |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

**8. For question number 6 if your response is “yes”. What are the rewards that you participate or get from the brand?**

- |                                   |   |
|-----------------------------------|---|
| <input type="checkbox"/> Bonus    | <input type="checkbox"/> Draw or lotto        |
| <input type="checkbox"/> Reward   | <input type="checkbox"/> Other Specify: ..... |
| <input type="checkbox"/> Discount |   |

**Part III: Brand Awareness, Brand Loyalty, Perceived Quality, Brand Association**

The following questions refer to the brand of beer product which is predominantly purchased and consumed by you. Please indicate (make circle) your level of agreement or disagreement on the agreement legend to the following statements: -

**Agreement Legend:-** Strongly agree=5, Agree=4, Neutral=3, Somewhat disagree =2, Strongly Disagree=1

**1. Questioner related with brand awareness**

	<i>Brand Awareness</i>	<i>Strongly disagree (1)</i>	<i>Somewhat Disagree (2)</i>	<i>Neutral (3)</i>	<i>Agree (4)</i>	<i>Strongly Agree (5)</i>
1	I can easily and quickly Recall this brand during any buying Power					
2	I have adequate Knowledge about this Brand					
3	My Position of brand image is high towards this brand					
4	I can recognize this Brands easily than competitive brands					
5	At the place of purchase, I could visually detect my preferred brand without much effort.					

**2. Questioner related with brand loyalty**

	<i>Brand Loyalty</i>	<i>Strongly disagree (1)</i>	<i>Somewhat Disagree (2)</i>	<i>Neutral (3)</i>	<i>Agree (4)</i>	<i>Strongly Agree (5)</i>
1	I would continue to use this brand for the next time					
2	I like to talk to other people about this brand					
3	I consider myself loyal to this brand					
4	This brand is more than a product to me					
5	I usually trust this brand because of high Social Image					

**3. Questioner related with brand quality**

	<i>Perceived Quality</i>	<i>Strongly disagree (1)</i>	<i>Somewhat Disagree (2)</i>	<i>Neutral (3)</i>	<i>Agree (4)</i>	<i>Strongly Agree (5)</i>
1	I usually feel the test and color this beer brand					
2	I usually purchase this brand with Product Performance					
3	I usually purchase this brand with Value added features					
4	Improvement is key in my choice for beer					

brand					
-------	--	--	--	--	--

**4. Questioner related with brand association**

	<i>Brand Association</i>	<i>Strongly disagree (1)</i>	<i>Somewhat Disagree (2)</i>	<i>Neutral (3)</i>	<i>Agree (4)</i>	<i>Strongly Agree (5)</i>
1	I can have many connections or association between experience in my life and this product.					
2	I usually trust this brand because of the advertisement with celebrity and famous actress					
3	I like this brand due to its place of origin					
4	I tend to notice this brand with Celebrity and sports endorsement, Well-known and admired people to promote a product					
5	I use this brand to define and express the “I” and “me” Within myself.					

APPENDIX II: Amharic Questioner

ቅድስተ ማሪያም ዩኒቨርሲቲ  
የድህረ ምረቃ ፕሮግራም  
የገበያ አስተዳደር ትምህርት ክፍል

ለደንበኞች የተዘጋጀ መጠይቅ

ወደ ደንበኞች፤

ይህ መጠይቅ የተዘጋጀው በቅድስተ ማርያም ዩኒቨርሲቲ ድህረ ምረቃ ት/ቤት በገበያ አስተዳደር ትምህርት ክፍል ለማስተርስ ዲግሪ ማሟያ የሚደረግ ጥናትና ምርምር ነው። የዚህ መጠይቅ ዋና አላማ፡- “የምርት ስያሜ (ብራንድ) በደንበኞች የመግዛት ሂደትና ባህሪ ላይ ያለው ተጽዕኖ”፤ በሚል ርዕስ መረጃ ለመሰብሰብ ነው። የጥናቱ ዳራ “በአዲስ አበባ የቢራ ምርት ተጠቃሚዎች ላይ” ያተኮር ሲሆን ጥናቱ የሚደረገው ሙሉ በሙሉ ለትምህርት አላማ ስለሆነ በየትኛውም መልኩ እርስዎን የማይነካና የማይጎዳ ነው። እርስዎም የሚሰጡት መረጃ የላቀ፣ እውነተኛ፣ ተአማኝነት ያለውና ትክክለኛ ምላሽ መስጠት ለጥናቱ መሳካት እጅግ ጠቃሚ ነው። በመሆኑም እያንዳንዱን ጥያቄ በጥንቃቄና በትክክል እንዲመልሱ በአክብሮት እጠይቃቸለሁ።

መመሪያ፡-

- ስምዎን መጥቀስ አያስፈልግም፤
- የሚሰጡት ምላሽ ኮድ ቁጥር ያለውና ሙሉ በሙሉ ሚስጥራዊነቱም የተጠበቀ መሆኑ በቅድሚያ አረጋግጣለሁ፤
- ምርጫ ለቀረበላቸው ጥያቄዎች መልሱን ይህን “√” ምልክት በማድረግ ይመልሱ፤
- እባክዎን የተሟላ መጠይቅ በሰዓቱ በመመለስ ስለሚያደርጉልኝ መልካም ትብብር በቅድሚያ አመሰግናለሁ፤

ስለ ትብብርዎ በቅድሚያ አመሰግናለሁ!!  
አንዱዓለም አስናቀ

**ክፍል 1:** ለጥናቱ የሚሰፍልጉ ስለእርስዎ አጠቃላይ መጠይቅ። (እባክዎን በላጥን ውስጥ የ√ ምልክት ያስቀምጡ)።

1. ጾታ:

- ወንድ  ሴት

2. የእድሜ ክልል:

- 18-25  26-30 ዓመት  31-40 ዓመት  41-65 ዓመት

3. አሁን ያሉበት ከፍተኛ የትምህርት ደረጃ:

- የዶክተራት ድግሪ  የመጀመሪያ ድግሪ  የቴክኒክና ሙያ ስልጠና  የ1ኛ ደረጃ ትምህርት  ሌላ ካለ ይገለጹ
- የማስተርስ ድግሪ  ዲፕሎማ  የ2ኛ ደረጃ ትምህርት  መደበኛ ያልሆነ ትምህርት

4. አሁን ያሉበት የስራ ዘርፍ

- በግል ድርጅት ስራ ውስጥ  በመንግስት ስራ ውስጥ  የቢዝነስ ባለቤት (ስራ ፈጣሪ)  የዩኒቨርሲቲ መምህር
- ዶክተር  የህግ አማካሪ  የራስ ስራ (ነጋዴ)  ሌላ ካለ ይገለጹ

**ክፍል 2: ስለምርት ስያሜ (ብራንድ) እና ስለደንበኞች የመግዛት ሂደትና ባህሪ ላይ ያተኮረ መጠይቅ። (እባክዎን በላጥን ውስጥ የ✓ ምልክት ያስቀምጡ።)**

**1. ስለአንድ ምርት (ዕቃ) ስለምርቱ ስያሜ (ብራንድ) በዙውን ጊዜ የቱን ትረጉሞች**

- በስሙን
- የኩባንያው ገጽታ
- ሁሉንም እረጃለሁ
- ስያሜውን
- ሞፎክሩን
- ምንም አልረጃም

**2. ከሚከተሉት የቢራ ምርቶች ውስጥ በመጀመሪያ ወይም ቀድሞ ወደ አእምሮህ የሚመጣው የቢራ ምርት የቱ ነው**

- ሐበሻ ቢራ
- ሜታ ቢራ
- ካስትል ቢራ
- በደሌ ስፔሻል ቢራ
- ባላገሩ ቢራ
- ራያ ቢራ
- ሃኒክን ቢራ
- ዋሊያ ቢራ
- ሃረር ቢራ
- ዘመን ቢራ
- ቅ/ ጊዎርጊስ ቢራ
- ዳሽን ቢራ
- ጃኖ ቢራ
- ዘቢዳር ቢራ

**3. ከመጠይቅ 2 ውስጥ፣ ምርቱን በምን መልኩ ልታውቀው ቻልክ**

- በማስታወቂያ
- በራስ ወሳኔ
- በተደራሽነቱ በቅርብ ስለተገኘ (ስላለ)
- ከበሬት ልምድ
- በጓደኛ ተጽዕኖ
- ሌላ ካለ ይገለፅ -----

**4. የትኛውን የቢራ ምርት ብዙውን ጊዜ ገዝተህ ተጠቀማለህ**

- ሐበሻ ቢራ
- ሜታ ቢራ
- ካስትል ቢራ
- በደሌ ስፔሻል ቢራ
- ባላገሩ ቢራ
- ራያ ቢራ
- ሃኒክን ቢራ
- ዋሊያ ቢራ
- ሃረር ቢራ
- ዘመን ቢራ
- ቅ/ ጊዎርጊስ ቢራ
- ዳሽን ቢራ
- ጃኖ ቢራ
- ዘቢዳር ቢራ

**5. ብዙውን ጊዜ የምትመርጠውንና የምትጠቀመውን የቢራ ምርት በተመለከተ ፣ የምትፈልገውን የቢራ ምርት ለምን ያህል ጊዜ ገዝተህ ተጠቀማለህ**

- በሳምንት አንድ ጊዜ
- በሳምንት ከአምስት ጊዜ በላይ
- በወር ከአራት እስከ አምስት ጊዜ
- በሳምንት ከሁለት እስከ ሶስት ጊዜ
- በወር አንድ ጊዜ
- ሌላ ካለ ይገለፅ -----
- በሳምንት ከአራት እስከ አምስት ጊዜ
- በወር ከሁለት እስከ ሶስት ጊዜ

**6. በቅርብ ጊዜ በጣም የምትመርጠውን ቢራ ለመግዛት እንድትወስን ያነሳሳህ ምክንያት የቱ ነው**

- የምርቱ ጥራትና ጣዕም
- አገ-ዋጊ ሽልማት መኖር
- ሁሉም ስለምጠቀመውና ስለምወደው
- ተመጣጣኝ የምርት የመግዣ ዋጋ
- በምርቱ ገጽታ ምክንያት
- ሌላ ካለ ይገለፅ -----
- አነስተኛ ወጭ (የጊዜ፣ የጉልበት)
- በቅርብ ቦታ ላይ ስለተገኘ

**7. የምትፈልገውና የምትመርጠው የቢራ ምርት በመጠቀም ምክንያት አምራቹ ወይም ካፓኒው አንተ(ች) የምትሳተፍበት ጥቅም ሽልማት አለው**

- አለው
- የለውም

**8. በመጠይቅ 6 ላይ ምላሽህ አለው ከሆነ፣ አምራቹ የሚዘጋጀው ሽልማት ወይም ጥቅም ምንድን ነው**

- ቦነስ(ጉርሻ)
- ሽልማት( የዕቃ፣ የቤት፣ የመኪና፣ ሌሎች)
- ሌላ ካለ ይገለፅ -----
- ዕጣ(ሎተሪ)
- የምርት የመግዣ ዋጋ ቅናሽ

**ክፍል 3: ስለምርቱ ስያሜ ወይም ብራንድ ያለን (ግንዛቤ ፣ ተአማኒነት የጥራት ሁኔታ እና አመካከት” በተመለከተ የሚያተኩር መጠይቅ።**

የሚከተሉት ጥያቄዎች የሚያተኩሩት ብዙውን ጊዜ ወይም በአብዛሃኛው የሚገዙትና የሚጠቀሙት የቢራ ምረት ላይ ሲሆን፤ ከዚህ በታች በተጠቀሱት ማብራሪያዎች ላይ ተመስርተው ከተሰጡት ምርጫዎች ውስጥ የእርስዎን አመለካከት እና ፍላጎት የበለጠ ያሳያል ብለው በሚያምኑበት የመልስ ቁጥር ላይ ይህንን ምልክት «√» ያድርጉ።

እርስዎ ያለውን አመለካከት በሚመለከተው የነጥብ ደረጃ ከዚህ በታች ተገልጽልል።  
 > በጣም አልሰማም = 1፤ አልሰማምም = 2፤ ገለልተኛ (አስተያየት የለኝም) = 3፤ እስማማለሁ = 4፤ በደንብ እስማማለሁ = 5

**1) ስለምርቱ ስያሜ ወይም ስለብራንዱ ያለን ግንዛቤ (Brand Awareness) በተመለከተ**

	የምርት ስያሜ (የብራንድ) የግንዛቤ መግለጫዎች	በጣም አልሰማም (1)	አልሰማምም (2)	ገለልተኛ (አስተያየት የለኝም) (3)	እስማማለሁ (4)	በደንብ እስማማለሁ (5)
1	ይህንን ምርት በግዥ ወቅት በቀላሉና በፍጥነት ማስታወስ እችላለሁ					
2	ስለምርቱ ወይም ስለብራንዱ በቂ አውቀት አለኝ					
3	ስለምርቱ ወይም ስለብራንዱ ክፍ ያለ እይታ(ምልክታ) አለኝ					
4	ይህንን ምርት ክሬሎች ተጨማሪ ምርት(ብራንድ)በቀላሉ አለያለሁ					
5	በምግብ ወቅት ይህንን ምርት በቀላሉ በአይነህሊናዩ ምርቱን እስለዋለሁ					

**2) ስለምርቱ ስያሜ ወይም ስለብራንዱ ያለን ተአማኒነት (Brand loyalty) በተመለከተ**

	የምርት ስያሜ (የብራንድ) የተአማኒነት መግለጫዎች	በጣም አልሰማም (1)	አልሰማምም (2)	ገለልተኛ (አስተያየት የለኝም) (3)	እስማማለሁ (4)	በደንብ እስማማለሁ (5)
1	በሚቀጥሉት ጊዜያት ይህንን ምርት በተከታታይ እጠቀማለሁ					
2	ስለዚህ ምርት ለሌሎች ሰዎች ለመናገር እዎዳለሁ					
3	ለዚህ ምርት እራሴ ታማን ነኝ ብዬ አስባለሁ					
4	ይህ ምርት ለኔ ከምርት (ከዕቃ) በላይ ነው					
5	ይህ ምርት ከፍተኛ ማህበራዊ ገጽታ ስለሚያሳይና ማህበራዊ ግዴታውን ስለሚያጣ ብዙውን ጊዜ አምነዋለሁ					

**3) ስለምርቱ ስያሜ ወይም ስለብራንዱ ያለን የጥራት ሁኔታ (Brand quality) በተመለከተ**

	የምርት ስያሜ (የብራንድ) የጥራት ሁኔታ መግለጫዎች	በጣም አልሰማም (1)	አልሰማምም (2)	ገለልተኛ (አስተያየት የለኝም) (3)	እስማማለሁ (4)	በደንብ እስማማለሁ (5)
1	ብዙውን ጊዜ ስለዚህ የቢራ ምርት ጥሩ ቃና እና ቀለም እንዳለው ይሰማኛል					
2	ይህ ምርት የደረጃ ብቃት ስላለው ብዙውን እገዛለሁ					
3	ይህ ምርት ተጨማሪ እሴትና ገጽታ ስላለው ብዙውን እገዛለሁ					
4	ለኔ ቢራ ምርት ምርጫ የምርቱ መሻሻል አብይ ጉዳይ ነው					

**4) ስለምርቱ ስያሜ ወይም ስለብራንዱ ያለን አመለካከት (Brand association) በተመለከተ**

	ስለምርት ስያሜው (ስለብራንድ) ያለን የአመለካከት መግለጫዎች	በጣም አልሰማም (1)	አልሰማምም (2)	ገለልተኛ (አስተያየት የለኝም) (3)	እስማማለሁ (4)	በደንብ እስማማለሁ (5)
1	ብዙን ጊዜ ይህ ምርት ከሃይቱ ጋር የተያያዘ (የተቆራኘ) ትዝታ አለው					
2	ይህንን ምርት በማስታወቂያና በታዋቂ ሰዎች ስለምሰማው ብዙውን					

	ጊዜ አምነዋለሁ					
3	የተመረተበትን ቦታ ስለማወቀው ይህንን ምርት አወደዋለሁ					
4	ይህ ምርት በስፖርት እንቅስቃሴዎች ወይም በታዋቂ ሰዎች ቢተዋወቅ ለምርቱ ትኩረት አስጠየቀሁ					
5	እኔንም ሆነ በእኔ ውስጥ ያለውን ነገር ስለሚገልጽልኝ ይህንን ምርት ብዙውን ጊዜ አጠቀማለሁ					



**APPENDIX III:**

**DECLARATION**

First I announce that this thesis which is entitled as the impact of branding on consumer buying behavior in the case of Addis Ababa beer consumer has been prepared by me under the guidance of Getie Andualem (PhD).

This thesis has been submitted to St. Mary's University, school of graduate studies in partial fulfillment of the requirements for the award of the degree of master of marketing management. I wish to state that this work has never been presented in any university or institution of learning apart from references made to works of other people for which i have dully acknowledged. Therefore it is an original work done by me under a close supervision of my advisor.

**Declared by** \_\_\_\_\_ **Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**Conformed by** \_\_\_\_\_ **Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

*St. Mary's University School of Graduate Studies, Addis Ababa- Ethiopia*

*May, 2018*

**APPENDIX IV:**

**ENDORSEMENT**

This is to certify that Mr. Andualem Asnake has carried out his research work under my guidance/supervision on the topic titled as “the impact of branding on consumer buying behavior; in the case of Addis Ababa beer consumer”. The work is original in nature and is suitable for submission for the award of Master’s Degree in Marketing Management.

**Advisors:** Getie Andualem (PhD).

**Signature**\_\_\_\_\_

**Date**\_\_\_\_\_

*St. Mary’s University School of Graduate Studies, Addis Ababa*

*May, 2018*