



ST. MARY UNIVERSITY

SCHOOL OF GRADUATE STUDIES

MBA PROGRAM

**THE EFFECT OF BRAND AWARENESS ON CONSUMER BUYING BEHAVIOR: THE
CASE OF BOTTLED WATER CONSUMER IN ADDIS ABABA**

BY

DAWIT KASSA

MAY 2018

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**A THESIS SUBMITTING TO ST. MARY'S UNIVERSITY SCHOOL OF
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FOR THE DEGREE OF MASTERS OF BUSINESS MANAGEMENT**

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DECLARATION

I, the undersigned, declare that this thesis is my original work prepared under the guidance of Temesgen Belayneh (PhD). all sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

Name

Signature &Date

ENDORESEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.

Advisor

Signature & Date

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ACRONYMS

ANOVA- Analysis of variance

SPSS- Statistical Package for the Social Sciences

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ABSTRACT

The purpose of this paper is to explore the effect of brand awareness on consumer buying behavior case of bottled water consumer in Addis Ababa. The study considered four measurements of brand awareness such as recognition, recall, Top of the mind and Dominant to measure the consumer buying behavior of bottled water. The researcher uses quantitative research design, among the various quantitative methods, the researcher used explanatory study, where emphasis is given on studying a situation or a problem in order to explain the relationship variables. Bottled water consumers selected based on convenience sampling technique. 384 bottled water consumers are selected from the total bottled water consumer in Addis Ababa. the Pearson correlation test conducted between consumer buying behavior and brand awareness, there is a strong relationship between them. the regressions result confirmed that, the linear combination of all the components of brand awareness consider under the present study was significantly contributed to the variance, except Dominant. The ANOVA test result also confirmed that, the prediction power of brand awareness is found to be statistically significant. From the beta coefficient result, the researcher obtained that, recognition is found to be the most important variable in predicting the dependent variable consumer buying behavior, followed by top of the mind, recall and Dominant. Finally, the researcher concludes that in the case of bottled water consumer brand awareness has a significant positive effect on consumer buying behavior.

Key words: Brand Awareness, Recognition, Recall, Top of the Mind, Dominant and consumer buying behavior

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

According to (Aaker, 1991) Defines brand awareness as “a consumer’s ability to recognize or recall a brand in a certain product category”. In other words, the consumer can easily remember the brand when they consider about the category. (Kotler & Keller, 2006) Define brand awareness as the consumers' ability to identify the brand under different conditions as reflected by their brand recognition and recall performance. Brand awareness levels measure whether consumers know about and are familiar with a company, organization, product, or service. It consists of brand recognition and recall performance. Brand recognition is related to consumers ‘ability to confirm prior exposure to the brand when given the name as a cue. In other words, brand recognition requires that consumers correctly discriminate the brand as having been seen or heard previously. Brand recall relates to consumers' ability to retrieve the brand when given the product category, the need is fulfilled by the category, or some other type of probe as a cue. In other words, brand recall requires that consumers correctly generate the brand from memory.

According to (Keller, 2002) to what extent consumers can correctly discriminate the brand, as having previously seen or heard is the key to build brand recognition. For this purpose, repetition of the exposure is necessary. The more the exposure the customer receives, the more the familiarity of the brand occurs. However, in order to be successful in the stage of exposure, the attention of the consumer is essential.

According to (Keller, 1993) Brand awareness plays an important role in consumer decision making for three major reasons. First, it is important that consumers think of the brand when they think about the product category. Raising brand awareness increases the likelihood that the brand will be a member of the consideration set the handful of brands that receive serious consideration for purchase. Second, brand awareness can affect decisions about brands in the consideration set, even if there are essentially no other brand associations. For example, consumers have been shown to adopt a decision rule to buy only familiar, well established brands. In low involvement decision settings, a minimum level of brand awareness may be sufficient for product choice, even in the absence of a well-formed attitude. Finally, brand

awareness affects consumer decision making by influencing the formation and strength of brand associations in the brand image.

To achieve successful brand awareness a brand should be familiar and easily recognizable for existing and potential customers. Brand awareness is vital to differentiate a product or service from other competitors' products and services. In today's competitive market, achieving strong brand equity is important for success and Brand awareness is the starting point for brand equity. As cited by (Jemal, 2014) knowing those factors affecting the awareness level of the consumer is an important thing to achieve strong position in the consumer's mind.

The central problem facing businesses nowadays is not a shortage of goods but a shortage of customers. Most industries can produce far more goods than consumers can buy (Kotler P. , 2000). In order to attract customers from this competitive market, companies should focus on building brand awareness.

The American Marketing Association (American Marketing Association, 2014) defines consumer behavior as "the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives." In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings, and actions.

(Kotler & Keller, 2006) state that consumer buying behavior is the study of the way of buying and disposing of goods, services, ideas or experiences by individuals, groups and organizations in order to satisfy their needs and wants. According to (Kumar, 2010) Consumer buying behaviors "refer to the buying behavior of final consumers, both individuals and households who buy goods and services for personal consumption"

Scholars in the field unanimously agree upon the importance of studying the consumer. In order to succeed in a dynamic and rapidly evolving marketplace, marketers need to know everything they can about consumers. (Peter and Olson, 2010) outline the importance of consumer behavior for marketing strategies by pointing out that achieving marketing objectives depends on knowing, serving, and influencing consumers.

1.2. Statement of the Problem

Currently, many businesses are increasingly experiencing competition from their counterparts. This is because many companies are producing similar products with relatively similar quality and selling price, which leads to the consumer having many options. To lead this competitive market firms should adopt several strategies. To survive competitions in this rapidly growing industry, companies should focus on and analyze the factors that can affect consumer-buying behavior. One of them is supposed to be building strong brand awareness on consumers' mind.

Thus, to assess its importance, the level of correlation between brand awareness and customer behavior must be studied. This is seen particularly important in low involvement situations where consumers may engage in little active search for information to aid choice. This is because when buying dispensable goods, customers decide based on what comes immediately to memory rather than by deep analysis and research (Macdonald & M.sharp, 2000)

The bottled water industry in Ethiopia, a highly growing and competitive area with large number of companies in the market, is suitable to undertake such a study. Currently, bottled water production is growing in Ethiopia (Surafel, 2014). As the number of companies providing bottled water grows, there will be more products to choose from. Choice and availability in this case imply the effect of awareness can be assessed. Because without having many products to choose from, awareness of the brand cannot influence consumers' decision. Only availability is important in this kind of situation.

Various scholars have done researches about brand equity and customer buying behavior (e.g.Hemmon, 2000; Slahid, 2017). In these researches, customer-based brand equity dimensions, brand image, brand awareness, brand knowledge and other factors related to brand and consumer buying behavior have been addressed. Other researches that have relations to brand awareness have also been done (E.g. Macdonald & Sharp, 2000 Aliduranti, 2015). However, most of these studies address a socio-cultural and economic environment that differs in many respects with the one in Ethiopia such as the USA, Turkey, Pakistan, India and Germany.

Moreover, most research related to brand equity is focused on more complicated knowledge structures such as attitude, perception and brand image. (Hanan, 2014,Surafel, 2014 and Seifu 2016). Thus, this research undertakes to focus specifically on brand awareness.

1.3. Research Questions

This research shall provide answers to the following research questions, which are specifically designed for this study:

1. What is the level of brand awareness on bottled water by consumers in Addis Ababa?
2. What does the consumer buying behavior look like on bottled water in Addis Ababa?
3. To what extent does Brand awareness influence consumer buying behavior of bottled water?

1.4. Objectives of the study

This study has general and specific objectives, which are as follows:

1.4.1. General Objective

The main objective of this study is to identify the effect of brand awareness on consumer buying behavior on bottled water in Addis Ababa.

1.4.2. Specific Objective

To achieve the general objective of the study, the following specific objectives are design and are as follows:

1. To identify the level of brand awareness on bottled water in Addis Ababa.
2. To assess what consumer buying behavior looks like on bottled water in Addis Ababa.
3. To investigate to what extent brand awareness influence the consumers' buying behavior of bottled water in Addis Ababa.

1.5. Significance of the study

This study will be important to different individuals and organizations: For the Bottled Water Companies and for other researcher, the significance of the study listed below.

For bottled water companies: for stakeholders such as investors, management staff and Employees, that mainly use branded products and services, the study of brand awareness on consumer buying behavior will be very essential. The scarcity of literature on brand awareness specific to Ethiopian bottled water manufacturers and other businesses makes this research relevant. Based on the findings of this research, existing and new manufacturers can

adjust and adapt their marketing strategies according to the level of brand awareness of their customers.

For the Other researcher: This study is also useful and very important for students and academicians as an input for undertaking similar researches in the future and as a helpful reference.

1.6. Scope of the study

The population of the study was delimited to Addis Ababa, capital city of Ethiopia. This geographical limitation was not only chosen because of time, access and cost restriction, but also it believed that a considerable number of bottled water consumers are available in Addis Ababa

Conceptually, among the brand equity dimensions; brand image, brand awareness, brand knowledge and perceived quality which influence consumer buying behaviors this study was only focuses on brand awareness because there are many studies undertaken by the title name of Brand equity dimensions but this study wants to identify specifically on brand awareness. This is not studied before in respect to consumer buying behavior on bottled water.

The study was conducted only on bottled water products, because it believed that this market could be representative for other similar consumer markets and it is much easier to get data on consumer usage and other variables.

1.7. Operational definition of terms

Brand Equity: a set of brand assets and liabilities linked to brand that adds or detracts the product or service value based on the customers perspectives (Aaker, 1991).

Customer based Brand equity: the differential effect that brand knowledge has on consumer response to the marketing of that brand (Keller, 2003).

Brand awareness: means the ability of a consumer can recognize and recall a brand in different situations (Aaker, 1996)

Brand recognition: It related to consumers 'ability to confirm prior exposure to that brand when given the brand a cue (Aaker, 1996)

Brand recall: Brand recall relates to consumers' aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage situation as a cue. (Aaker, 1996)

Top-of-mind brand: This is the brand name that first comes to mind when a consumer is presented with the name of a product classification. (Aaker, 1996)

Dominant Brand: The ultimate awareness level is brand name dominance, where in a recall task most consumers can only provide the name of a single brand. (Aaker, 1996)

Consumer behavior: is the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives. (Kotler & Keller, 2006)

Consumer buying behavior: the study of the way of buying and disposing of goods, services, ideas or experiences by individuals, groups and organizations in order to satisfy their needs and wants (American Marketing Association, 2014)

1.8. Organization of the paper

The paper has five chapters comprising Introduction, which contains background and theoretical introduction to the study, Review of Related Literature, Research Design and Methodology, Results and Discussion, and finally Summary, Conclusions and Recommendations

The first chapter deals with a general introduction of the study including background of the study, statement of the problem, basic research question, objective of the study, significance of the study and scope of the study.

Chapter Two reviews some of the theoretical and empirical literature.

Chapter Three elaborates the type and design of the research. It also includes research method, sampling technique, data collection method and method of data analysis that was used in the study.

Chapter Four discusses in detail the findings of the study based on the data collected and analysis is made using the statistical tools stated in the research methodology part.

Finally, Chapter Five presents the conclusions and recommendations that were derived from the findings.

CHAPTER TWO

REVIEW AND RELATED LITERATURE

2.1. Chapter Review

The literature framework is presented it starts in a wide perspective by investigating what researchers have written about Brand and consumer Behavior. Finally, the research narrowed down by investigating brand awareness.

2.2. Brand Definition

Consumers view brand as an important part of the product and brand might add value to the product .brand equity is the value of a brand for both consumers and companies. To find the effect that influence consumers' buying behavior First brand is defined, further different brand theories from the most prominent Brand researchers such as Aaker and Keller are discussed .then brand awareness, which is a part of Brand equity, will be investigated.

The word Brand derived from the Old Norse word Brandr, which means “to burn”. Brands were, and still are the means by which owners of cattle mark their animals to identify them. According the American Marketing Association (2014), brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods or differentiate them from those of competitors. (Keller, 1993) This definition of a brand is supported and widely accepted by many authors and found in various literatures.

There are many definitions of Brand according to different authors to provide their own explanation towards the meanings of Brand; these varying definitions are useful for the understanding of the complete picture regarding what a Brand is. According to Keller (2012), a Brand is a product or service whose dimensions differentiate it in some way or from other products or services designed to satisfy the same needs. These differences may be functional, rational or tangible they may also be more symbolic emotional or intangible related to what the Brand represents or means in a more abstract sense.

A successful Brand is an identifiable product, services, person or place augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs

most closely. Furthermore, its success results from being able to sustain those added values in the face of competition (Chernatony & McDonald, 2003)

One of the Brand purpose is to be an identity to the products and services so that it can be separated from other products and services in the same category. In that way, just by seeing the name or the logo, the customer gets a certain indication of the product. The Brand knowledge may work as a protection both for the consumer and the manufacturer (Aaker, 1991)

According to (Schmitt, 1999) Brand cannot only be seen as an identifier. He states that a memorable name and a good image is not enough, the company has to deliver experiences. Schmitt suggests two approaches to Branding, the first is to see the Brand as an identifier where the name, logos and slogans give the consumers awareness and a specific image. The other approach is to see the Brand as an Experience Provider where the name, logos and slogans, events and other consumer contacts give the consumers sensory, affective, creative relations and life styles with the Brand. (Kotler & Armstrong, 2004) also believe that Brand is more than an identifier; it stands for consumer sensitivity as well as emotions to the product.

In recent years, brands have increased in importance. A distinguishing tool of the companies' products or services is the branding. The theme or combination of themes, that can be associated to brands, such as the trademark, logo, name, identity, image, personality, value and evolving entity, create the brand (Chernatony & L. Riley, 1998). In general, marketing is defined as a consumer-based process that permeates organizational functions and processes, and it balances the companies' objectives and customer satisfaction. Branding is a marketing tool perceived to be important for both the company and consumer. Brands are important valuable intangible assets for companies, a distinctive tool that builds a long-term relationship with the consumers, and protects its' rights (Kotler P. , 2000). For consumers, brands reflect their experience and knowledge; simplifying the processing of information accumulated over time about the company and its products or brands. In addition, brands reflect consumer' experiences and knowledge thus, simplify the processing of information accumulated over time about the company and its products or brands.

2.3. Brand Equity

The concept of brand equity has been defined in a number of different ways. There are two perspectives from which brand equity can be viewed. One is customer-based, it focuses

exclusively on the relationship customers have with the brand (from total indifference to attachment, loyalty, and willingness to buy and re-buy based on beliefs of superiority and evoked emotions). The other relates to suppliers, brand equity is viewed as a financial asset. It aims at producing measures in monetary values. (Kapferer, 2008)

According to (Kotler & Keller, 2006) Kotler brand equity is the customer's subjective and intangible assessment of the brand, beyond its objectively perceived value. And also based on Kotler P et al. (2000) definition, brand equity is the positive outcome that the customers show to the product or service. Moreover, as per the Official Marketing Science definition, brand equity is the set of associations and behavior on the part of a brand's customers, channel members and parent corporation that permits the brand to earn greater volume or greater margins that it could without the brand name. (Kapferer, 2008)

Furthermore, (Keller, 2004) developed a model that helps to understand brand equity from the customers perspective, how consumers react to marketing of a brand product compared to a product without a good brand. The model is based on the premise that the power of a brand lies in what customers have learned, felt, seen and heard about the brand as a result of their experiences over time. He defines CBBE "as the differential effect that brand knowledge has on consumer response to the marketing of that brand".

Brand equity provides value both to the company and the customers. Brand equity assets provide value to the customers in the way that the assets can help them to interpret, process, and store great quantities of information about products and brands. They also help the customers in the buying decision in terms of perceived quality and familiarity with the brand. Both perceived quality and brand associations may increase the customers' satisfaction. Just by knowing that the product is of a special brand may affect the experience and increase the satisfaction for the customers.

Brand equity can provide value to the firm by generating marginal cash flow in many ways. It can improve programs to attract new customers or recapture old ones. The perceived quality, brand associations and name awareness can increase brand loyalty. Brand loyalty is both one of the dimensions of brand equity and is affected by brand equity. Brand equity usually gives higher margins by permitting premium pricing and not so much reliance upon commercials. Further, it can also provide higher growth in the form of brand extensions. A strong brand can

also give more influence on the distribution channels. Finally, brand equity assets provide a competitive advantage to the competitors.

As mentioned above, Keller has done research about customer-based brand equity, where he describes brand equity from the customers' point of view, how the customers react to the marketing of a product with a brand compared to that of a product without a brand. "Customer-based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory" (Keller, 2003) Positive customer-based brand equity occurs when the consumers react more positively to a product with a certain brand compared to the same product without a brand. If the consumers do not see any differences in the product with a brand compared to the product without a brand, the brand is less valuable. According to Keller et al.(2003) brand equity consist of strong brand awareness and a positive brand image in the consumers' memory in terms of strong, favorable, and unique brand associations. To better understand how to create brand equity, he uses the brand-knowledge concept in his CBBE-model. He believes that the strength of the brand is depending on what the consumers have experienced and remember of the brand, therefore the knowledge of the brand. Keller visualizes brand knowledge as a network of nodes. The bigger the network is the greater the knowledge of the brand. The nodes are like hooks where the consumers put up their different memories and the links are connections between the different memories. These links together represent the brand equity. The consumers' knowledge of the brand consists of brand image and awareness.

The brand image exists in the consumers' mind and depends on what type of association appears and how the consumers in terms of strength, uniqueness and favorable associations value this association.

Awareness consists of two parts, recognition and recall. Recognition is the extent to which consumers in a store recognize the brand that they have just been exposed to, for example in a commercial. Recall is the consumers' ability to recall the brand from memory when given a relevant indication. Brand awareness can be created by increasing the familiarity of the brand through repeated exposure and strong associations with the relevant product category and consumptions indications.

According to (Aaker, 1991)is that Brand equity can be seen as the outcome of putting together a Brand's value, responsibilities and resources with the symbol and/or name. A

brand's responsibilities and resources, which are very important for brand equity, may change in different situations. To see the changing factors more easily, they can be divided into five classes.

1. Brand loyalty: People are bound to a brand which decreases the weakness to other brands' movement.
2. Name awareness: A known brand has more chance to be selected and bought before an unknown brand, just because of reliability and familiarity to the recognized brand.
3. Perceived quality: How a brand's quality is seen by customers. Good quality can also mean higher price and a better gross margin. How to measure quality in different industries vary.
4. Brand association: A symbol character that symbolizes a specific brand, for example Nike's: "the swoosh".
5. Other proprietary brand assets: Something that discerns a specific brand from others: patents, trademarks, relationship channels etc.

2.3. Brand Awareness

Brand awareness means the ability of a consumer can recognize and recall a brand in different situations (Aaker, 1996). From this definition it can be seen that brand awareness consists of brand recall and brand recognition. While brand recall refers a situation when consumers see a product category, they can recall a brand name exactly, and brand recognition used to describe consumers ability to identify a brand when there is a brand cue (Keller, 1993). This means, consumers can tell a brand correctly if they ever saw or heard it.

Brand awareness is measured according to the different ways in which consumers remember a brand, which may include brand recognition, brand recall, top of the mind brand and dominant brand (Aaker, 1996). As he explained the matter, Brand recognition is related to consumers' ability to confirm prior exposure to that brand when given the brand a cue which is expressed when consumer correctly discriminate that particular brand from other in similar category as having been previously seen or heard. Brand recall relates to consumers aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage situation as a cue. Consumers required to correctly generating the brand from memory when given a relevant cue.

The basic difference between brand recognition and recall is that, brand recognition happens for example when customer exposed for different brands in the same category in the supermarket they will able to differentiate the brand they are aware of among others. However in the case of brand recall customers expected to remember the brand from their memory that they are aware of while given only some clue about it.

The other level of brand awareness as stated by Aaker,et al.(1996), is Top-of-mind brand which is the brand name that first comes to mind when a consumer is presented with the name of a product classification like for example if soft drinks mentioned as a product classification then someone may say coca or Pepsi or other brand at first place. The last one Dominant Brand is the ultimate awareness level, where in a recall task; most consumers can only provide the name of a single brand for instance from soft drink classification someone only can recall Coca. From top to down their level of awareness is becoming increase that is why Aaker,et al.(1996) put recognition as important for new or niche brands and recall and top-of-mind as more sensitive and meaningful for well-known brands.

Brand awareness can provide a host of competitive advantages for the marketer as it renders the brand with a sense of familiarity, it can be a sign of presence, commitment and substance, and it is also an asset that can be inordinately durable and thus sustainable. It may be extremely difficult to dislodge a brand that had achieved a dominant awareness level (Aaker, 1996): Fundamentally, high levels of brand awareness should increase the probability of brand choice, produce greater consumer and retailer loyalty, and decrease vulnerability to competitive marketing actions (Keller, 1993)

2.3.1. Brand awareness and consumer decision-making

According to (Keller, 1993)Brand awareness plays an important role in consumer decision making for three major reasons:

First, it is important that consumers think of the brand when they think about the product category. Brand awareness is essential in buying decision-making as it is important that consumers recall the brand in the context of a given specific product category, awareness increasing the probability that the brand will be a member of the consideration set.

Raising brand awareness increases the likelihood that the brand will be a member of the consideration set (Keller, 1993)the handful of brands that receive serious consideration for purchase. Second, brand awareness can affect decisions about brands in the consideration set,

even if there are essentially no other brand associations. For example, consumers have been shown to adopt a decision rule to buy only familiar, well-established brands (Keller, 1998)

In low involvement decision settings, a minimum level of brand awareness may be sufficient for product choice, even in the absence of a well-formed attitude (Keller, 1993)The elaboration likelihood model (Keller, 1993)suggests that consumers may base choices on brand awareness considerations when they have low involvement, which could result from either a lack of consumer motivation (i.e., consumers do not care about the product or service) or a lack of consumer ability (i.e., consumers do not know anything else about the brands). So awareness also affects decisions about brands in the consideration set, even in the absence of any brand associations in consumers 'minds. In low involvement decision settings, a minimum level of brand awareness may be sufficient for the choice to be final. Finally, brand awareness affects consumer decision making by influencing the formation and strength of brand associations in the brand image. Therefore, a brand that has some level of brand awareness is far more likely to be considered, and therefore chosen, than brands, which the consumer is unaware of.

Brand awareness is a process from where the brand is just known to a level when the consumers have put the brand on a higher rank; the brand has become the —top of mind (Aaker, 1991)Organizations can generate brand awareness by, firstly having a broad sales base, and secondly becoming skilled at operating outside the normal media channels (Aaker, 1996).

2.3.2. Measuring brand awareness

Brand awareness is measured according to the different ways in which consumers remember a brand, which may include brand recognition, brand recall, top of the mind brand and dominant brand (Aaker, 1991)

Brand recognition: It related to consumers 'ability to confirm prior exposure to that brand when given the brand a cue. It requires that consumers can correctly discriminate the brand as having been previously seen or heard. . Brand recognition is the minimal level of brand awareness. It is based upon an aided recall test. Brand recognition is particularly important when a buyer chooses a brand at the point of purchase.

Brand recall: Brand recall relates to consumers 'aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage

situation as a cue. It requires consumers to correctly generate the brand from memory when given a relevant cue. Brand recall is based on unaided recall, which is a substantially more difficult task than recognition.

Top-of-mind brand: This is the brand name that first comes to mind when a consumer is presented with the name of a product classification.

Dominant Brand: The ultimate awareness level is brand name dominance, where in a recall task most consumers can only provide the name of a single brand

Therefore the challenge facing the marketers is to build awareness and presence both economically and efficiently (Aaker, 1991)

Brand awareness can be characterized according to depth and breadth. The depth of brand awareness concerns the likelihood that a brand element will come to mind and the ease with which it does so.

A brand that can be easily recalled has a deeper level of brand awareness than one that only can be recognized. The breath of brand awareness concerns the range of purchase and usage situations where the brand element comes to mind. The breadth of brand awareness depends to a large extent on the organization of brand and product knowledge in memory. Keller, et al.(1998)

2.3.3. The value of brand awareness

According to (Aaker, 1991)brand awareness creates value in at least four ways

1. Anchor to which other associations can be attached

Brand recognition is the basic first step in the communication task. It usually is wasteful to attempt to communicate brand attributes until a name is established with which to associate the attributes. A name is like a special file folder in the mind which can be filled with name related facts and feelings. Without such a file readily accessible in memory, the facts and feelings become misfiled, and cannot be readily accessed when needed.

2. Familiarity/liking

Recognition provides the brand with a sense of familiarity—and people like the familiar. Especially for low-involvement products like soap, chewing gum, paper towels, sugar, disposable pens, or facial tissues, familiarity can sometimes drive the buying decision. In the absence of motivation to engage in attribute evaluation, familiarity may be enough.

3. Substance/ commitment Name awareness can be a signal of presence, commitment, and substance, attributes which can be very important even to industrial buyers of big-ticket items, and consumer buyers of durables. The logic is that if a name is recognized, there must be a reason—such as:

These suppositions are not necessarily based upon knowledge of specific facts about the brand. Even if a person has not been exposed to advertising and knows little about the firm, brand awareness could still lead to the assumptions that the firm is substantial and backs the brand with advertising. If a brand is completely unknown before it was put forth as a choice alternative, there is a suspicion that it is not substantial with a committed firm behind it. Sometimes, even in the case of large and involved purchase decisions, brand familiarity and perceptions of substance associated with brand awareness can make all the difference.

2.4. Consumer Behavior

To better understand the awareness of brand from the consumers' perspective it is important to have an idea of the consumers' behavior and their view of brands.

The marketing concept has long been argued and established as the appropriate philosophy of doing business. This concept states that an organization should satisfy consumer needs to make profit (Peter & Olson., 2000). This establishes understanding of the consumer at the center of the marketing concept and the necessity of research into consumer's behavior. The (American Marketing Association, 2014) defines consumer behavior as the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives. In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings, and actions. These include comments from other consumers, advertisements, price information, packaging, product appearance, blogs, and many others

Peter & Olson.,et al.(2000) Forwarded insightful framework that links all the elements of this important definition. Marketing strategies are outcomes of the constant relationships and interdependences between the consumers' affect and cognition, their actions and their environment in the Wheel of Consumer Analysis Model by the authors. As such, consumer behavior reflects the actions of the consumer that prevail as a result of the consumers' knowledge and feelings as well as the consumer's environment.

2.5. Consumer Buying Behavior

Consumer buying decision process consists of a series of processes or steps, beginning with a felt need or want arising from either internal or external services and terminating with a confirmation of the decision. The need may be an urgent or compelling one, demanding immediate satisfaction; or it may be one for which the satisfaction can be delayed or postponed. In any event a tension is created which sooner or later must be quit. In order to further understand the decision making process study has taken the consumer buying decision making process model from (Jobber, 2007)

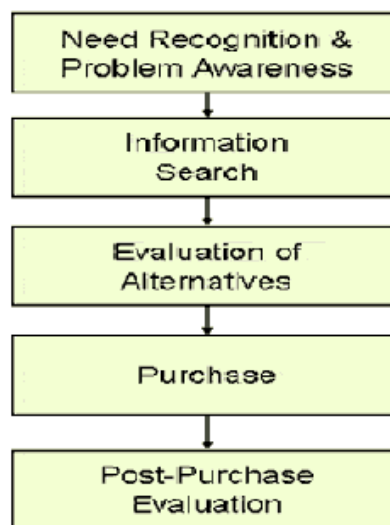


Table 0-1 Consumer decision making process (Jobber, 2007)

Need recognition: Accordingly to Jobber D. (2007), the need recognition is essentially functional and recognition may take place over a period of time. This occurs whenever the consumer sees a significant difference between his or her current state of affairs and some desired or ideal state. The need can be triggered by internal stimuli or by external stimuli. Internal stimuli can trigger a need when one of the individuals' normal needs like hunger, thirst shelter raises to a level high enough to become a drive. From previous experience, the individual has learnt how to cope with this drive and is motivated towards objects that will

satisfy the need. External stimuli can also trigger a need. In this instance, the marketer needs to determine the factors and situations that usually trigger consumer need recognition. The marketer should research consumers to investigate what kind of need or problem arises and what brings a consumer to prefer one brand over the other. In this stage of the consumer buying process the consumer perceives there is a problem to be solved, which may be large or small, simple or complex

Information search: the information search begins with the identification of alternatives ways of gathering information about the product consumer intend to purchase (Jobber, 2007). It is the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision. Normally, the amount of information searching activities of a consumer depends on the type of product which either require high involvement or low involvement. For a product that requires high involvement there might be a significant differences between brands which require an immense effort or insignificant differences between brands which leads to dissonance reducing buying decisions.

The consumer can acquire information regarding a particular product from various sources. These sources include personal sources like family and friends, commercial sources like advertising, salespeople or displays, public sources like mass media and social networking sites and finally experiential source like handling, examining and using of product. The relative influence of these information sources varies with the product and the buyer. In the case of Bottled water consumers, the source of information for Bottled water can be collected based on their previous experience on usage as well as external source like friends, colleagues, neighbors, several published medias and so on.

Evaluation of alternatives: Consumers evaluate or assess the various alternatives, using the information they have at hand to come to a decision (Jobber, 2007) this process involves comparing the information gained in the information search process for alternative products and brands to the product–judging criteria or standards the consumer has developed. For purchase decisions, the choice alternatives are the different product classes, product forms, brands, or models the consumer considers buying Peter & Olson.et al.(2010). However, given their limited time, energy, and cognitive capacity, consumers seldom consider every possible choice alternative. Usually only a subset of all possible alternatives, called the consideration set, is evaluated. Some brands in the consideration set may be activated directly from memory; this group is called the evoked set. For highly familiar decisions, consumers

may not consider any brands beyond those in the evoked set. If consumers are confident they already know the important choice alternatives, they are not likely to search for additional ones Peter & Olson.et al.(2010). Consumers' evaluations of the choice alternatives in the consideration set are based on their beliefs about the consequences of buying those products or brands. The specific consequences used to evaluate and choose among choice alternatives are called evaluation criteria. Evaluation criteria are the dimensions used to judge the merits of competing brands (Gary & K.H., 2006)

Purchase decision: A purchasing decision usually follows strong purchase intentions. In this stage the consumer actually buys the product they have chosen. Generally, the consumer's purchase decision will be to buy the most preferred brand. A consumer's decision to change, postpone or avoid a purchase decision is influenced heavily by perceived risk. Many purchase involve some risk and the amount of perceived risk varies with the amount of money at stake, the amount of purchase uncertainty and the amount of consumer self confidence. A consumer takes certain actions to reduce risk, such as avoiding purchase decisions, gathering more information and looking for national brand names and product warranties

Post-purchase evaluation/behavior: in this stage the consumers take further action after the purchase decision by evaluating their satisfaction or dissatisfaction. Consumer satisfaction or dissatisfaction is determined by the overall feelings, or attitude, a person has about a product after it has been purchased. Consumers engage in a constant process of evaluating the things they buy as they integrate these products into their daily consumption activities.

Regarding the first purchase of a new product/brand, the buyer enters five different levels of adapting. The adapting process is a psychological procedure a person goes from hearing about the product to buying it:

1. Awareness: The consumer becomes aware of the new product, but lacks information about it.
 2. Interest: The consumers seek information about the new product.
 3. Evaluation: The consumers consider whether trying the new product makes sense.
 4. Trial: The consumers try the new product on a small scale to improve their estimation of it value.
 5. Adoption: The consumers decide to make full and regular use of the new product.
- This is just a model and all the stages are not necessarily used when purchasing a new

product; for example, the stage "trial" is not entered when buying a car (Kotler & Armstrong, 2004)

Consumer buying behavior differs much depending on what kind of product the consumer will purchase. There is a big difference in involvement when buying a car compared to toothpaste. (Kotler, Armstrong, & Saunders, 1999)Have made a buying behavior model with four different buyer behaviors.

Moreover, consumers differ much individually in willingness to try new products and brands. This has led to a classification of consumers into different groups.

Innovator are defined as the first consumers adapting to the new product. The **early adopters** are the next ones. The early majority adapt to the new product before the average consumer. The **late majority adapt** to the new product only after most people already have tried it. Finally, the **laggards** are the last ones that adapt to the new product. They are bound to tradition and adapt to the new product only when it has become tradition itself. The innovators or pioneers are adventurous. They like to try new things and are more willing to take risks. Further, they tend to take risks. They are often young and well educated. Further, they tend to take more advantage of special promotions such as discounts and samples.

2.6. Conceptual Framework

The main purpose of the study is to investigate the real effect of brand awareness consumer buying behavior on bottled water in Addis Ababa. Based on the above related literature review and concepts the conceptual frame work for this study is developed'

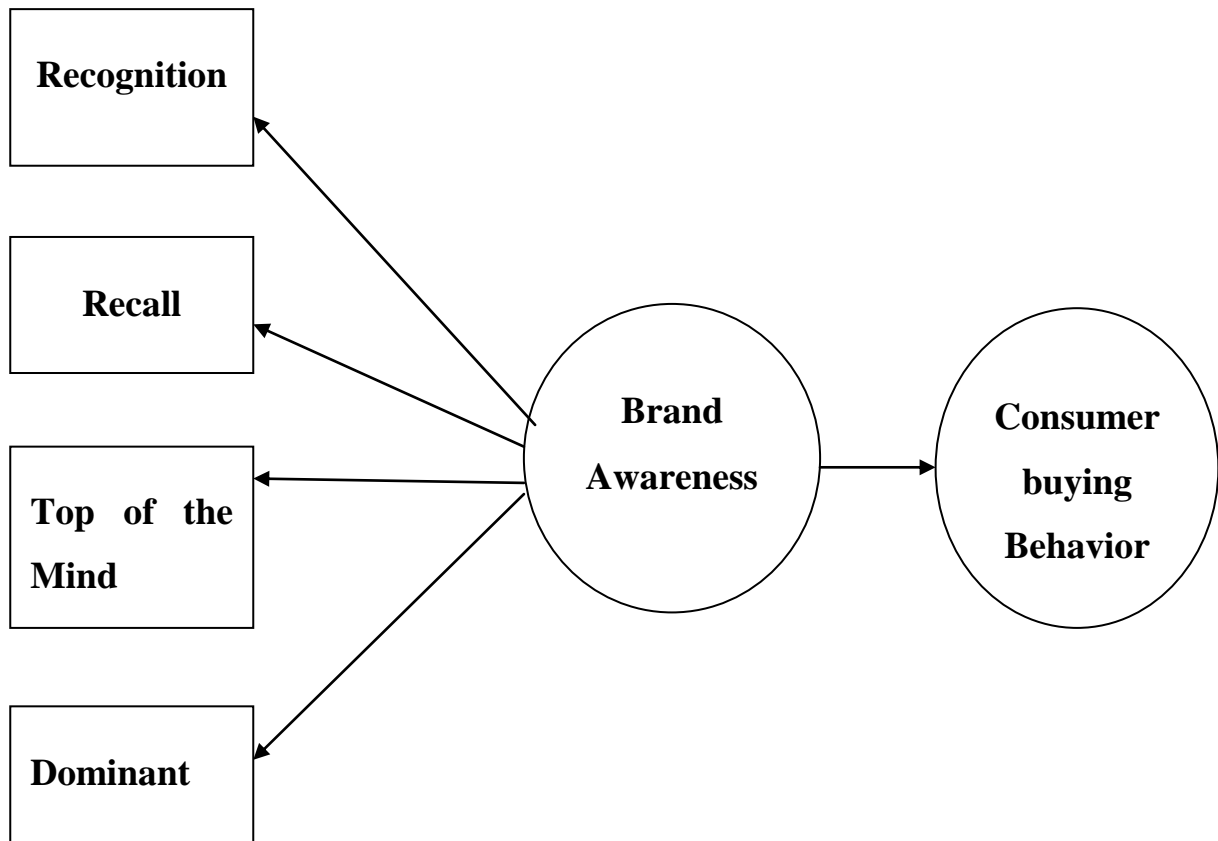


Figure 0-2 Adopted from Aaker model, 1996

As we can see from the above figure brand awareness can be measured according to different ways in which consumer remember a brand which may include, brand recognition, brand recall, top to the mind and dominant brand (Aaker, 1996). If there is high level of brand awareness the chance of consumer can buy the product will be high compare to the low level of brand awareness, especially in low involvement commodities.

2.7. Hypothesis of the Study

The following hypothesis are formulated after a critical examination of various literatures had been performed, all mentioned hypothesis were tested in order to achieve the targeted main and specific objective of this study. In the hypothesis Brand awareness measurements

(Recognition, Recall, Top of the mind and Dominant) are the independent variables while consumer buying behavior is the dependent variable.

H1: Recognition has a significantly and positive effect on consumer buying behavior of bottled water consumer in Addis Ababa.

H2: Recall has a significantly and positive effect on consumer buying behavior of bottled water consumer in Addis Ababa.

H3: Top of the Mind has a significantly and positive effect on consumer buying behavior of bottled water consumer in Addis Ababa.

H4: Dominant has a significantly and positive effect on consumer buying behavior of bottled water consumer in Addis Ababa.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1. Chapter Review

This chapter presents a detailed discussion of the research design and methodology employed in the study. Hence, topics related to research design, data type & source, target population, sampling technique and sample size, data collection procedure and method of data analysis are covered. Explanation about the reliability and validity of the study is also included in this chapter.

3.2. Research Design

Research design is a master plan that specifies the methods and procedures for collecting and analyzing the needed information. A research design provides a framework or a plan of action for the research. (Zikmund, Babin, Carr, & Griffen, 2013) Among the various types of quantitative design, the researcher was conducting an explanatory study, where emphasis is given on studying a situation or a problem in order to explain the relationship between variable. Explanatory researches (Causal research) is conducted in order to identify the extent and nature of cause-and-effect relationships. Causal research can be conducted in order to assess impacts of specific changes on existing norms; various processes etc.

Explanatory research was used because it enables the researcher to critically examine the relationship between independent variable of brand awareness such as Recognition, Recall, Top of the Mind and Dominant and the dependent variable consumer buying behavior. By employing inferential statistics (correlation and regression analysis), the effect of the independent variable (brand awareness) on the dependent variable (consumer buying behavior) was assessed.

Quantitative survey method was used to meet the purpose of this study. The researcher focuses heavily on quantitative research because it is useful to quantify opinions, attitudes and behavior and find out how the whole population feels about a certain issue. Therefore, the researcher preferred the quantitative research strategy because the study needs to address the factors that influence Brand awareness on consumers' buying behavior.

3.3. Target Population

A population consists all elements (individuals, items or objects) whose characteristics are being studied (Mann, 1995).The target population (unit of analysis) of the study comprise all individual consumers who are occasional and/or regular users of bottled water, which are either men or women aged 18 and more years old and have at least a foundation education. Addis Ababa is the target location to obtain the respondents

3.4. Sampling Design

The samples were select using a non-probability (convenience) sampling technique to which the prepared questionnaires was distributed to be filled in a self-administered manner. Even though there are some risks in adopting a convenience selection such as a questionable representativeness, hence questionable credibility of the findings, (Bryman & Bell, 2007). However, the study did avoid this by composing of a diversified sample consisting of bottled water consumers from different Supermarkets, Café and Restaurants, and Hotels in order to have a representative sample with different backgrounds in terms of age, gender, educational background and type of Bottled water brand they consume. The reason for employing a non probability convenience sampling technique for this study is that the population of the survey was too large for a comprehensive survey due to resources limitations like time and financial constraints.

Determining sample size is very important issue because samples that are too large may waste time, resource and money. While samples that are too small may lead to inaccurate results.

$$n = \frac{Z^2 p(1 - p)}{C^2}$$

Valid where,

n = sample size

Z =thevalue on the Z table at 95% confidence level =1.96 (we assume the data is normally distributed or has similar variance from the mean)

e = Sampling error at 5%, margin of error

p = maximum variability of the population at 50%. i.e. (0.5) (note that if p is given use p only if not to make conservative estimate use Q as equal to P which is 0.5)

$q = 1 - p = 0.5$ to make it a conservative estimate $P = Q = 1/2$ or ± 0.5

$$n = (1.96)^2 * 0.5 * (1 - 0.5) / (0.05)^2$$

$$n = 3.8416 * 0.25 / 0.0025$$

$$n = 384.16 \approx \mathbf{384}$$

As sample size determination was based on the unknown population, formula questionnaire was distributed each sub city thus the total sample size is 384. The reason using this sample size formula is that the researcher not able to find the sample list or a population number who use bottled water in Addis Ababa. Thus, population figure is unknown.

3.5. Sources of Data

Both primary and secondary source of data was used in this study. Primary data was collected by the administration of close-ended questionnaires to the identified respondents. Secondary data relevant to this study was collected from publications including journals, books, researches and various materials.

3.6. Data Collection Techniques

One of the most important research instruments for collecting primary data is the questionnaire, which was employed for the purpose of this study. Structured close-ended questionnaires were distributed to Bottled water consumers located in Addis Ababa. The choice of using pre-coded close-ended questionnaire is based on Fisher's view on structured questionnaire. According to Fisher (2007), if the researcher wants to quantify the research material, then it is best to use a structured approach.

The questionnaire was designed in a way that was clear, brief and understandable to the respondents. It also covers the relevant aspects of the model used. According to Fisher (2007) it is recommended to keep the questionnaire as short as possible and give it a logical and sequential structure so that the respondent (Bryman & Bell, 2007) can easily see what the questionnaire is about and can follow its themes as they go through them.

A five point structured Likert scale questionnaire adopted from different previous study which provided customers with a greatest range of option starting from Strongly disagree to Strongly agree was used as a primary data collection instrument in the present study.

3.7. Data Analysis Techniques

The data collected from the respondents using structured survey/quantitative approach is edited, coded, cleaned and was entered into the computer. Then it is analyzing with help of statistical software program: statistical package for social sciences (SPSS.20). For the analysis of the primary data, a descriptive and inferential statistical analysis technique was employing. With regards to the descriptive analysis percentages, means, standard deviations and frequencies have been calculated. This analysis revealed the demographic profile of Bottled water consumers in the city. With regards to inferential statistics correlation and regression analysis was used to test the significance contribution of independent variable (Brand awareness) to the dependent variable (consumer buying behavior).

3.8. Ethical Consideration

The researcher observed strict ethical responsibilities in conducting this research. Research ethics relating to rights of human subjects in fieldwork, notably the right to informed consent; right to privacy and confidentiality; and right not to be deceived or harmed as a result of participation in the research should be emphasized (Bryman, 2007).

The prospective participant was informing about the procedures and risks involved in the research and must give their consent to participate in the survey. They are informing that their participation is voluntary and they may readily withdraw at any time. The prospective participants were also assured that their participation was not result in any adverse consequences, and all information provided was treat with the strictest confidentiality. Finally, this research practiced the principle of anonymity i.e. the participants was remaining anonymous throughout the study

3.9. Reliability Analysis

For this study, Cronbach's alpha was used to assess the internal consistency of variables in the research instrument. Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale; it represented as a number between 0 and 1. According to (Zikmund, 2010) scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability.

Thus, for this study, a Cronbach's alpha score of .70 or higher is considered adequate to determine reliability.

The result of the Cronbach's alpha for this study's instrument was found to be in the acceptance range i.e. >0.7. Thus showing as indication of acceptability of the scale for further analysis since all the four items of brand awareness (Recognition, Recall, Top of the Mind and Dominant) and consumer buying behavior above 0.7. The Cronbach's alpha coefficient of the four dimensions of brand awareness shown in table 3.1 below.

Table 3-1 Reliability Analysis of Variables

Variables	Cronbach's alpha coefficient	Number of items
Recognition	0.801	4
Recall	0.864	4
Top of Mind	0.855	4
Dominant	0.851	4
Consumer buying behavior	0.800	5
All Variables	0.850	21

Source: research's survey data, 2018

3.10. Validity analysis

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested, (Kothari, 2004). In other words, Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. In order to ensure the quality of the research design content and construct validity of the research were checked.

According to (Kothari, 2004) Content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it. Based on this definition the content validity was verified by the advisor of

this research, who looked into the appropriateness of the questions and the scales of measurement. In addition, discussions with fellow researchers, as well as the feedback from the pilot survey was another way of checking the appropriateness of the questions.

A measure is said to possess construct validity to the degree that it confirms to predicted correlations with other theoretical propositions. Construct validity is the degree to which scores on a test can be accounted for by the explanatory constructs of a sound theory. For determining construct validity, we associate a set of other propositions with the results received from using our measurement instrument. If measurements on our devised scale correlate in a predicted way with these other propositions, we can conclude that there is some construct validity Kothari,et al.(2004). Therefore, in order to test the construct validity, correlation coefficient for the independent and dependent variables were calculated. The independent variables consist of measurement of brand awareness while the dependent is the consumer buying behavior. Based on the result of the correlation analysis, the four factors measuring brand awareness and consumer buying behavior were positively related. Since the independent variables are positively related with the dependent variable, the independent variable therefore can be considered as a good measure of brand equity.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1. Chapter Review

This chapter presents the findings of the research in accordance to the research objectives. The analyses and interpretation of the data collected from the respondents is presented. It began with a description of the demographic and general characteristics of the participating respondents. Then, the results of Descriptive Statistics and Inferential Statistics (correlation analysis and Regression analysis was discussed. At last, summary of the findings are presented.

4.2. Questionnaire Response Rate

As it is indicated in table, 4.1 below out of 384 questionnaires prepared and distributed, 369 (96%) questionnaires were collected back, during data editing process the questionnaires were checked for errors and 15 incomplete questionnaires were eliminated, finally leaving 361 (94%) questionnaires for analysis. the response rate is excellent.

Table 4-1 Questionnaire Response Rate

	Consumer's		
	Correctly Filled and Returned	Not Correctly filled	Not Returned
Number	361	15	8
Percentage	94%	4 %	2%

Source: research's survey data, 2018

4.3. Demographic Profile of Respondents

The first part of the questionnaire consists of the demographic characteristics of respondents. This part of the questionnaire requested a limited amount of information related to personal and demographic status of the respondents. Accordingly, the following variables about the

respondents were summarized and described in the subsequent table. These variables include; gender, age the educational background of the respondents.

From the total respondents, the male Bottled water consumers constituted the highest percentage (60.1%) while their female counterparts only constituted (39.9%) of the total respondents. This implies that the majority of Bottled water consumers in Addis Ababa are male.

As per table 4.2, 34.3% of the respondents were from the age group of 26-36 constituting the largest percentage. This group was being followed up by the age group of 18-25 years that had 28.3% representation from the total number of respondents. The other age groups 37-50 and above 50 years old accounted for 24.3% and 12.5% respectively. This shows that the majority of Bottled water consumers are in the adult age.

About the educational background of the respondents, results showed that 29.4% of the respondents are finishing 12th Grade and 25.2 % of the respondents have a Bachelor's degree. While 27.4% of the respondents have a College Diploma. The rest 11.4% are not finishing 12th grade leaving the lowest to Masters Holders and above who were only 6.6 % of the total respondents. The above result shows that respondents who are completing 12th grade are the majority of bottled water consumers in respect with other educational background.

Table 4-2the profile of respondents

No. Profile	Description	Frequency	Percentage (%)
Gender	Female	144	39.9
	Male	217	60.1
	Total	361	100
Age (in Years)	18-25 Years old	102	28.3
	26– 36	124	34.3
	37 -50 Years Old	90	24.9
	Above 50 Years Old	45	12.5
	Total	361	100
Educational Background	Under 12 th Grade	41	11.4
	Completed 12 th grade	106	29.4
	Diploma	99	27.4
	Bachelor Degree	91	25.2
	Masters degree and Above	24	6.6
	Total	361	100
Do you consume Bottled water?	Yes	361	100

Source: research's survey data, 2018

4.4. Brand popularity and Bottled water consumption

4.4.1. Brand Popularity

Table 4-3 Current brand choice of respondent

	Frequency	Percentage
Eden	60	16.6
Wow	30	8.3
YES	87	24.1
Aqua Addis	89	24.7
FIKER	44	12.2
Origin	33	9.1
CLASSY	1	.3
Others	17	4.7
Total	361	100.0

Source: research's survey data, 2018

Based on the study, when the respondents were asked to name the type of bottled water brand they would like to consume, they revealed that a majority 24.7% preferred Aqua Addis. Yes comes second by 24.1% and Eden gain 16.6% of the bottled water share in Addis Ababa.

4.4.2. Consumption Rate

Table 4-4 the consumption rate of the respondents with age.

Consumption rate	General consumption		General consumption by Age				Total
	Frequency	Percent	18-25	26-36	37-50	Above 50	
Everyday	146	40.4	36	59	35	16	146
Most days in a week	83	23.0	24	29	21	9	83
Once in a while	104	28.8	39	28	27	10	104
Only on weekends	28	7.8	3	8	7	10	28
Total	361	100	102	124	90	45	361

Source: research's survey data, 2018

Results of the study showed that out of the total respondents, 40.4% of them had drink-bottled water every day, while 28.8 % of them drink bottled water once in a while. Most days in a week and only on weekends constituted 23% and 7.8 of the total respondents. The study also revealed that with regards to age, for the age groups 18-25, they have a more tendency to bottled water once a while, age group 26-36, 37-50 and above 50 have the highest tendency to drink bottled water every day.

4.5. Descriptive statistics

In order to analyze the respondents overall brand awareness, 16 questions were grouped into the four level measurements of brand awareness, which are Recognition, Recall, Top of the Mind and Dominant.

In order to compare the respondents brand awareness, descriptive statistics of mean and standard deviation is used. The mean indicates to what extent the sample group averagely agrees or disagrees with the different statements. The higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. In addition, standard deviation shows the variability of an observed response. Below the results are discussed one by one.

4.5.1. Recognition

It related to consumers 'ability to confirm prior exposure to that brand when given the brand a cue. It requires that consumers can correctly discriminate the brand as having been previously seen or heard. . Brand recognition is the minimal level of brand awareness. It is based upon an aided recall test. Brand recognition is particularly important when a buyer chooses a brand at the point of purchase (Aaker, 1996) accordingly; the respondents were asked 4 questions related to brand recognition. Table 4.5 presents respondents result of brand recognition with mean and standard deviation of values for each variable.

Table 4-5 Brand recognition analysis

Variables	Mean	Std. Deviation
I recognize the brand “x” by its Name	3.99	1.20
I recognize the brand “x” by its Packaging	3.75	1.20
I recognize the brand “x” by the Shape of Bottle	3.53	1.30
I recognize the brand “x” by its Color	2.88	1.32

Source: research’s survey data, 2018

As per table 4.5, the list of items comprising of recognition, the mean score for the item “I recognize the brand “x” by its Name” Scored the highest with a mean score of 3.99 While the item “I recognize the brand “x” by its Color ” scored the lowest with a mean score of 2.88. The overall mean score for the Brand Awareness dimension is 3.57, which indicate that the respondents have good brand recognition of the Bottled water they consume.

4.5.2. Recall

Brand recall relates to consumers ‘aptitude to retrieve the brand from memory given the product category, the needs fulfilled by the category or a purchase or usage situation as a cue. It requires consumers to correctly generate the brand from memory when given a relevant cue. Brand recall is based on unaided recall, which is a substantially more difficult task than recognition. (Aaker, 1996). Hence, four items related to brand recall were placed for the respondents and the analysis is shown in the table below:

Table 4-6 Brand recall analysis

Variables	Mean	Std. Deviation
I quickly remember brand “X” by its Name	3.81	1.22
I quickly remember brand “X” by its Packaging	3.35	1.21
I quickly remember brand “X” by the shape of the bottle	3.23	1.21
I quickly remember brand “X” by its color	3.03	1.34

Source: research’s survey data, 2018

Table 4.6 shows that "I quickly remember brand “X” by its Name" scored the highest among the list of items related to brand Recall with a mean score of 3.81 while the respondents gave the least score of 3.03 to the item “I quickly remember brand “X” by its color”. This clearly indicates that most of bottled water consumer remembers the brand they currently consume by its name.

4.5.3. Top of the mind

This is the brand name that first comes to mind when a consumer is presented with the name of a product classification. Therefore, four items related to Top of the mind were placed for the respondents and the result of the analysis is shown in the table below

Table 4-7Top of the mind analysis

Variables	Mean	Std. Deviation
“X” Brand Name comes first to My Mind	3.83	1.12
“X” Brand Packaging comes first to My Mind	3.06	1.17
“X” Brand Shape of the Bottle comes first to My Mind	3.09	1.20
“X” Brand Color comes first to My Mind	2.64	1.31

Source: research’s survey data, 2018

Table 4.7 shows that the respondents scored the highest for the item “X” Brand Name comes first to My Mind “with a mean score of 3.83 while the lowest went to the item which states “X” Brand Color comes first to My Mind "with a mean score of 2.64.

4.5.4. Dominant

The ultimate awareness level is brand name dominance, where in a recall task most consumers can only provide the name of a single brand. Based on this definition four items related to dominant was put to the respondents and the result is shown below

Table 4-8 Dominant analysis

Variables	Mean	Std. Deviation
I only Recall the Name of Brand I consume	1.83	1.14
I only Recall the Packaging of Brand I consume	1.86	1.01
I only Recall the Shape of bottle Brand I consume	1.89	1.05
I only Recall the color of Brand I consume	1.91	1.11

Source: research’s survey data, 2018

As illustrated on Table 4.8 the variables “I only Recall the color of Brand I consume “score relatively high with an overall mean score of 1.91. While the respondents gave the least score of 1.83 to the item, "I only Recall the Name of Brand I consume." The results indicate that the respondents have a low level of ultimate awareness towards their bottled water brand.

Table 4-9 Summary of the overall Brand Awareness measurements

Measurement	Mean	Std. Deviation
Recognition	3.57	0.93
Recall	3.35	0.95
Top of the Mind	3.15	0.92
Dominant	1.87	0.90

Source: research’s survey data, 2018

As can be seen from Table 4.9, the respondents gave a low mean score of 1.87 to one of the brand awareness measurement of “Dominant”. The respondents gave a higher mean score of 3.57 to “Recognition “.

4.5.5. Consumer buying behavior

Table 4-10 Consumer buying behaviour analysis

Variables	Mean	Std. Deviation
I usually buy the best quality brands	3.50	1.29
I usually buy Fair priced brands	3.15	1.28
I usually buy widely available brands	3.36	1.27
I usually buy well-advertised Brands	3.04	1.27
I usually buy the Brands I know very well	3.97	1.06

Source: research’s survey data, 2018

As can be seen from Table, the respondents gave a low mean score of 3.04 to the item "I usually buy well-advertised Brands" implying that they have an emotional attachment that they have with their choice of bottled water. The respondents gave a higher mean score of 3.97 to “I usually buy the Brands I know very well “, respectively which means that even though they have a limit on the emotional attachment, they would not want to replace their chosen brand with others.

4.6. Correlation Analysis

To determine the existence and level of association, the researcher used bivariate correlation. Pearson’s correlation coefficient falls between -1.0 and +1.0, indicates the strength and direction of association between the two variables. (Field, 2005) The Pearson’s correlation coefficient (r) was used to conduct the correlation analysis to find the level and direction of the relationships between the dimensions of Brand awareness and consumer buying behavior. The classification of the correlation efficient (r) is as follows: 0.1 – 0.29 is weak; 0.3 – 0.49 is moderate; and > 0.5 is strong. (Field, 2005)The bivariate correlation of a two-tailed test confirm the presence of statistically significant difference at probability level $p < 0.01$ i.e.

assuming 99% confidence interval on statistical analysis. Hence all the dimensions have a strong positive relationship to customer loyalty which is significant even at the $p < 0.01$ level.

In order to determine the most influencing factor of consumer buying behavior towards bottled water products, relationship between all variables was determined through correlation analysis before proceeding to regression analysis. Table 4.11 depicts the r value for the relationship between independent variables (i.e. Recognition, Recall, top of the mind and Dominant) and dependent variable i.e. consumer buying behavior towards bottled water products.

Table 4.11 below shows the correlation between the four dimensions of Brand awareness and the consumer buying behavior.

Table 4-11 Correlation analysis

		Recognition	Top of the Mind	Recall	Dominant	Consumer Buying Behavior
Recognition	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	361				
Top of the Mind	Pearson Correlation	0.775**	1			
	Sig. (2-tailed)	0.000				
	N	361	361			
Recall	Pearson Correlation	.675**	.758**	1		
	Sig. (2-tailed)	.000	.000			
	N	361	361	361		
Dominant	Pearson Correlation	-.081	-0.066	-.056	1	
	Sig. (2-tailed)	.124	.211	.292		
	N	361	361	361	361	
Consumer Buying Behavior	Pearson Correlation	.646**	.636**	.585**	.000	1
	Sig. (2-tailed)	.000	.000	.000	.997	
	N	361	361	361	361	361

Source: research's survey data, 2018

As per table 4.11 above, the coefficients show that out of the four factors measuring brand awareness Three of them are positively related with the Consumer buying behavior within the range of 0.585 to 0.646, all were significant at $p < 0.01$ level except Dominant, dominant have no relation or correlation with Consumer buying behavior.

Three of the independent variables Recognition, Recall and Top of the Mind show a Strong positive relation (0.646, 0.585 and 0.636 respectively). While Dominant have 0.000 relations with consumer buying behavior. From the independent variable Recognition, the highest correlation with the dependent variable.

Table 4.11 also shows the correlation of the independent variables within themselves. It can be noted that all variables are positively correlated with each other except dominant. There is a Strong positive relationship between Recognition and Recall, Recognition and Top of the Mind and Top of the Mind and Recall ($p = 0.675$, 0.775 and 0.758) respectively.

From the independent variables dominant is negatively correlate with the other three independent variables, such as with recognition, recall and top of the mind are $p = -0.081$, $p = -0.066$ & $p = -0.056$ respectively.

4.7. Regression Analysis

Regression is a method of estimating or predicting a value on some dependent variable given the value of one or more independent variables. Like correlations, statistical regression examines the association or relationship between variables. Unlike with correlations, however, the primary purpose of regression is prediction (MArczyk, dematto...)

Depending on the number of variables, one can run either simple linear regression with one dependent or independent variable or otherwise, run multiple regressions to see the linear relationship between one dependent and two or more independent variables. This particular study put in place, linear multiple regressions to study the effect of brand awareness measurements (Recognition, Recall, Top of the mind and Dominant) on the dependent variable consumer buying behavior. Hence to be able to the regression line formula, the independent variables are denoted as, ($X_1 = \text{Recognition}$, $X_2 = \text{Recall}$, $X_3 = \text{Top of the mind}$ and $X_4 = \text{Dominant}$) and the independent variable, $Y = \text{consumer buying behavior}$.

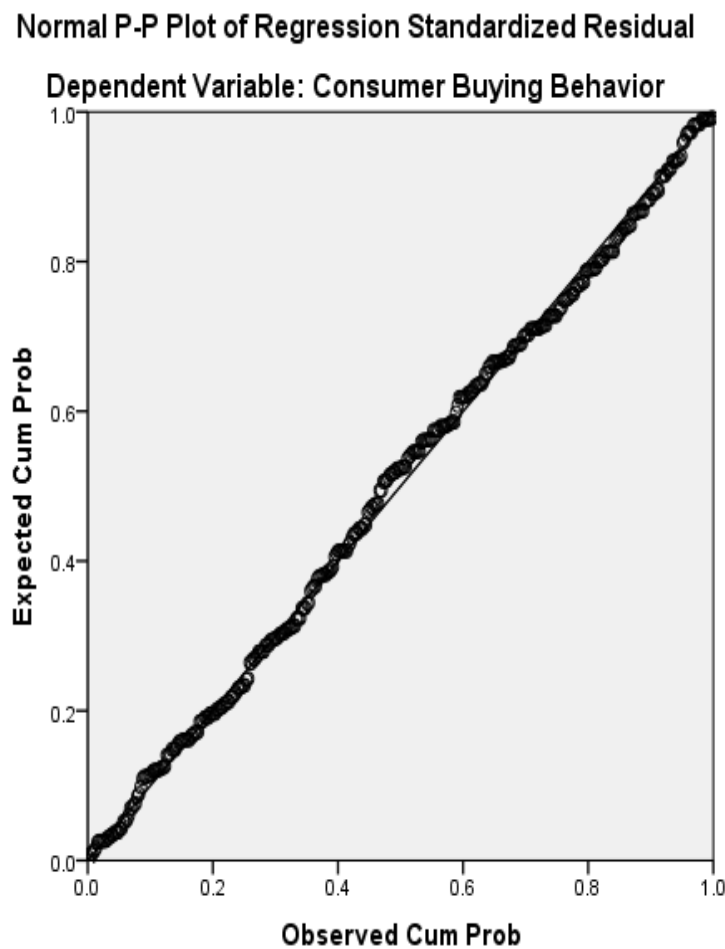
Before running a multiple regression on the SPSS, the researcher conducted a test of basic assumptions that are required to be fulfilled while conducting multiple regression, which otherwise be impossible to do. the test for the five assumption of multiple regressions are presented here under.

4.7.1. Assumption 1: Normality Test

Test for normality, its determining whether the data is well modeled by normal distribution or not. test for normal distribution could be checked by graphical (Histogram or dot plot) method of tests. the normality assumption assumes a critical role when the study is dealing with a small sample size, data less than 100 observations. (Gujarati ,2004)

Even though the normality assumption not a treat since the observation or sample size of the study is larger enough, more than 100 observations, the researcher test is using normal probability plot (NPP). The decision rule is, if the fitted line in the NPP is approximately a straight line, one can conclude that the variables of interest are normally distributed (Gujarati, 2004)

Figure 0-1 Normality of the data



Source: research's survey data, 2018

As it is showed in the above dot plot the four-construct dimension of brand awareness against the predicted variable of consumer buying behavior was fitted the dot plot, the researcher conclude that the data are normally distributed.

4.7.2. Assumption 2 and 3: Linearity and Homoscedasticity

4.7.2.1. Linearity

The model that relates the response Y to the predictors $X_1, X_2, X_3, \dots, X_n$, is assumed to be liner in the regression parameters (Chatterjee & Hadi, 2012). this means that the response variable is assume to be a linear function of parameters ($\beta_1, \beta_2, \beta_3, \dots, \beta_n$) but not necessarily a linear function of the predictor variables $X_1, X_2, X_3, \dots, X_n$, as cited by, kasaye, E.

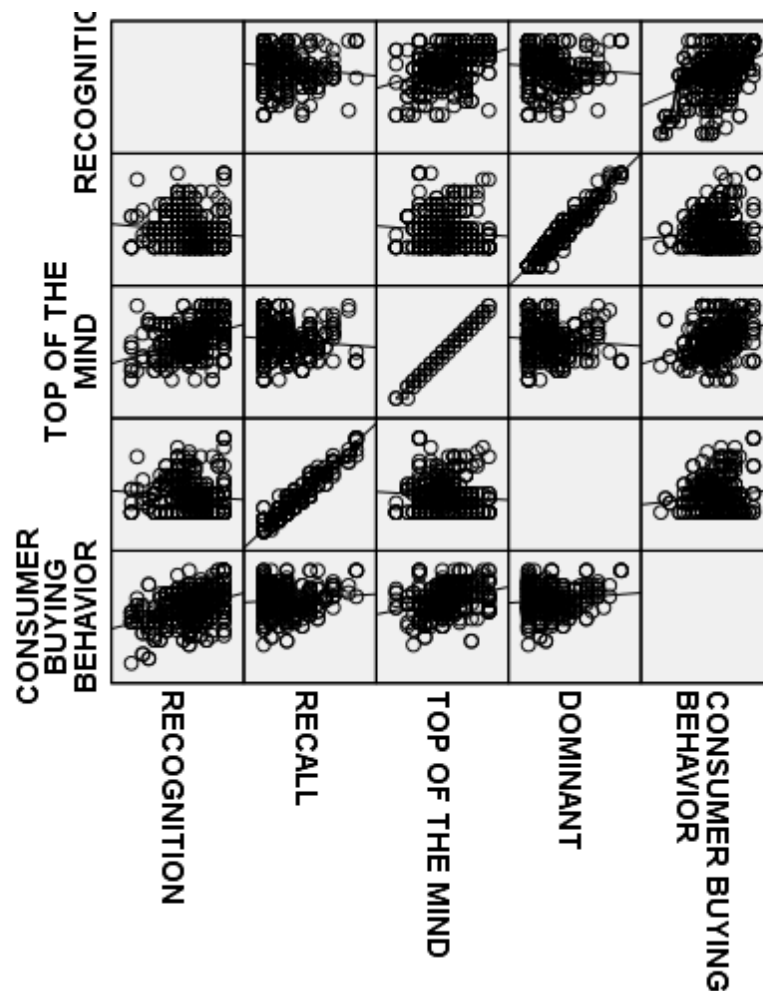
The result of this study also showed that, there is a linear relationship between the independent variables of relationship brand awareness and the response variable consumer buying behavior. This means that for every increase in the independent variable Recognition, Recall. Top of the mind and Dominant the dependent variable consumer buying behavior will increase.

4.7.2.2. Homoscedasticity

The model errors are generally assumed to have an unknown but finite variance that is constant across all levels of the predictor variables. This assumption is also known as the homogeneity of variance assumption. (Weisberg, 2005) as cited by Kasaye, E. (2015)

It means simply that, the variance of Y for each value of X is constant in the population. this can be checked by visual examination of a plot of the standardized residuals (the errors) by the regression standardized predicted value. The following scatter plot was obtained from the average results of the dependent variable consumer buying behavior and independent variable brand awareness constructs to see whether homoscedasticity is really a pressing problem of this particular study. Both assumptions can be checked by the scatter plot diagram shown below.

Figure 0-2 Figure scatter plot diagram



Source: research's survey data, 2018

As we can see from the above diagram both assumption are not series threat to the study since hence we conclude that the assumption of Homoscedasticity was proved in this particular study.

4.7.3. Assumption 4: independence of residual

The value of Durbin-Watson statistic ranges from 0 to 4. As a rule, the residuals are independent (not correlated) if the Durbin-Watson statistic is approximately 2, and an acceptable range is 1.50- 2.50 (Babatunde, Oguntunde, A.O, & Balogun, 2014) . In this case, Durbin-Watson is 1.785 close to 2 and within the acceptable range. We can assume independence of residuals.

4.7.4 Assumption 5: Multicollinearity

If there is a high degree of correlation between independent variables, we have a problem of what is commonly described as the problem of multicollinearity (Kothari, 2004)The study checks this with the Variance Inflation Factor (VIF) which calculates the influence of correlations among independent variables on the precision of regression estimates. The VIF factor should not exceed 10, and should ideally be close to one. Below table shows there is no multicollinearity exist.

Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variables in the model and is calculated using the formula $1-R^2$ for each variable. If this value is very small (less than 0.10), it indicates that the multiple correlation with other variables is high, suggesting the possibility of multicollinearity. This also confirms the absence of multicollinearity according to Collinearity Statistics table below.

Table 4-12Collinearity statistics

Model	Collinearity statistics	
	Tolerance	VIF
Recognition	0.380	2.63
Recall	0.407	2.46
Top of Mind	0.298	3.35
Dominant	0.993	1.00

4.8. Regression Analysis Results

Once all the multiple regression assumption was met, the researcher decided on the data and further processed it. Under this part, the researcher was mainly focused on the three most important elements of regression output, i.e. the Model Summary, the ANOVA test and the Beta coefficient.

4.8.1. Model Summary Analysis

All the variables in the equation were entered into SPSS and analyzed. The results obtained are presented in the following tables.

Table 4-13 Model summary analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.691	.477	.471	.525

a. Predictors: (Constant), DOMINANT, RECALL, TOP OF THE MIND, RECOGNITION

b. Dependent Variable: CONSUMER BUYING BEHAVIOR

What the Model Summary table shows is the outcome for the four variables (Brand Recognition, Brand Recall, Top of the Mind and Dominant) entered into the SPSS. The multiple correlation coefficients between all of the predictor variables and the dependent variable consumer buying behavior is 0.691 indicating a high relationship between consumer buying behavior and the four-predictor variables in the equation.

The multiple regressions also produced a coefficient of multiple determinations (R^2) = 0.477 showing the amount of variance explained by the predictor variables. This means that 47.7% of the variance in the dependent variable consumer buying behavior is accounted for through the combined linear effects of the four-predictor variables (REG, REC, TOM and D) in the model. However, which of the predictors have contributed significantly to the variance that occurs in the predicted outcome -consumers' Buying behavior is not yet evident. Table 4.14 gives a detailed explanation of this.

4.8.2. ANOVA Analysis

Table 4-14 ANOVA Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.650	4	22.413	81.260	.000 ^b
	Residual	98.190	356	.276		
	Total	187.840	360			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), Top of the Mind, Dominant, Recall, Recognition

ANOVA(Analysis of Variance), used to compare whether the mean of one dependent variable differ significantly across the categories of another independent variables. ANOVA provides, the result of test of significance for R and R2 using an F-statistic.

The F-test in the ANOVA table confirmed that the model developed is statistically significant (F=81.26, p<.01). This indicates that the variation explained by the model is not due to chance. As it is stated earlier in this chapter, this study aims to identify the most contributing independent variables in the prediction of the dependent variable. Thus, the strength of each predictor (independent) variable influence on the criterion (dependent) variable can be investigated via standardized Beta coefficient. The regression coefficient explains the average amount of change in dependent variable that is caused by a unit of change in the independent variable. The larger value of Beta coefficient that an independent variable has, the more support to the independent variable as the more important determinant in predicting the dependent variable. i.e. consumer buying behavior.

4.8.3. Coefficient Analysis

Table 4-15 SPSS output of variables showing individual Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.969	.147		6.586	.000
	Dominant	.043	.031	.054	1.399	.163
	Recall	.151	.053	.170	2.831	.005
	Recognition	.321	.057	.350	5.626	.000
	Top of the Mind	.201	.059	.239	3.410	.001

a. Dependent Variable: Consumer Buying Behavior

In order to identify which predictors are significant contributors to the 47.7 percent of explained variance in Consumer buying Behavior and which ones are not, the standardized coefficients shown in the table above are important to look at.

As seen in the table 4.15, from out of four independent variables (REG, REC&TOM) are positive and significant predictors of consumer buying behavior towards bottled water (b=.35, p<.01), (b=.17, p<.01), and (b=.239, p<.01), respectively. The other variable ‘Dominant’ a positive coefficient but statistically insignificant, (b=.054, p<.01) these implies that Dominant is not have a significant impact on the consumer buying behavior on bottled

water. These coefficients indicate how much the dependent variable varies with an independent variable, when all other independent variables are held constant.

4.9. Discussion of The major finding

The discussion part is important to give a clearer understanding on the subject under study. The present study was conducted in order to see, the effect of brand awareness on consumer buying behavior of Addis Ababa bottled water consumers. The study included four brand awareness measurements such as Recognition, Recall, Top of the Mind and Dominant to see their effect on consumer buying behavior.

It has long been held that one of the major goals of marketing is to generate and maintain brand awareness, this is seen as particularly important in low-involvement situation where consumers may engage in little active search for information to aid choice.(Macdonald and Sharp, 1996).The finding of this study indicates that most of the bottled water consumers have brand Recognition, Recall and top of the mind while most of bottled water consumers are not dominant, which means they can recall two or more other bottled water brands, in general, consumers brand awareness level are high.

All independent variables have a positive correlation with consumer buying behavior as revealed from the Pearson's Correlation Coefficient except Dominant. Dominant is no relation or correlation with Dependent variable. The coefficients of the variables indicated that the variables have different magnitudes of correlation with the dependent variable. Accordingly, recognition Recall and top of the mind has strong correlation, while dominant have no correlation with the dependent variable i.e. consumer buying behavior.

Brand awareness has been argued to have important effects on consumer decision making by influencing which brands enter the consideration set, and it also influences which brands are selected from the consideration set.(Macdonald and Sharp, 1996) The finding of this study indicated that except Dominant the other three measurements of brand awareness (Recognition, Top of the mind and Recall) have a positive and significant effect on the consumer buying behavior, while Dominant has a positive but insignificant effect on the consumer buying behavior.

This finding implies that recognition is the most important elements of brand awareness, which highly influence the consumer buying behavior. This means that, when bottled water customers exposed for different brands in the same category in the supermarket they will able

to differentiate the brand they are aware of among others. According to Aaker ,1996 Brand recognition is related to consumers 'ability to confirm prior exposure to that brand when given the brand a cue which is expressed when consumer correctly discriminate that particular brand from other in similar category as having been previously seen or heard and recognition is the most important for new or niche products.

The regression standardized coefficients for the 3 independent variables, i.e. Recognition, Recall and Top of the Mind are 0.350, 0.170 and 0.239 respectively. Their significance levels are 0.000, 0.005 and 0.001 respectively. Which is less than 0.05. This indicates positively and significantly affects the dependent variable (consumers buying behavior). Since, coefficients of the predictor variables are statistically significant at less than five percent; alternative hypotheses related with Recognition, Recall and Top of the Mind were accepted and one independent variable (which is Dominant) a positive coefficient but statistically insignificant, (b=.054, p<.01) these implies that Dominant is not have a significant impact on the consumer buying behavior on bottled water so, alternative hypothesis were rejected.

Table 4-16 Summary of the Overall Outcome of the Research Hypotheses

Hypothesis	From	To	Standard coefficient	Results
H1	Recognition	Consumer buying Behavior	B=0.350,P<0.05	HO: Rejected H1:Fail to Rejected
H2	Recall	Consumer buying Behavior	B=0.170, P<0.05	HO: Rejected H1:Fail to Rejected
H3	Top of the Mind	Consumer buying Behavior	B=0.239 ,P<0.05	HO: Rejected H1:Fail to Rejected
H4	Dominant	Consumer buying Behavior	B=0.054 ,P>0.05	HO: Fail to Rejected H1: Rejected

Source: research's survey data, 2018

The findings revealed that brand awareness has a positive and statistically significant relationship with consumer buyer behavior on Bottled water consumer. It proved that there exist a positive impact of brand awareness and consumer buying behavior.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Chapter Review

This is the final chapter and it presents summary, conclusion and recommendation of the study. First summary of the findings, which is obtained while answering the research question, is presented, and then based on the findings it reached on conclusions. Finally, based on the overall conclusions it proposed recommendation

5.2. Summary of Findings

This study was design and carried out in order to identify the effect of brand awareness on consumer buying behavior on bottled water brands in Addis Ababa.

By Looking at the demographic profile of the respondents, the consumption of bottled water is highly differentiated. When looking into the gender profile of the respondents, bottled water consumption dominated by male gender. Consumption of bottled water is differentiated between the two gender groups: Out of the 361 respondents, 39.1% was female while males dominated the rest 60.1%.

The second parameter of the demographic profile of respondents in this survey reveals that bottled water consumption is also concentrated within the youngster population between the ages of 26 to 35 and 18-25 years, closely followed by the adult age category of 36-50 year. Finally, above 50 years of age constituted a smaller percentage of the total population.

With regards to the popularity of the bottled water brand Aqua Addis and Yes are the major players in the industry. A majority of the respondents (24.7%) stated that Aqua Addis is their favorite bottled water to drink being closely followed up by YES (24.1%). the other bottled water brands shared the remaining market share. This shows that aqua addis is a very popular bottled water brand in Addis Ababa.

This study also tried to assess the consumption rate of the respondents. The results showed that the majority of the respondents consumed bottled water every day. Next to everyday consumption of bottled water, once in a while bottled water consumer comes to second.

When having a look into what the respondents replied on the questionnaires, although they gave a more or less positive feedback for all the Brand awareness measurement except dominant questions, relating to brand recognition and recall received the highest mean scores

while the lowest went to dominant. These results imply that out of the four dimensions, recognition and recall have a high level of brand awareness by Addis Ababa bottled water consumers.

The result of the descriptive statistics analysis indicates that most of the bottled water consumers have brand Recognition, Recall and top of the mind while most of bottled water consumers are not dominant, which means they know or aware about two or more other bottled water brands.

All independent variables have a positive correlation with consumer buying behavior as revealed from the Pearson's Correlation Coefficient except Dominant. Dominant is no relation or correlation with Dependent variable. From independent variable Recognition, Recall and Top of the mind are positively correlated with each other, but Dominant is negatively correlated with the other independent variables. The finding also indicates that the highest relationship was found between Recognition and top of the mind, while the weak relationship was between Dominant and Recognition

The multiple regression results show that except Dominant the other three measurements of brand awareness (Recognition, Top of the mind and Recall) have a positive and significant effect on the consumer buying behavior, while Dominant has a positive but insignificant effect on the consumer buying behavior.

5.3. Conclusions

The objective of this study is to identify the effect of brand awareness on consumer buying behavior on the basis of the analysis given in the previous chapter, the following conclusions are drawn.

From the findings the brand awareness level of bottled water consumers is high, most of the respondents identify their brand choice by the name of the product or packaging of the product.

From the descriptive analysis consumers buying behavior of bottled water are more influence to buy the brand they know very well and the quality of the product comes next, this implies that most of bottled water consumers are given more attention for the known brand than the quality of the brand.

Three of the independent variables, Recognition, Recall, and Top of the Mind are positively related to the dependent variable which is consumer buying behavior. Recognition, Recall and Top of the mind and are strongly correlated with the consumer buying behavior, whereas Dominant is no correlation with the dependent variable i.e. consumer buying behavior.

Finally, the regression result shows that, except Dominant the other three independent variables are positively and significantly affect the consumer buying behavior while Dominant have a positive but insignificant effect on the dependent variable (Consumer buying behavior).

5.4. Recommendation

Based on the conclusion the following recommendation is forwarded

- Most of bottled water consumer identifies one bottled water brand with other similar brands by its name or packaging of the product. However, other variables like the shape of the bottle and the color of the product difficult to recognize because most of bottled water brands, shape of the bottle and color are more or less similar, so bottled water manufacturer should develop a unique product to the market in order to win this stiff competition.
- Brand awareness have a positive effect on the consumer buying behavior, bottled water manufacturer should work to develop the awareness of their product by implementing different marketing strategy. i.e: by advertising product through multiple mediums like on radio, television or print advertisement depending on what would be effective for their product. And also by starting a public relation campaign regarding to their products which can involve creating press releases and doing interviews with the media. For example, donating some of the product to charity can be an effective way to create some buzz about it.
- Bottled water consumers are want to purchase the brand they know it very well, so to be popular on the consumer's mind, bottled water manufacturer must use simple logo or symbol.

5.5. Limitations and Directions for Further Studies

Every research has certain limitations therefore it is necessary to acknowledge them. There is limitation with regard to sample area and sampling technique used. The sampling was done only in Addis Ababa but in order to make the research more representative, samples should be collected at least from the major cities of the country. As the convenience sampling was used, bias may exist. If the random sampling was used, it would contribute a higher credibility of the results. Moreover, since the majority of the respondents are well educated and youngsters (18-35), generalization to other groups might not be applicable.

While the study relates to the factors that consumers perceive to be important considered in consumer buying behavior of bottled water products, it has only focused on brand awareness. As per different researches in different times, so many other factors can enhance consumers buying behavior towards bottled water products. Of these, the most influential factors include, familiarity, Income, perceived quality, overall attitude of consumers, origin of the water, convenience, trust on the product etc.

The research, however, has more rooms for improvement. Further research could be conducted to a different product category, expanded to a larger sampling size or geographical area so that the result may be reflective of the actual buying pattern of consumers and to generate higher outcomes of the confidence level.

Gathering the data by using different qualitative methods such as in- depth interview, or focus group discussion is recommended to uncover other variables that might have an impact.

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Appendices

Appendix 1.QUESTIONNAIRE



First, I would thank you for your time. My name is Dawitkassa and I am a graduate student at St. Mary's University. I am conducting this research for the completion of Master's Degree in Business Administration (MBA).

The purpose of the study is to identify the effect of brand awareness on consumer buying behavior on Bottled water at Addis Ababa .your kind cooperation will help me to find reliable data and will be used only for this study. So, please try to answer all stated questions.

Please mark your response with “√”

If you have any question, please contact me through **-Phone No. 0913 69 26 91**

e-mail:Kassakassa79@gmail.com

6. Part one: General information about respondents

1. Gender: 1. Male 2. Female

2. Age: 1. 18-25 2. 26-36 3.36-50 4. Above 50

3. Your educational background:

1. Under 12th grade 3. Completed 12th grade

2. Diploma 4. Bachelor's Degree 5. Master's Degree

Part Two: Basic information on Bottled water Consumption

4. Do you regularly consume bottled Water?

Yes No

5. Which bottled water brand do you usually consume?

1. Eden 2. Wow 3. Fiker 4. Classy
 5. Aqua Addis 6. Yes 7. Origin 8. Others

6. How often do you consume bottled water?

1. Everyday 2. Once in a while
 3. Most days in a week 4. Only on weekends

The statements below are designed to identify the level of awareness of the brand of bottled water they consume.

The following questions refer to the brand you have selected in question 7 above. You should choose from “1” to “5”. “1” is the lowest rating and “5” the highest rating.

Please use tick (√) mark in the answer boxes that reflect your rating.

	Recognition	1	2	3	4	5
1	I recognize the brand by its name					
2	I recognize the brand by its packaging					
3	I recognize the brand by it's the shape of the bottle					
4	I recognize the brand by its color					
	Recall	1	2	3	4	5
1	I quickly remember the brand name					
2	I quickly remember the brand packaging					

3	I quickly remember the brand the shape of the bottle					
4	I quickly remember the brand color					
	Top of the Mind	1	2	3	4	5
1	“X” Brand Name comes first to My Mind when presented the Name of a product Classification.					
2	“X” Brand Shape of the Bottle comes first to My Mind when presented the product Classification.					
3	“X” Brand Packaging comes first to My Mind when presented the product Classification.					
4	“X” Brand Color comes first to My Mind when presented the product Classification.					
	Dominant	1	2	3	4	5
1	I only Recall the Name of brand I consume					
2	I only Recall the Shape of bottle of the brand I consume					
3	I only Recall the packaging of brand I consume					
4	I only Recall the color of brand I consume					
	CONSUMER'S BUYING BEHAVIOR	1	2	3	4	5
1	I usually buy the best quality brands					
2	I usually buy fair priced brands					
3	I usually buy widely available brands					
4	I usually buy well-advertised brands					
5	I usually buy the brands I know very well					



ቅድስት ማርያም ዩኒቨርሲቲ

ውድተሳታፊዎች

ይህ መጠይቅ የተዘጋጀው በአዲስ አበባውስ ጥያቄ ሽግግር ስር የሚገኙ የብራንድ እውቅና የገዢው/ደምበኛው ምርቱን የመግዛት ፍላጎት ላይ ያለውን ተጽእኖ ለመግለጽ (The effect of Brand Awareness on Consumer Buying Behavior: the case of Bottled water consumer in Addis Ababa) ነው።

የምርምር ወረቀቱ የኖላ ማበቅ ቅድስት ማርያም ዩኒቨርሲቲ በ MBA ፕሮግራም የስተርስ ዲግሪ ከፊልማ ሚያ እንዲሆን የተዘጋጀ ነው። የሚፈለገውን መረጃ በመስጠት ለጥናቱ መሳካት የእርስዎ ቀናት በብርባም ወሳኝ ነው።

መረጃው ለትምህርት አላማ ብቻ የሚውል ሲሆን ማስጠንቀቂያ የተጠበቀ ነው።

ውድ ጊዜዎን ሰውተው መረጃውን በመስጠት ለምታደርጉልኝ ትብብር በቅድሚያ መስጠትን እወዳለሁ።

በመጨረሻም መጠየቁን በሚሞሉ በትጊዜ ማንኛውም ግልፅ ያልሆነ ነገር ካጋጠሙት ከታች በተጻፉት አድራሻ መጠየቅ ይችላሉ።

ዳዊት ካሳበስልክ ቁጥር 0913 69 26 91

ኢሜል Kassakassa79@gmail.com

ክፍል I. የግል መረጃ (እባክዎ፡ እርስዎን የበለጠ ይገልጻችኋል የሚሉትን ማንነት ከጥያቄው ጎንብቀረበው ሳጥንው ስጥ “✓” ያኑሩ)

- 1. ጾታ: 1. ሴት 2. ወንድ
- 2. ዕድሜ : 1. 18-25 2. 26-36
- 3. 36-50 4. Above 50
- 3. የትምህርት ደረጃ
- 1. የአንደኛ ደረጃ ትምህርት 2. ሁለተኛ ደረጃ ትምህርት 3. ዲፕሎማ
- 4. የመጀመሪያ ዲግሪ 5. ማስተርስ ዲግሪ ወይንም ከዚያ በላይ

ክፍል II. የብራንድ እውቅና የሚመለከቱ

- 4. አዘውትረው የታሸጉ የውህም ርቶችን ይመለከቱ?
- 1. አዎ 2. አልጠቀምም
- 5. ጥያቄ ቁጥር 5 አዎ ከሆነ መልሶ በምን ያህል ጊዜ ቀት የታሸጉ የውህም ርቶችን ይመለከቱ::
- 1. በየቀኑ 2. በሳምንት 3. በሁለት ሳምንት
- 3. አንዳንዴ 4. በመዝገብ
- 6. የትኛውን የታሸገው ሀብት ብራንድ አይነት በብዛት ይጠቀማሉ?
- 1. ኤድን 2. ፊላር 3. የስ 4. አካ 5. ስ
- 5. ፍቅር 6. አራጅን 7. ክላሲክ 8. ሌሎች

እባክዎ ከዚህ በታች በተጠቀሱት ሀሳቦች ላይ ምን ያህል እንደሚሰማው ይመለከቱ እንደሚሰማው ለመግለፅ ከተጠቀሱት ምርጫዎች ውስጥ የእርስዎን አቋም ይገልጻል የሚሉት ቁጥር ላይ ያክብቡ::

በሚከተሉት ጥያቄዎች ላይ በ(ሀ) ፊደል የተገለጸው ብራንድ/የምርት አይነት እርስዎ ጥያቄ ቁጥር 7 ላይ የመረጡት የታሸገው ሀን የሚወክልነው::

		አጥብቄአልስማማም (1)	አልስማማምም (2)	ምንምምምለውየለኝም (3)	እስማማለሁ (4)	በጣምእስማማለሁ (5)
	መለየት					
1	"ሀ" ብራንድን/የምርትአይነትንከሌሎችተወዳዳሪየታሽገዮውሀምርቶችመሀከልበስመመለየትእችላለሁ።	1	2	3	4	5
2	"ሀ" ብራንድን/የምርትአይነትንከሌሎችተወዳዳሪየታሽገዮውሀምርቶችመሀከልበአሽገ(በማሸጊያው) መለየትእችላለሁ።	1	2	3	4	5
3	"ሀ" ብራንድን/የምርትአይነትንከሌሎችተወዳዳሪየታሽገዮውሀምርቶችመሀከልበውሀመያዥገጥላስቲክ (በኩዳው) ቅርፅመለየትእችላለሁ።	1	2	3	4	5
4	"ሀ" ብራንድን/የምርትአይነትንከሌሎችተወዳዳሪየውሀምርቶችውሀዎችመሀከልበቀለመመለየትእችላለሁ።	1	2	3	4	5
	ማስታወስ					
1	የ"ሀ" ብራንድ/የምርትአይነትንስምፈጥኖወደአዕምሮዬይመጣል።	1	2	3	4	5
2	የ"ሀ" ብራንድ/የምርትአይነትንአሽገ(ማሸጊያው)ፈጥኖወደአዕምሮዬይመጣል።	1	2	3	4	5
3	የ"ሀ" ብራንድ/የምርትአይነትንየውሀመያዥገጥላስቲክ (የኩዳው) ቅርፅፈጥኖወደአዕምሮዬይመጣል።	1	2	3	4	5
4	የ"ሀ" ብራንድ/የምርትአይነትንቀለሙፈጥኖወደአዕምሮዬይመጣል።	1	2	3	4	5
	አዕምሮውስጥየተቀመጡ					
1	የ"ሀ" ብራንድ/የምርትአይነትስምቀድሞወደአዕምሮዬይመጣል።	1	2	3	4	5
2	የ"ሀ" ብራንድ/የምርትአይነትአሽገ (ማሸጊያ)ቀድሞወደአዕምሮዬይመጣል።	1	2	3	4	5
3	የ"ሀ" ብራንድ/የምርትአይነትየኩዳቅርጽቀድሞወደአዕምሮዬይመጣል።	1	2	3	4	5

4	የ"ሀ" ብራንድ/የምርትአይነትቀለምቀድሞደአዕምሮዬ ይመጣል።	1	2	3	4	5
	መቆጣጠር/መያዝ					
1	ከታሸጉየውሀምርቶችውስጥየ"ሀ" ብራንድ/የምርትአይነትንስምብቻነውየማስታው ሰው።	1	2	3	4	5
2	ከታሸጉየውሀምርቶችውስጥየ"ሀ" ብራንድ/የምርትአይነትንእሽግ (ማሸጊያ) ብቻነውየማስታውሰው።	1	2	3	4	5
3	ከታሸጉየውሀምርቶችውስጥየ"ሀ" ብራንድ/የምርትአይነትንየኮዳቅርጽብቻነውየማስ ታውሰው።	1	2	3	4	5
4	ከታሸጉየውሀምርቶችውስጥየ"ሀ" ብራንድ/የምርትአይነትንቀለምብቻነውየማስታ ውሰው።	1	2	3	4	5
ከላይየተጠቀሱትንእናመሰልምርቶችንበሚገዙበትወቅትግገርዎንየሚወስኑትንገርቶችዋትኞቹናቸው?						
1	በአብዛኛውበጣምከፍተኛየጥራትደረጃያላቸውንየ ምርትዓይነቶች/ብራንዶችእገዛለሁ።	1	2	3	4	5
2	በአብዛኛውተመጣጣኝዋጋያላቸውንየምርትዓይነ ቶች/ብራንዶችእገዛለሁ።	1	2	3	4	5
3	በአብዛኛውበሁሉምቦታየማገኛቸውንየምርትዓይነ ቶች/ብራንዶችእገዛለሁ።	1	2	3	4	5
4	በአብዛኛውየሚተዋወቁ/ማስታወቂያያላቸውንየም ርትዓይነቶች/ብራንዶችእገዛለሁ።	1	2	3	4	5
5	በአብዛኛውበደንበየማውቃቸውንየምርትዓይነቶ ች/ብራንዶችእገዛለሁ።	1	2	3	4	5

Appendix -2 Statistical Output

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.691 ^a	.477	.471	.52518	1.785

a. Predictors: (Constant), DOMINANT, nnn, Recognition, top

b. Dependent Variable: Consumer Buying Behavior

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.650	4	22.413	81.260	.000 ^b
	Residual	98.190	356	.276		
	Total	187.840	360			

a. Dependent Variable: Consumer Buying Behavior

b. Predictors: (Constant), DOMINANT, Recall, Recognition, top of the mind

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.969	.147		6.586	.000		
	Top of he mind	.201	.059	.239	3.410	.001	.298	3.352
	Recognition	.321	.057	.350	5.626	.000	.380	2.631
	Recall	.151	.053	.170	2.831	.005	.407	2.459
	DOMINANT	.043	.031	.054	1.399	.163	.993	1.007

a. Dependent Variable: Consumer Buying Behavior

CollinearityDiagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Top of the mind	Recognition	Recall	DOMINANT
1	1	4.755	1.000	.00	.00	.00	.00	.01
	2	.186	5.054	.00	.01	.01	.01	.78
	3	.030	12.551	.88	.10	.01	.03	.20
	4	.017	16.531	.00	.03	.44	.75	.00
	5	.012	20.245	.11	.86	.54	.21	.01

a. Dependent Variable: Consumer Buying Behavior

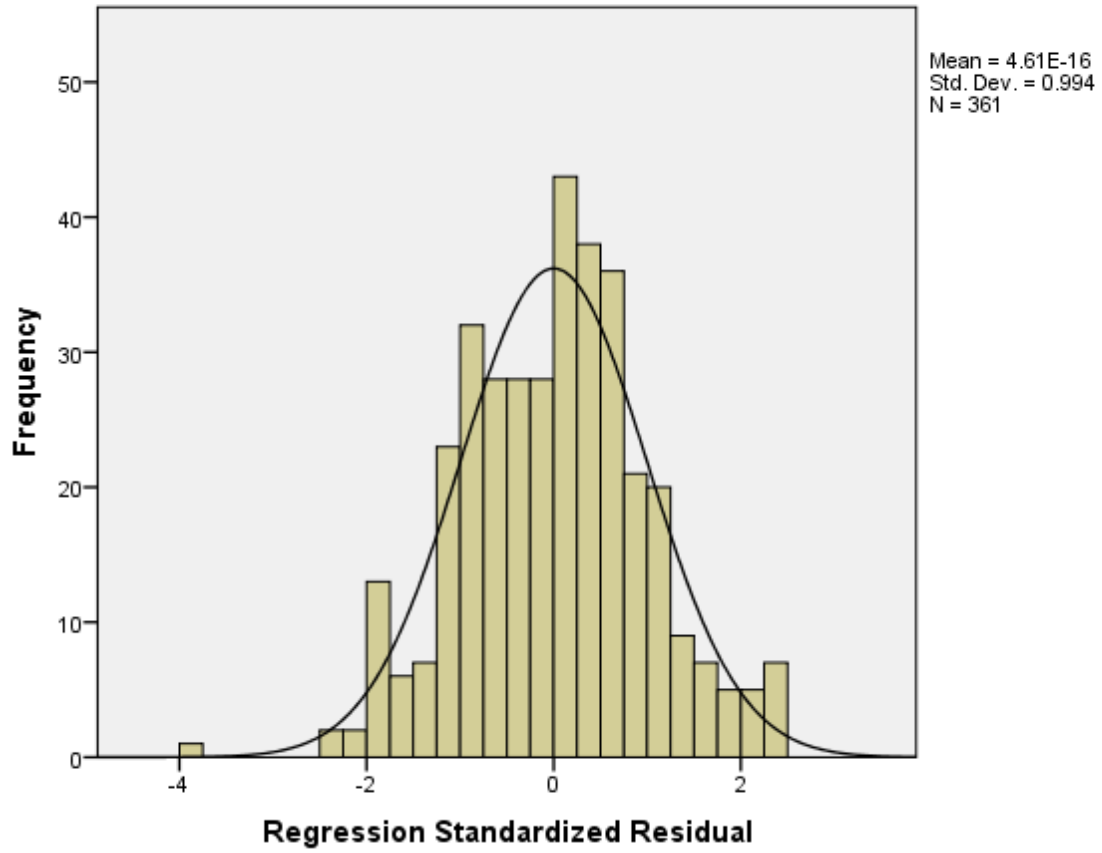
Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.6846	4.4086	3.3053	.49903	361
Residual	-2.06108	1.27217	.00000	.52225	361
Std. Predicted Value	-3.248	2.211	.000	1.000	361
Std. Residual	-3.925	2.422	.000	.994	361

a. Dependent Variable: Consumer Buying Behavior

Histogram

Dependent Variable: Consumer Buying Behavior



Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Consumer Buying Behavior

