ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES

FACTORS AFFECTING CUSTOMER LOYALTY WITHIN BEER INDUSTRY IN CASE OF ADDIS ABABA CITY

By

GETYE MEKONNEN

JANUARY, 2019

ADDIS ABABA, ETHIOPIA

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A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY, SCHOOL OF GRADUATE STUDIES IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION IN GENERAL MANAGMENT

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APPROVED BY BOARD OF EXAMINERS

_____	_____
Dean, Graduate Studies	Signature
Ass. Prof. Zemenu Aynadis	_____
Advisor	Signature
Getie Andualem (PhD)	_____
External Examiner	Signature
Gashaw Tibebe (PhD)	_____
Internal Examiner	Signature

DECLARATION

I, the undersigned, declare that this thesis is my original work, presented under the guidance of Ass. Prof. Zemenu Aynadis. All sources of materials used for the 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 institution for the purpose of earning any degree.

Getye Mekonnen   _____
Name   Signature

St. Mary University, Addis Ababa   **January, 2019**

ENDORSEMENT

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

Ass. Prof. Zemenu Aynadis   _____
    Advisor   Signature

St. Mary University, Addis Ababa   **January, 2019**

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Getye Mekonnen

List of Acronyms

SPSS- Statistical package for social science

ANOVA - Analysis of Variance

VIF – Variance Inflation Factor

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Abstract

The purpose of this study was to examine factors that affecting customer loyalty within beer industry in case of Addis Ababa City. The study focused on four determinants namely; advertising influence, consumer's situational variation, product quality and reference group's influence which affect customer loyalty in beer industries. The study used quantitative research approach to have a better insight and gain a richer understanding about the effect of those factors on customer loyalty in beer industry and the researcher has employed explanatory research design to objectively answer the research questions. Both probability and non-probability sampling were used in the sampling technique. Purposive sampling, which are of non-probability sampling, were used to select out lets among the total number of out lets legally registered in Addis Ababa city. Simple random sampling technique, which is of probability sampling, was used to select the respondents among the total number consumers found from the selected out lets. For achieving the study objective, 384 sample respondents were selected and out of these 313 respondents were properly respond the questioner data and collected in 5-point Likert scale questionnaire with closer assistance of the researcher. The data, then, analyzed through descriptive and inferential statistics using linear regression. By the findings, out of the proposed four factors in affecting customer loyalty in beer industry in case of Addis Ababa city, the four factors namely; advertising influence, consumer's situational variation, product quality and reference group's influence were found to be statistically significant. Furthermore, on the basis of the research findings, appropriate recommendations along with implications for further studies have been forwarded.

Key words: Beer industry, advertising influence, situational variation, product quality, group influence and Customer loyalty

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Beer is the world widely consumed alcoholic beverage of several dominant multinational companies, and many thousands of smaller producers. More than 133 billion liters are sold every year (Mulugeta et al., 2017). There is great advantage for beer market due to the demographic structure in Africa. The continent has the largest young working age group in the world. Sub-Saharan African countries are showing the highest economic growth, and population growth in the world (Doo, 2015). South Africa has the second largest brewery company in the world that is SABMiller. It has operation in large number of African countries including Ethiopia (Lobo, 2016). Diageo and Heineken are the other multinationals operating in Ethiopia beer market.

The most popular alcoholic beverage in Ethiopia is beer. The first brewery in Ethiopia was established in 1922 by St. George Beer (named after the patron saint of Ethiopia). Brands like Meta and Bedele are also older brands in Ethiopia but have since been acquired by foreign companies and re-branded. The Beer industry in Ethiopia has gone through tremendous growth in the last two decades. It transformed into one of the most competitive industries in Ethiopia with millions of birr spent on advertisements alone. The competitiveness of the industry has led to more investment the farming sector such as in malt production (Mulugeta et al., 2017).

The beer production in the country grows from one million hectoliter to around four hectoliters from 2003 to 2011, annual growth rate is around 20%, and which is very high as compared to many countries of the continent. In the past, many breweries in Ethiopia were government owned; now the government has privatized the sector. Due to the deregulation of the sector, many domestic and foreign investors joined the industry. The annual production per year this time in 2016 is above 10 hectoliters. The traditional way of competition for the domestic players will not be feasible for the global beer industry in Ethiopia (Mulugeta et al., 2017).

In today's globalization and highly competitive environment, companies fight to share the given market in order to survive in the business and secure long-term profitability. This can be done both by retaining customers and/or attracting new ones. Such environments have enhanced customer awareness which leads to a great transformation from traditional product-oriented strategy to customer-oriented strategy in accordance with the basic principle of relational marketing, that focus on customer loyalty. The objective of relationship marketing is to build loyalty by creating and maintain positive attitude towards the company, thus businesses are shifting from adapting profit-oriented strategy to customer-oriented strategy in order to win the competitive environment and become profitable (Gilmore, 2003).

Nowadays business decision makers are searching for new innovative strategies to keep their existing customers loyalty towards their products and services, and also to further increase the base of loyal customers (Lauren and Lin, 2003).

According to Oliver (1999), Customer loyalty means that the customers will repurchase the same brand product or services consistently in the future without being affected by situation that could cause switching behavior. According to Andres (2007), these days customer loyalty is becoming the main goal of organizations. Globalization and development of information technology have enhanced customer awareness and created a situation where long-term success is no longer achieved without long-term customer relationship.

According to Christian and Sunday (2013), loyalty can be construed as the association between an individual's attitudinal predisposition towards an object and the repeat patronage of that object. Preferences result in attitudinal loyalty, as the customers tend to develop an attitude of liking or preferring certain products to others (Jakpar et al, 2012). According to Achana et al (2013), when customers fail to use the product a previous product, but rather goes for the substitutes, it confers dissatisfaction towards the previous product.

Loyalty implies the customer's tendency to remain loyal his or her consumption or purchase of a given product (Jakpar et al, 2012). The attitudinal loyalty often results from the past experiences that a customer has had after using the product or the perceptions that those around him or her have created about the product. Attitudinal loyalty therefore influences the customer to perceive satisfaction as only achievable from the use of that particular product.

Friends could influence the attitudinal loyalty in the beer industry and colleague who may make a person remain loyal to a particular brand and derive satisfaction only when they use that brand (Christian et al, 2013). According to Oliver (2007), customers' intrinsic commitment to remain loyal to and maintain preference for a product in view of situational factors such as competitor's practices entails attitudinal loyalty. The attitudinal loyalty implies the consumers' psychological attachment to a product and could even imply attitudinal advocacy towards the company.

The customer draws a sense of satisfaction from associating with the organization and its brands (Jaiswal et al, 2007). This arises from the fact that the customer may have drawn repeated satisfaction from the product and has developed confidence in using the product. Attitudinal loyalty arises out of a series of intricate yet non-distinguishable feelings that precipitate a kind of overall attachment by the customer to the product (Anderson et al, 2000).

According to Achana et al (2013), there exists certain individual attributes that do influence the customers perception of satisfaction. According to Dapkevicius et al (2009), these attributes are subjective and inherent and are not necessarily influenced by the organizational factors or environmental factors but are rather a product of the customers' characteristics. Some of the individual factors that affect customer satisfaction include the following; brand preference by customers, customer needs and emotions, products perceived value and quality, customers' attitudinal loyalty and customers' expectations.

1.2 Pilot Study

In the inception stage of these research the researcher assumed that previous researches were conducted so that problem statement can be firmly formulated with supporting empirical data from previous researchers in the study area. However, lack of relevant literature in Ethiopia context forced to conduct pilot survey to substantiate the problem statement of this research. Thus, the researcher purposively selected thirty (30) key informants. These respondents were taken from outlet's customer (Hotels, restaurants and grocery) that operated around Stadium area in Addis Ababa. The pilot survey from beer services consumers in the hotel, restaurants and grocery were in use by using questionnaire containing closed ended question and five-point Likert-scale questionnaire.

1.2.1 Pilot Study results from outlets (Hotels, restaurants and grocery)

It showed that beer consumers drink consumers at grocery, restaurants and hotels were 50%, 40% and 10% respectively. Demographic Profile about consumers of beer was mostly in the age group of 18-30 and 31-45 years and the gender distribution which covers most of male than female. The respondents were predominantly primary school and diploma holders. Coming to the occupation of the respondents, much of the respondents were mix of salaried and business persons. As described in the result, majority of respondents took ST. George, Walia, and Habesha beer respectively.

Further the researcher has also described about the frequency of brand beer selected that most of respondents took the product regularly once per week and daily. Moreover, customers were mostly obtained the beer with their friends. Majority of respondents were experienced up to six to 10 years that are highly familiar with it. All of the respondents, which cover 100% of the total respondents, were responding 'yes' that implies they have friends or family members who take beer.

All customer loyalty determinant, i.e. advertising influence, reference group's influence, consumer's situational variation and product quality rated as above satisfactory rated as averagely that were respond in pilot study so that they have relatively major roles on customer loyalty.

Accordingly, as per the pilot study findings, the researcher used the questioner instruments for the selected sample respondents which was taken the main input for the study analysis purpose. Finally, the major concern of this study is to identify factors that affecting customer loyalty within beer industry in case of Addis Ababa City.

1.3 Statement of the problem

The transformations in the global as well as local breweries industry has created a situation in which the survival and profitability of beer companies is dependent largely on their capacity to provide customer satisfaction (Nderituet. al, 2014).

As stated on Amadi (2013) study, identifying factors influencing brand preference has a great impact on understanding how and why brand preference and choice vary in the product category of beer. And it provides an in-depth understanding for such choice dynamics and how it can help marketing managers and practitioners design marketing programmers that will evolve with their customers' overtime.

In addition, it contributes to the awareness of the relationship between the identified factors (Advertisement, peer group influence and situational variation of the consumers) and brand preference in the beer category. Loyalty programs are used to give customers the sense of importance and/or the sense of being special. The behavioral and attitudinal characteristics that loyalty programs create are most attractive to services and retail businesses. Usually there is some reward component included in these programs that enhances the buying behaviors for repeat customers. It has been shown that truly loyal customers are highly satisfied, display behavioral and attitudinal characteristics, are willing to pay premium, and act as advocates for the particular brand (Bai et al, 2006).

Globally researches have been made on various areas like attitude and loyalty to two brands of beer of the same producer in Denmark and measured in three dimensions affective, cognitive, and conative (Frantisek, 2017), factors influencing brand preference of beer consumption in port-Harcourt metropolis, rivers state, Nigeria employing advertisement, peer group influence, situational variation as independent variables and brand preference of beer as dependent variable (Amadi et. al, 2013), factors influencing brand loyalty to craft breweries in North Carolina Results show that connection with the community, satisfaction, and uniqueness are the three factors that most align themselves with brand loyalty (Alison, 2012),

In addition, factors affecting beer customer satisfaction in the breweries industry: a case study of the east African breweries limited in Kenya and the study use organizational factors, individual factors and external factors that influence customer satisfaction (Olga, 2015).

According to Sunkamol (2017) factors positively affecting beer's brand preference of customers in Bangkok studied the positive influence of beer characteristic, branding, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions towards beer's brand preference of customers in Bangkok.

The following empirical studies focus on brand preference and customer loyalty in case of Beer industry and they employed different variables even if the same issues they raised. Hence, it indicates that require more empirical studies on this issue.

Moreover, as far as the researcher knowledge, a single study corresponding with this research is conducted by Tsegaye (2017), consumers. However, this study didn't consider quality of product as one determinant variable and also his respondents were only located on one area i.e. Jemmo condominium site. Besides this, according to Mulugetaet al. (2017) studied on Levels and factors of brand loyalty towards beer brands: the case of a developing country perspective, Ethiopia, but the study population was all beer consumers of the St. George and Dashen beer in Ethiopia.

Accordingly, it indicates that no more researches are conduct related with this issue, due to this fact the researcher decided to work on this area so as to be a benchmark for further studies. Hence, due to the severity of the issue and absence of sufficient empirical studies on Ethiopian beer industries pertaining to this topic incorporating crucial variables collectively is what motivated the researcher to examine determinant of customer loyalty of beer in Ethiopia taking the case of all Addis Ababa consumers of Beer.

1.4 Research Questions

This research addresses the following research questions:

1. Does advertising influence improve customer loyalty within beer industry?
2. Can effects of group's influence develop customer loyalty within beer industry?
3. Does consumer's situational variation enhance customer loyalty within beer industry?
4. Does quality of product have an impact on customer loyalty within beer industry?

1.5 Objective of the Study

1.5.1 General Objective

The general objective of the study is to examine factors affecting customer loyalty within beer industry in case of Addis Ababa City.

1.5.2 Specific Objectives

- ➢ To determine advertising influence on customer loyalty.
- ➢ To examine the effects of group's influence on customer loyalty.
- ➢ To examine the effects of consumer's situational variation on customer loyalty.
- ➢ To identify the impact of product quality on customer loyalty

1.6 Scope of the Study

The study focused on factors affecting customer loyalty within beer industry in case of Addis Ababa City. It will provide a conceptual and theoretical appraisal on the nature of customer loyalty and factors which determine customer loyalty in beer industry in case of Addis Ababa City. The factors used as measurement scale of customer's loyalty are selected. The study used four independent variables i.e. advertising influence, reference group's influence, Consumer's situational variation and Quality of product as independent variable measurement and customer loyalty as dependent variable. Finally, the study collected data through questionnaire; the research only considered the responses to be gained from customers and out let's managers who have been willing to give the required information as base of analysis.

1.7 Significance of the study

This study will be very significant in assessing factors affecting customer loyalty within beer industry in case of Addis Ababa City. Many parties will be benefited from the findings that emerged from the results of the study and these are the following organ that will be benefited;

Government: Government might be concerned in knowing which companies operate successfully or failed to take the necessary measures so as to avoid crises of the bankruptcy in these companies.

Academician: academicians could have a chance to know the determinant of customer loyalty on Beer Companies which supports students to be familiar with it and find out a solution on their teaching and learning process.

Investors: Investors could be fascinated in such studies in order to protect their investment, and directing it to the best investment.

Customers: Customers may possibly involve in knowing the ability of beer companies to provide a better beer product based on the indicators of success of the companies.

Management: Administration could be interested in identifying indicators of success and failure to take the necessary actions to improve the customer's number in the company and choose the right decisions.

Moreover, this research has significant role to play in shading light on how to better understand what variables that have an impact on beer companies of customer loyalty. Additionally, this study will have a paramount importance in providing a better ground for beer company's sales managers, business professionals, business initiatives and policy makers. Moreover, the research will also contribute an insight point as a stepping stone for further study in the area to future researchers.

1.8 Limitation of the study

The absence of adequate studies and organized data especially empirical literatures, i.e. both qualitative and quantitative data regarding the study variables which would be useful to lay a more relevant factual base for the study was the major issues that were encountered the study. Besides, Questionnaires were not fully returned and some of the customers were not willing to fill the questionnaires properly and timely.

1.9 Organization of the Study

The research paper is organized in to five chapters. Chapter one is an introduction part where back ground of the study, pilot study, statement of the problem, objectives of the study, scope, significance and limitation of the study are presented. Chapter two is review of literature in which theories, empirical evidence and conceptual frame work are identified. Chapter three contained research methodology where research design, research approach, population, sampling method, sample size, sources of data, instruments, data analysis technique and model specification were covered. Chapter four focused on the results and discussion in which the findings result that are interpreted. Finally, chapter five presents the conclusions, summary of major findings, forwarded recommendations and Directions for future researches.

CHAPTER TWO

LITERATURE REVIEW

This section presented theoretical and empirical review on the factors affecting customer loyalty with in beer industry in case of Addis Ababa city. Accordingly, the first part presented theoretical literature about different factors affecting customer loyalty with in beer industry and also explained about customer loyalty theory. The second part discussed about various empirical studies. The gaps in existing literature described in the third part and the conceptual framework depicted in the fourth part along with hypothesis and variable determination.

2.1 Theoretical Review

Attitude towards a product and/or company plays an important role in marketing. It is often confused with opinion. Attitude consists of three dimensions - affective, cognitive, and conative. The affective dimension relates to emotional response to/feelings about something; it is approximately the same as opinion. The cognitive dimension should relate to knowledge about something; but, in reality, it involves believes one has about something. The conative dimension regards how one's attitude would influence one's action/behavior. Affective and cognitive dimensions of attitude were measured in the presented research using by Homer (2001) already validated instruments, while the conative dimension (for which no validated instrument was found) is based on consumption of a particular brand of beer.

2.1.1 Brand Choices

Understanding and predicting brand choice decisions by consumers has been a topic of interest to both marketers and researchers. Brand choice investigation involves understanding consumer behaviors in their selection of brands among various product categories (Bentz and Merunka, 2000). In the past, brands have been perceived as products with different attributes; however, brands are now viewed as personalities, identities, and have special meanings intrinsic to consumers (Ballantyne et al. 2006). Brand choice research has been investigated for many years and has intensified as product categories have become more proliferated. For example, 30 years ago there were only a handful of beer brands in grocery stores.

Now, there are several brands of beer with brand extensions featuring light beers, imports, ice beers, as well as many others. Consumers have more options and many different brands to choose from (Léger and Scholz, 2004). Much of brand choice research has been through probability models to test the impact of marketing mix variables as a predictor of brand choice (Wagner and Taudes, 2006; Chib et al. 2004; Bentz and Merunka, 2000). These variables (referred in most research studies as the 4 P's) are elements such as product features, displays (i.e. advertising, sales promotions), availability (stock of inventory), and price (Chib et al. 2004, May; Bentz and Merunka, 2000; Wager and Taudes, 2006). When used in probability modeling, marketing mix variables are considered non-stationary and heterogeneous among the population (Wagner and Taudes, 2006).

There are other areas that have been researched with brand choice as well. Researchers have examined the casual effects of brand related variables on brand choice. These variables include situational factors, consumer personality, social benefits, emotions, quality, brand credibility, product attributes, seasonality, and trends. The studies used within brand choice researches have involved experiments and surveys of key marketing variables to measure impact on brand choice (Charlton and Ehrenberg, 2003; Simonson et al. 2004; Erdem and Swait, 2004; Wagner and Taudes, 2006; Orth, 2005).

2.1.2 Factors Affecting Customer loyalty

As Kotler et al. (2017) note, even highly loyal customers can be of different types at one extreme, quietly satisfied, and at the other extreme, ones that cannot wait to tell everybody. Loyalty consists of attitudinal and behavioral components. Attitudinal loyalty means that a customer is willing to purchase the particular product at any reasonable price. Behavioral loyalty means re-purchasing. Some factors that affect customer loyalty are advertising, reference group, consumer's situational variation, product quality and demographic characteristics. Each of these factors affects customer loyalty in the following ways.

2.1.2.1 Advertising influence

Advertising is a non-personal paid form where ideas, concept, products or services and information are promoted through media (visual, verbal and text) by an identified sponsor (Ayanwale et al, 2005, Bovee et al, 2005). Of all marketing weapons, advertising is renowned for its lasting impact on viewers mind and its exposure is much broader (Katke, 2007).

Mackenzie (2004) stated that advertisements inform consumers about the existence and benefits of products and services, and to persuade consumers to buy them. Moreover, Kotler et al (2005) claim that advertising aim at attaining target consumers to either think or react to the product or brand. As a method of achieving advertisement goals, advertisements as well as their content play a vital role in the process of commercial communication.

More specifically, it is the advertised product and brand as well as the content of the advertisement that determine greater or lesser memory retention among the consumers (Royo-vela, 2005). Homer (2001) further stated that liking advertising message and content increases the tendency to like the product. That many firms use celebrity as the source of their marketing communication because celebrity source may attract more attention to the advertisement than non-celebrity. That consumer may associate characteristics of the celebrity with attributes of the product which coincide with their needs or desire. Panchayat (2001) states that advertising tends to use psychological tactics which makes people buy the product. They project images and brand consciousness, create new ideas, exploit insecurities of consumers, fulfill their secret needs, use famous personalities and run lotteries. Stuart et al (2002) stated that one way of directly influencing the effective component of attitude is through classical conditioning. In this approach, a stimulus the audience likes such as music is consistently paired with the brand name. Over time, some of the positive effect associated with the music will transfer to the brand. Other liked stimuli such as pictures are frequently used for this reason.

2.1.2.2 Group Influence

An average consumer belongs to one group or the other and to a reasonable extent, the group one belongs to or wishes to belong has one purchasing and consumption influence on him or her. Supporting this view is Engel et al (2001) who opine that each consumer is a member of many groups, but those that influence behavior are called reference group.

Though related in many aspects, different authors have given different definition of the term reference group. Accordingly, reference groups are groups with which an individual identifies Mordern (2008), groups whose presumed perspective or values are being used by individual as the basis for his or her current behavior (Hawkins, et al, 2001), persons or groups that serves as point of comparison for an individual in forming either general or specific values, attitudes or behavior (Schiffman and Kanuk, 2009), group of people who influence persons attitude, values and behavior (Stanton, 2004) and or groups used by individual to evaluate self and whose standards are used as basis of comparison for the individual's behavior (Bearden and Etzel, 2006).

Reference group concept has been used by advertisers in their effort to persuade consumers to purchase product and brands, portraying products being consumed in socially pleasant situations. The use of prominent/attractive people endorsing products, and the use of obvious group members as spokesperson in advertisement are all evidence that marketers and advertiser make substantial use of potential reference group to influence consumers brand preference in the development of their communications. Alluding to reference groups in persuasive attempts to market products and brands demonstrates the belief that reference group exposes people to behavior and life styles, influence self-concept development, contribute to the formation of values and attitudes, and generate pressure for conformity and attitudes to group norms (Kotler, 2004).

2.1.2.3 Situational Variation of the Consumer

People consume products by themselves, with friends, on the beach, at carnivals, at parties and while having dinners with their boss or other relatives. Within these situations an individual may prefer a brand over the other because benefits sought out by consumers can differ by situation the consumer is in (Yang et al, 2002). According to Belk (2004), situations may be defined as those factors particular to a time and place of observation which have demonstrable and systematic effects on behavior. Consumers evaluate brands on the situation (Vazguez et al, 2002). It is suggested from previous research that situational factors are a better predictor for consumer behavior than measures involving attitudes.

Research has indicated that consumer preferences change according to the environment in which the consumers find themselves (Quester and Smart, 2008, Lai, 2001, Belk, 2004). Consumer might

choose a brand based on being in different situations and will therefore be motivated to drink a certain brand (Yang et al, 2002). That consumer may face similar environments but there are several motivating conditions that play a role on brand choice depending on the consumer.

2.1.2.4 Product quality

According to Dapkevicius and Melnikas (2009), perceived quality has a significant relationship with customer satisfaction. A customer based on quality can judge a product as superior or inferior. Kotler, et al., (2009), argues that perceived quality acts as an intermediary between extrinsic cue and customer perceived value. According to Kotler and Armstrong (2007), customers do have the inherent ability to segment products based on quality. Significantly, products with high quality perceptions have higher satisfaction rates compared to products with poor quality. According to Anderson and Mittal (2000), perceived quality can easily be construed to mean overall assessment of product's ability to satisfy a customer's needed. The connection between perceived quality and customer satisfaction has been determined in previous research. McCullough et al., (2000), argues that the relationship between product qualities is not only significant, but also strong and positive. Nonetheless, other researchers' have indicated contradicting finding especially in the breweries industry concerning the positive association between the perceived quality and customer satisfaction. There has been no agreement as to whether there exists a relationship between apparent quality and contentment on purchase intentions (Oliver, 2007). According to Tslotsou (2005), some researchers have argued that there is no connection between the two quality and customer satisfaction. Others researchers' have contended that perceived quality is not necessarily an individual matter as companies may have a lot of influence over perceived quality.

Cengiz (2010) explains further that perceived quality is the extent of compliance rate between the customer's perceived performance and customer expectations. When the former meets or surpasses the latter then the customer derives a feeling of satisfaction but when it fails to meet the latter, then the customers overall assessment of the experience is dissatisfaction. According to Oliver (2007), therefore, it corrects to say that perceived quality is a subjective concept that is based on a post-use evaluation of the performance of the product against expectation.

2.1.2.5 Demographic characteristics

According to David Jobber, (2004), an alternative method of classifying consumers is based upon their geographic location and this analysis is called geo-demographics. Consumers are grouped

into geo-demographic clusters based upon such information as type of accommodation, car ownership, age, occupation, number and age of children and ethnic background.

Demographic variables have been proven to be indicators for brand choice. Factors such as age and gender play a role in how consumers evaluate and ultimately purchase brands in several different product categories (Walsh and Mitchell, 2005).

Based on studies involving demographics and drinking behaviors, males tend to drink in larger quantities in same sex groups, whereas women drink with mixed crowds or with a male. Age is also a variable to be explored for college students because there are those of legal age and others that are obtaining beer illegally. There are a number of these college students that purchase beers illegally via a false ID or by having an older peer purchase it for them. In addition, there is very little known about demographic issues such as gender, age, and education (year in college) with particular subject matter as it relates to this segment and brand choice (Dave, 2008).

2.1.3 Relationship between advertisement, peer group influence, situational variation and product quality as independent variables and customer loyalty of beer as dependent variable

Advertisement tends to be highly informative and present the customer with a number of important product attributes or features that will lead to favorable attitudes and can be used as the basis for rational brand preference. People get information from advertisement through attractiveness it holds, the attention it creates and the awareness it keeps (Arens, 2002). Effective communication through advertisement leads the consumer toward purchasing the brand (Belch and Belch 2005). One key concern for the advertiser is whether the advertisement or commercial conveys the meaning intended. If the consumer or audience gets the message and understand it as the advertiser has it in mind, it is a great success for the advertiser. That understanding according to Clow and Back (2002) lead the person to preference and purchase the brand of beer so advertised. Based on the regularity of contact and importance given to subsequent interactions, the reference group exercises influence on the manner in which a consumer select and consume a brand of beer.

Depending on the strength of identification with reference group, an individual may conform to the standard, norms and values of the group. Consequently, purchase behavior for a brand will alter so as to come in line with the group preference for a brand of beer Clow and Back (2002). Witt and Bruce (2005) concluded in their study of influence of small, informal social group on

brand choices showed that the power of group cohesiveness in predicting brand choice was greater in products with high social involvement such as beer than in low involvement product like brands of deodorants. Perkins (2000) revealed in his study that peer influence was much stronger predictor of beer consumption than other background factors including parents' attitudes, gender and religion.

2.1.4 Theories of Beer Characteristic

The two elements acted as causes of beer preference were beer characteristics and purchasing process (Aquilani et al, 2015). Beer characteristic denoted to the intrinsic attributes and the extrinsic attributes of beer. The intrinsic attributes referred to physical attributes of beer like aroma, carbonation, foam, and taste whereas the extrinsic attributes of beer were more related to purchasing decisions such as brand, price, distribution, packaging, and country of origin (Lee & Lou, 2005). Currently beer customers were more willing to pay for the intrinsic attributes especially for the taste and the bitterness, which had a significant impact on customers' choices (Gabrielyan et al, 2014).

Both the impact on individual intrinsic attribute of beer preference and the combination of intrinsic attributes as a sensory point of view also played a part in beer choices. Sensory characteristics did not have any pattern but can be described as drinkability, refreshing, thirst-quenching or cooling properties (Guinard et al, 2008). Sensorial experience of customers was important because it had an influence on brand preference through customers' perception according to their past sensory characteristics and experiences (Sester et al, 2013).

For the sake of creating the competitive advantages in the market, the awareness of product quality needed to be considered (Fandos & Flavián, 2006). Product quality was indicated as the standard performance of product or expected performance of product. The difference between the expectation and the product performance had a significant impact on the perception of customers as well as an effect on brand preference (Goetsch & Davis, 2014).

Quality could be judged in various ways depended on timing. Generally, there were three categories of quality based on timing. The first type of quality was the search quality. The search quality referred to the purchasing moment related to the intrinsic attributes and the extrinsic attributes. The second type of quality was the experience quality. The experience quality referred to use or consume moment related to only the intrinsic attributes. The third type of quality was the

credence quality. The credence referred to the reliability level of media information related to the intrinsic attributes and the extrinsic attributes (Fandos & Flavián, 2006). Aquilani et al. (2015) and Gómez-Corona et al (2016) conducted empirical study and found that aroma, perceived quality, level of bitterness, and alcoholic percentage were all factors explained the propensity of "purely" commercial beer.

2.1.5 Theories of Branding

Siegel (2013) found that branding was one of the influent factors on customer purchasing decision. Whenever customers felt difficult to make a purchase decision based on the intrinsic attributes then the extrinsic attributes arise with a more powerful influence (Prentice & Handsjuk, 2016). Branding referred to customers' experience toward products' image and product's meaning contributed from sets of product attributes. Branding or brand was relevant to logo, color, slogan, and design (Kladou et al, 2016). Since branding was the extrinsic characteristic, then possibly differed from brand to brand. The difference in branding increased the customers' recognition of the brand awareness of a particular brand. The plus sides of the difference of a particular brand were the recognition as the first choice of purchasing. Many successful brands created the advantages from branding by constituting the customers' benefits on the perspective customers from the sense of remarkableness (Prentice & Handsjuk, 2016).

Nevertheless, the crucial aspect of value-added products was the similar level perception of products which opposed the differentiate strategy (Mudambi et al, 2007). Value-added products could be applied to brand equity, which did not have the same exact meaning as branding. Brand equity was the total value added by the brand to the core products. Brand equity comprised of brand loyalty, name awareness, perceive quality, brand association, and other proprietary brand assets (Aaker, 2009). Brand equity had benefits both producer firms and consumers.

Overall, brand equity affected customer's confidence by enhancing or reducing the product value in customers' perception and the understanding of the information of product or brand (Mudambi et al., 2007). Furthermore, Prentice and Handsjuk (2016) investigated the consumption of vodka in Australia and found that branding had an impact on brand preference.

Brand Loyalty is the key concept behind this study. Bloemer and Kasper (2005) define true and spurious brand loyalty. They define true brand loyalty as: "the biased (i.e. non-random) behavioral

response (i.e. purchase) expressed over time by some decision-making unit with respect to one or more alternative brands out of a set of such brands which is a function of psychological (decision making, evaluative) process resulting in brand commitment". They also define spurious brand loyalty as: 'the bias (i.e. non-random) behavioral response (i.e. purchase) expressed over time by some decision-making unit, with respect to one or more alternative brands out of a set of such brands which is a function of inertia". Brand loyalty cannot be defined just by the repeat purchasing patterns of one item by one consumer, stating that "these spuriously loyal buyers lack any attachment to brand attributes, and they can be immediately captured by another brand that offers a better deal, a coupon, or enhanced point-of-purchase visibility through displays and other device.

2.1.6 Beer Consumption in Ethiopia

According to the Statistical Abstract of 2011, produced by Access Capital, breweries in Ethiopia produced 1.56 million hectoliters of beer during 2010 and this represented 37% of all beverage produced by commercial producers. It was second to soft drinks which produced 2 million hectoliters during the same period and this represented 48%. The rest included wine and other alcoholic spirits. There are hard facts that indicate that beer market in Ethiopia has been growing and the breweries are also making profits from their operations. Good instances are that Meta Beer factory and Harar Beer that has undertaken substantial expansion projects (Robel, 2013).

There are five breweries in Ethiopia namely BGI Group (Societe des Brassiere et Glaciers International), Dashen, Harar, Meta and Bedele Factories. Harar Brewery Produces Stout beer named Hakim Stout and also Harar Soft, a nonalcoholic beer intended for the predominantly Muslim population of the area. Because of its proximity to Addis Ababa, 75%- 80% St. George Brewery is draft beer and uses kegs and barrels in addition to St. George beer, BGI Produces Bati and Castel, which was initially intended to export market (Robel, 2013).

In addition beers brand name in Ethiopia are Meta , Bedele, Dashen,Jano,Habesha, Harar ,Walia Raya, St. George Beer , St. George Amber, Zebedar Beer, Heineken, Castel, Hakim Stout, Garden Bräu Ebony and Garden BräuBlondy (Robel, 2013).

2.2 Empirical Review

The study has reviewed various empirical studies that are related with factors affecting customer loyalty with in beer industry by incorporating various empirical studies conducted in developed countries, emerging market countries and African countries.

Denmark

As per Frantisek (2017) conducted on attitude and Loyalty to Two Brands of Beer of the Same Producer in Denmark, the focus of the presented research is attitude and loyalty to two brands of beer produced by the Carlsberg Group – Tuborg and Carlsberg. Both beers are lagers. The Carlsberg Group markets Tuborg as a more premium brand, and it also aims to promote it to women. Unlike in the Netherlands with one brand – Heineken and unlike in the Czech Republic with many well-known brands by a multitude of producers, the Danish case gives a unique opportunity to investigate if customers truly prefer one of two brands or are approximately equally low with regards to both brands as it is produced by the same company and tastes very similarly (if not the same). The survey was conducted in Denmark. Respondents were Danish (not international) university students; such selection was done in order to ensure familiarity of respondents with both brands.

U.S.A

According to Alison (2012) study conducted on factors influencing brand loyalty to craft breweries in North Carolina, in 2005 North Carolina passed a law allowing breweries to give product samples to employees and guests. The law also changed the definition of a malt beverage and increased the amount of alcohol by volume (ABV) from 6%ABV to 15%ABV, allowing brewers to legally make and distribute high gravity craft brews. Since that law has passed, 23 more breweries have opened in North Carolina (North Carolina Alcoholic Beverage Control 2010 Annual Report). The purpose of this study is to gain a clearer understanding of what factors influence brand loyalty to microbreweries.

The study looks at why visitors to Mother Earth Brewery in Kinston, North Carolina and Aviator Brewery in Fuquay-Varina, North Carolina chose to visit and purchase from that microbrewery instead of other breweries by examining concepts used in brand loyalty, access, environmental consumption, connection with the community, quality and satisfaction, desire for unique consumer products, and involvement in the industry. Results show that while access, connection with the

community, and satisfaction are important to respondents, connection with the community, satisfaction, and uniqueness is the three factors that most align themselves with brand loyalty. Connection with the community was the most important factor in influencing brand loyalty especially among residents and those born in the study region (Alison, 2012)

Study conducted by Dave (2008) on influential factors on brand choice and consumption behaviors on Florida, this study examined factors influencing beer brand choice and beer consumption behavior among college students. It was determined after using six situational groupings that situational variation did not have a significant impact on brand choice of beer for college students.

Bangkok

Another study made by Sunkamol (2017), on affecting beer's brand preference of customers in Bangkok. The population of this study was people who were over 18 years of age and had experience in drinking beer for either once or on regular basis in Chatuchak, Wattana, and Bang Rak Districts in Bangkok. The sample of this research was 230 questionnaire respondents distributed at the Energy Complex Building, Emporium Office Building, and Sathon Square Building between the December 2016 and January 2017. The sample size was gathered using the non-probability sampling methods in terms of convenience sampling by collecting data only with respondents who were willing to cooperate with the researcher by completing the questionnaires. The data analyzed using descriptive statistics and multiple regression analysis were found that branding ($\beta = 0.596$) and social media ($\beta = 0.197$) were positively affected brand preference of the beer brand A's consumers in Bangkok at .01 level of significant, explaining 49% of the influence towards brand preference of the customers. However, beer characteristic, beer types, situation appropriateness statements, packaging, social media, country of origin, and convenient and practical functions were not found to be significantly affected brand preference of beer brand A's customers in Bangkok.

Relationships among brand benefits, exploratory shopping behaviors, susceptibility to interpersonal influence, product category involvement, and demographics were studied in order to determine what factors had the most significant impact on brand choice. It was determined that price and risk-taking behaviors had a significant impact on beer brand choice. Consumption behaviors among college students were influenced by emotions. In addition, an association between situation and consumption behavior existed among college students consuming their

favorite beer. Bars, clubs, or parties demonstrated heavy to moderate drinking behavior. Situations where college students are relaxing such as at the pool/beach, at home with friends, and not a party demonstrated light beer drinking behaviors (Dave, 2008).

Nigeria

Study conducted by Amadi et al (2013) on factors influencing brand preference of beer consumption in port-Harcourt metropolis, rivers state, Nigeria, the objective of this study was to identify the factors influencing preference for a brand of beer in Port-Harcourt metropolis and determine their relationship with brand preference of beer consumption. The variables included in this study are advertisement, peer group influence, situational variation as independent variables and brand preference of beer as dependent variable. A sample of 354 beer consumers was systematically selected for this study. A structured questionnaire based on likert type scale was used to elicit information from the sampled respondents in three zones for which Port-Harcourt metropolis was divided. The instruments were validated and their reliability established through a test – retest method. Our hypotheses were supported. Result of the data analysis revealed significant positive relationship between advertisement (r = 1.0), peer group influence (r = 0.96), situational variation (r = 0.98) and brand preference of beer consumers. The implication of this finding is that beer producing firms who wants to be on the cutting edge of competition should develop a more effective advertising campaign program to increase consumer's preference for their brand.

Advertisement for beer brands should convey information about the advantages which the brand being advertise would offer over the others. The advert should encourage group purchasing and the positive effect of such purchase (security, acceptability of choice, championship etc) and depict friendship situation. Producers should in their advertisement emphasize social groups; they should exploit this further through segmenting their markets into distinctive social classes (Amadi et al, 2013)

Kenya

Rely on Olga (2015) study about factors affecting beer customer satisfaction in the breweries industry: a case study of the east African breweries limited in Kenya, in this study, a descriptive research design was adopted. The population of the study comprised of distributors, retailers, wholesalers and bars within Nairobi constituting 691 possible respondents.

Stratified sampling techniques were used to determine a sample size of 216 from the total population. Data was collected using structured questionnaires based on the research questions. Descriptive statistics included frequencies distribution, percentages, mean and standard deviation. Inferential statistical analysis used included correlations, and regression. The study findings regarding organizational factors that affect customer satisfaction revealed that there was a strong positive relationship between organizational factors and customer satisfaction, r (0.692); $p \leq 0.05$. The study findings regarding individual factors that affect customer satisfaction revealed that there was a weak positive relationship between individual factors and customer satisfaction, r (0.278); $p \leq 0.05$. The study findings regarding external factors that influence customer satisfaction revealed that there exists a strong positive relationship between external factors and customer satisfaction, r (0.789); $p \leq 0.05$. A multiple regression analysis indicated a weak relationship existed between individual factors, organizational factors and external factors; $R = (0.314)$, $P \leq 0.05$.

In conclusion, the relationship between individual factors and customer satisfaction, brand preference, perceived value, perceived quality and loyalty were significant in enhancing customer satisfaction. Equally, the relationship between organizational factors and customer satisfaction were statistically significant. Product price, product quality, product promotion, product brand, and organizational brand image all influence and enhance employee job performance. Finally, the relationship between competency-based performance external factors and customer satisfaction was statistically significant. Competition, atmospherics and marketing saturation, socio-economic and political issues were all critical components in enhancing customer satisfaction (Olga, 2015).

Ethiopia

According to Mulugeta et al (2017) study conducted on levels and factors of brand loyalty towards beer brands; the case of a developing country perspective in Ethiopia, the study was done in Ethiopia three cities. The success of any business is highly dependent on getting and maintaining customers. Many firms try to sphere their operations aiming customers through measuring customers' satisfaction. Recent research findings indicated that satisfaction alone did not guaranty the long-term survival. Loyalty is a better indicator in this aspect since it incorporates satisfaction as an antecedent factor. This study was conducted to investigate influential factors of brand loyalty, and different loyalty level of beer consumers in Ethiopian context that would shed light on other developing countries too.

The research approach was quantitative wherein the two best known brand loyalty measurement models have been used. Data was collected via questionnaires from 400 respondents consuming two dominant brands in the selected three cities. The software used for analysis was statistical package for social sciences (SPSS) statistics version 20. Principal components analysis was used to analyze the data determine, and the main components that are statistically and practically significant. The findings indicated that among 13 brand loyalty influences identified in the model, brand trust, breweries marketing activity, culture, repeat purchase and the combination of brand relevance and brand performance had the highest influences on consumer loyalty.

The study concluded that the level of brand loyalty of beer consumers was not in one loyalty stage and almost 1/3 consumers were not totally loyal for their respective beer choice. The result of the research clearly indicated that breweries must focus on the ten most significant brand loyalty factors, and adjust their overall marketing strategy according to the beer consumers' loyalty level. Due to brand proliferation of beers in Ethiopian context, the level of brand loyalty has to be taken as segmenting criteria to develop marketing strategies and decisions. The research is done in two brands, and the geographic coverage consists of three major cities, thus this research could be done at large scale by taking into account geographic and demographic difference of beer consumers (Mulugeta et al, 2017).

Study conducted by Nebil (2010) on an assessment of branding practice in the case of St. George beer factory Mexico Addis Ababa, Ethiopia from February 19, 2014 to May 19 to assess the practice of branding in the company. Descriptive type of the study method was used, through collection of data by non- probability sampling from the customers of the company. A total of 188 customers and a marketing manager of the company were involved in the study as a respondent. From the total of 188 respondents, 114(61%) of them rated company's effort to create brand awareness of St. George beer to the public as it is low, 71(38%) of the respondents rated as moderate for the equation How good is the brand design of St. George compared to competitors. 101(54%) convinced that St. George's brand is unique among other beer brands as negative.

Among the 188 customer respondents, 102(54%) of respondents believed that the name St. George have the power to capture customers preference. Finally, those 113(60%) respondents out of the total population did not concede themselves as the company's loyal customers. As the result indicated that the practice of branding in St. George Beer factory is in a good condition even if there are some problems in the department of the marketing management on their branding strategy. Therefore, series decision is required to observe and identify those problems and appropriate measures should be taken to reduce the risk and uncertainty which can be occurred in these reasons.

2.3 Conceptual framework and Hypothesis & Variable determination

2.3.1 Conceptual framework

Depending on the previously assessed related literatures, the researcher has selected the under explained factors as measurement scales for the study under investigation to determine factors affecting customer loyalty within beer industry, the dependent variable is customer loyalty.

Figure 2.1: Conceptual framework


```
┌─────────────────────────┐        ┌─────────────────────────┐
│  Independent Variables  │        │   Dependent Variable    │
└─────────────────────────┘        └─────────────────────────┘

┌─────────────────────┐
│     Advertising     │
└─────────────────────┘            ┌─────────────────────────┐
┌─────────────────────┐            │                         │
│   Group influence   │            │                         │
└─────────────────────┘            │    Customer loyalty     │
┌─────────────────────┐            │                         │
│     Consumer's      │            │                         │
│ Situational variation│           └─────────────────────────┘
└─────────────────────┘
┌─────────────────────┐
│   Product Quality   │
└─────────────────────┘
```
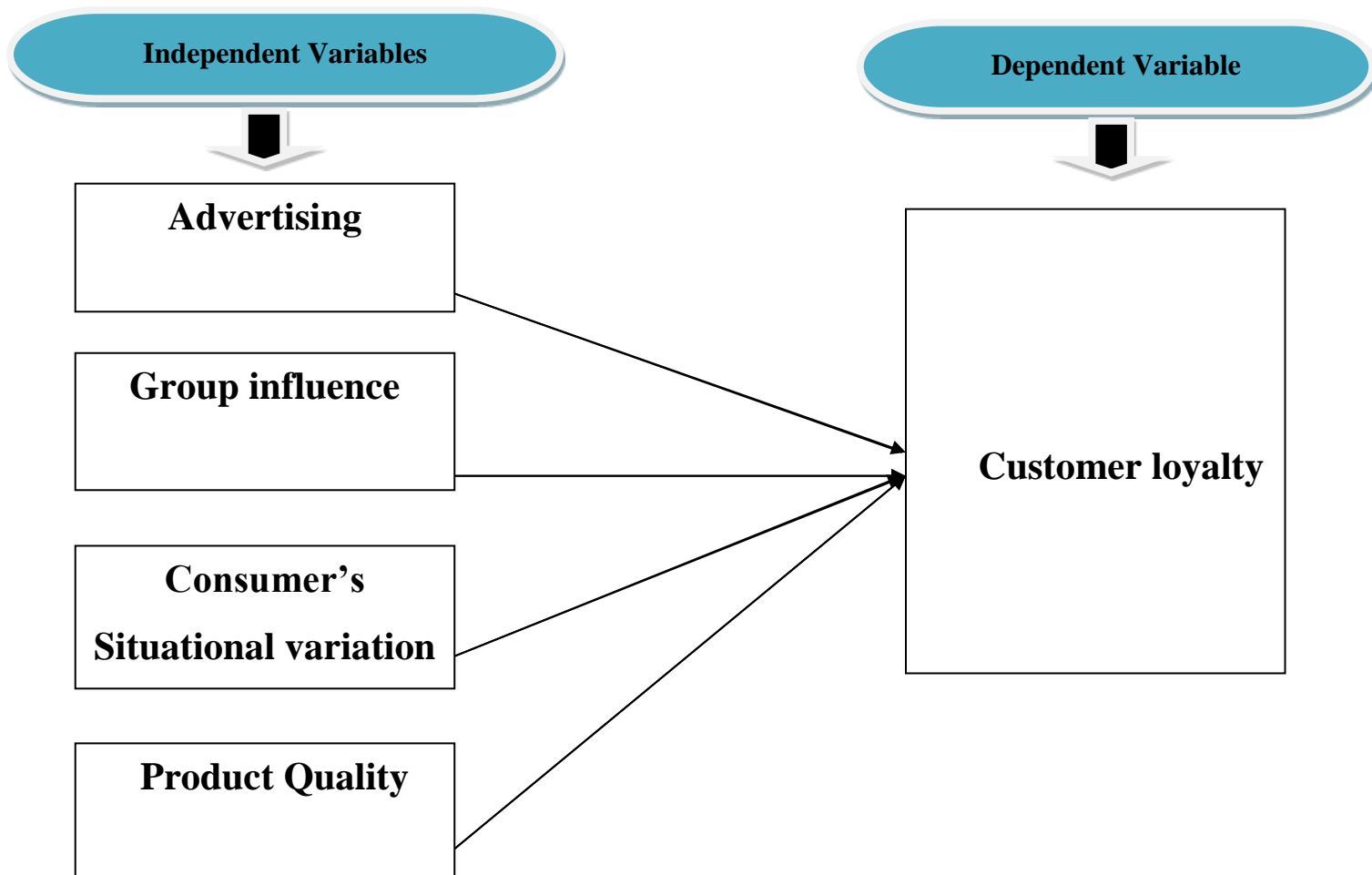
Source: - Compiled by the researcher mainly based on Mackenzie (2004), Amadi et al (2013), Vazguez et al (2002), Olga (2015) and Kotler et al (2005)

2.3.2 Hypothesis & Variable determination

Advertising: Mackenzie (2004) stated that advertisements inform consumers about the existence and benefits of products and services, and to persuade consumers to buy them. Moreover, Kotler et al (2005) claim that advertising aim at attaining target consumers to either think or react to the product or brand. As a method of achieving advertisement goals, advertisements as well as their content play a vital role in the process of commercial communication. In line with, Amadi et al (2013) discussed that advertisement has positive impact on customer loyalty.

H₁: Advertising influence has positive and statistically significant effect on customer loyalty.

Group influence: An average consumer belongs to one group or the other and to a reasonable extent, the group one belongs to or wishes to belong has one purchasing and consumption influence on him or her. Supporting this view is Engel, Kollart and Blackwell (2001). According to, Amadi et al (2013) discussed that reference group has positive impact on customer loyalty.

H₂: Group's influence has positive and statistically significant impact on customer loyalty.

Consumer's Situational variation: According to Belk (2004), situations may be defined as those factors particular to a time and place of observation which have demonstrable and systematic effects on behavior. Consumers evaluate brands on the situation (Vazguez et al, 2002). It is suggested from previous research that situational factors are a better predictor for consumer behavior than measures involving attitudes. According to, Amadi et al (2013) discussed that consumer's Situational variation has positive impact on customer loyalty.

H₃: Consumer's situational variation has positive and statistically significant effect on customer loyalty.

Product Quality: Kotler, et al., (2009), argues that perceived quality acts as an intermediary between extrinsic cue and customer perceived value. According to Kotler and Armstrong (2007), customers do have the inherent ability to segment products based on quality. Significantly, products with high quality perceptions have higher satisfaction rates compared to products with poor quality. As per Olga (2015) discussed that product quality has positive impact on customer loyalty.

H₄: Quality of product has positive and statistically significant effect on customer loyalty.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter deals with research methodology used to carry out the research. The chapter is organized in eleven sub sections. In its first part there is a research design, then after it presented subsequently about research approach, population, sample and sampling technique, data type, sources and instruments, data analysis, model specification, validity and reliability and ethical consideration.

3.1 Research design

Cooper, et al. (2003) discussed that explanatory studies unlike descriptive studies, go beyond observing and describing the condition and tries to explain the reasons of the phenomenon. Thus, explanatory research design is used in this research because the study undertakes to examine the factors affecting customer loyalty and identify those factors that significantly influence on customer loyalty in case of beer industry in Addis Ababa which is appropriate for the objective of the study.

3.2 Research approach

When conducting a research, there are different ways of approaching the problem. According to Creswell (2009), there are three approaches of research; quantitative, qualitative and mixed. The following discussions briefly presents the basic features of these research approaches. Quantitative research is a means for testing objective theories by examining the relationship among variables (Creswell, 2009). On the other hand, qualitative research approach is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem with intent of developing a theory or pattern inductively (Creswell, 2009). Finally, mixed methods approach is an approach in which the researchers emphasize the research problem and use all approaches available to understand the problem (Creswell, 2003).

Hence, based on the above discussions of the three research approaches and by considering the research problem and objective, this study used quantitative approach.

3.3 Population of the study

A research population can be defined as a well-defined collection of individual or objects (unit of analysis) which are known to have similar characteristics that the researcher wishes to study. The unit of analysis may be an individual, object, organization, country or any other entity that the researcher wishes to draw scientific inference about (Mark, et al., 2007). Hence, the target populations of the study are consumers of beer served in out lets those are legally registered in Addis Ababa city.

3.4 Sampling design

The research is conducted using both probability and non-probability sampling. Purposive sampling technique, which is non-probability sampling, was used to select the out lets and respondents among consumers of beer in out lets respectively. Simple random sampling technique was used to select the respondents among the total number consumers found from the selected out lets which is stated on the appendix part.

3.5 Sample Size

Determining sample size varies for various types of research designs and there are several approaches in practice. The different strategies to calculate sample size include using census for small population, using a sample size of similar study, using published tables and using formula. A general rule, one can say that the sample must be of an optimum size i.e., it should neither be excessively large nor too small (Kothari, 2004).

The target population for this research has infinite number of consumers for beer. Thus, a large population's sample size is determined with the help of the following formula (Saunders et.al, 2009):

$$n = \frac{Z^2 PQ}{e^2}$$

Where,

$n=$ is the minimum sample size required

$p=$ is the proportion belonging to the specified category which is 0.5

$q=$ is the proportion not belonging to the specified category which is 0.5

$z=$ is the z value corresponding to the level of confidence required which is 1.96

$e=$ is the desired level of precision which is 0.05.

Thus, the minimum sample size $= \frac{(1.96)^2 \, (0.5) \, (0.5)}{(0.05)^2} = 384$

Many researchers commonly increase the sample size to compensate for no response risk, for persons that researcher is unable to contact. Sampling error is inversely related to the size of the sample i.e., sampling error decreases as the sample size increases and vice-versa (Kothari, 2004).

3.6 Data source and types

Data can be collected from both primary and secondary sources. Primary data is a type of data, which is collected and accumulated specifically for the research project at hand. This can be collected from questionnaire. Secondary data involves the collection of information from studies that other researchers have conducted on a given issues or phenomenon (Creswell, 2009). Therefore, to achieve the objectives of this study, primary sources of data has been gathered from consumers of beer selected 50 outlets in Addis Ababa. Based on the research objectives, a five-point Likert-scale questionnaire was distributed to the selected 384 outlets customers.

3.7 Data collection procedures

The researcher collected primary data from selected customers using five-point Likert-scale questionnaire. The questionnaire data collection was finalized in two months.

3.8 Research Model

The objective of this study examined factors affecting customer loyalty within beer industry in case of Addis Ababa City. Accordingly, to test factors affecting customer loyalty within beer industry in case of Addis Ababa City, the researcher estimated a linear regression model in the following form.

$$CL = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$$

Where,

CL= Customer loyalty

α =Constant

β=Coefficient of estimate

X_1 = Advertising influence

X_2 = Group's influence

X_3 = Consumer's situational variation

X_4 = Product quality

ε = the error term

3.9 Data analysis method

The questionnaires distributed, collected, coded and analyzed using the statistical package for social science (SPSS 20). The data are analyzed using both descriptive and inferential statistics. Descriptive analysis includes frequency of distribution (to interpret demographic variables of respondents) and mean (to find the mean sores of loyalty dimensions) and inferential analysis was sued for hypothesis testing that include correlations and regression.

To examine the relationship between customer loyalty and independent variables, Pearson correlation is used. Multiple Regression analysis is used to test hypotheses and identify the significant factors influencing customer loyalty. Multiple regression analysis is used to examine the relationship between the four independent variables and one dependent variable.

3.10 Validity and Reliability

3.10.1 Validity

Validity is concerned with whether the findings are really about what they appear to be about (Sounders et. al., 2003). Validity defined as the extent to which data collection method or methods accurately measure what they were intended to measure (Sounders et. al., 2003). Numbers of different steps are taken to ensure the validity of the study:

- Data is collected from the reliable sources, from respondents who had experience in using the product of beer.

- Survey question are made based on literature review and frame of reference to ensure result validity.

3.10.2 Reliability Test

Reliability is the degree to which the measure of a construct is consistent or dependable (Bhattacherjeend, 2012). Measurement reliability of a scale may be obtained by one of the following methods: test-retest, alternative forms and internal consistency. To measure internal consistence cronbach's alpha is the most widely used measure to assess the reliability. In this study Cronbach's coefficient alpha is executed. Cronbach's coefficient alpha is an estimator of internal consistency.

Alpha coefficient ranges in value from 0 to 1. The higher the score, the more internally reliable the generated scale is. Cronbach's coefficient alpha value over 0.7 is believed to be acceptable reliability coefficient (Pallant, 2005).

Table 3.1 Cronbach Alpha Coefficient for all variable

Cronbach's Alpha[a]	N of Items
.828	5

Source: Own Survey, computed in SPSS, 2018

Table 3.2 Cronbach Alpha Coefficient for each variable

	Pilot Sample	Total Sample
Customer loyalty	.789	.940
Advertising influence	.923	.759
Consumer's situational variation	.797	.812
Reference group's influence	.779	.859
Product quality	.879	.837

Source: Own Survey, computed in SPSS, 2018

The above table illustrates that the values of Cronbach's alpha for each of the questionnaire and the entire questionnaire. For the fields, values of Cronbach's alpha ranged between 0.779 and 0.923 with overall Cronbach's alpha value of 0.940 which is highly acceptable according to Malhotra, et.al. (2007) that the value of 0.60 is considered as the lower limit of acceptability for Cronbach's alpha. In addition to these the overall reliability statics for five variable items is 0.828. Hence, based on the above reliability statistics, it is above the minimum required threshold and showed that the high reliability of the questionnaire.

3.11 Ethical consideration

In order to keep the confidentiality of the data to be given by respondents, the respondent is not be require to write their name and assure the anonymity and confidentiality of their response. The purpose of the study will be disclosed in the introductory part of the questionnaire. Furthermore, the researcher did to avoid misleading or deceptive statements in the questionnaire and the questionnaires are handed out up on their consent only.

CHAPTER FOUR

DATA ANALYSIS AND RESULT PRESENTATION

This chapter deals with the results and analysis of the findings and it contains three sections. The first section presented descriptive and correlation analysis on variables of the study; the second section presented fulfillment of the assumptions; the third section laid down the results of regression analysis that constitute the main findings of this study.

The primary focus of the study was on factors affecting customer loyalty within beer industry in case of Addis Ababa city. Therefore, this chapter presents the analysis of responses that were received via questionnaires distributed to customers of selected 384 outlets customers. The researcher was able to get back three hundred thirteen (313) out of the 384 questionnaires administered which gives 81.51% response rate. This was done in order to obtain a larger response rate. At the end, all the returned questionnaires were successfully processed for the analysis.

Hence, in this chapter, the data collected from respondents were analyzed and interpreted using quantitative analysis which involves analysis of the demographical information of respondents and the descriptive as well as inferential statistics employed to test the hypothesis and to investigate the influence of independent variables on the dependent variable. A total of 313 questionnaires were personally handed to the respondents with close follow up and guidance in filling the questioners. All respondents completed the questionnaires in suitable form. Several questions were asked related about factors affecting customer loyalty within beer industry in case of Addis Ababa city. The basic assumptions are dimension of customer loyalty namely advertising, reference group's, consumer's situational variation and product quality influence on customer loyalty. A multiple regression modeling approach was proposed as an effective method for studying the relationships. The result of this multiple regression model is analyzed and discussed in this chapter. The statistical analysis of this study was done by SPSS software, version 20. And the results of the study were shown in descriptive and inferential section. In descriptive section, tables and statistics were including where as in inferential section and the result of multiple liner regression was also analyzed.

4.1. Descriptive statistics

4.1.1. Demographic Profile

The questionnaire included a segment on customer's profile, as an assortment of demographic and other factors which likely to influence customer loyalty within beer industry in case of Addis Ababa city. The demographic profile of the respondents is described in the under table.

Table 4.1: Demographic Profile about consumers of beer from selected fifty outlets

No.	Demographics		Frequency	Percentage
1	Age(years)	18-30	164	52.4
		31-45	119	38.0
		46-60	24	7.7
		above 60	6	1.9
		Total	**313**	**100**
2	Gender	Male	279	89.1
		Female	34	10.9
		Total	**313**	**100**
3	Education level	Primary	179	57.2
		High school	36	11.5
		Diploma	79	25.2
		BA Degree	10	3.2
		Master degree	6	1.94
		Above Master degree	3	0.96
		Total	**313**	**100**
4	Occupation	Unemployed	48	15.3
		Student	71	22.7
		Salaried	113	36.1
		Business man/woman	81	25.9
		Other	0	0
		Total	**313**	**100.0**

Source: Own Survey, computed in SPSS, 2018

As shown from the above table the sample customers were mostly in the age group of 18-30 and 31-45 years which covers 90.4% of the total respondents and the gender distribution which covers 89.1% for male and 10.9% for female. The respondents were predominantly primary and diploma holders which cover 57.2% and 25.2% respectively.

Coming to the occupation of the respondents, much of the respondents were mix of salaried and business persons which covers 36.1% and 25.9% respectively from the total sample respondents under consideration.

4.1.2. Favorite beer brand

As described in the following table, majority of respondents take ST. George, Walia, Meta Premium, Habesha beer which covers 27.8%, 22%,17.6% and 14.7% respectively. In contrast, Bedele, Harrer, Dashen and Castle less consumed than the above listed brands by containing 1%, 4.2%, 5.4% and 7.3% correspondingly.

Table 4.2: Favorite beer brand

Brands	Frequency	Percent
ST. George Beer	87	27.8
Walia	69	22.0
Dashen	17	5.4
Meta Premium	55	17.6
Bedele	3	1.0
Habesha	46	14.7
Castle	23	7.3
Harrer	13	4.2
Total	**313**	**100.0**

Source: Own Survey, computed in SPSS, 2018

4.1.3. Frequency of brand beer selection

Further the researcher has also described about the frequency of brand beer selected that most of respondents take the product regularly once per week and daily as indicated on table 31.9% and 29.1% respectively. However, as specified below 3.8% and 8.6% of few respondents acquired once a month and more than once a week respectively.

Table 4.3: Frequency of brand beer selection

	Frequency	Percent
RARELY (ONCE EVERY 2 MONTHS)	83	26.5
REGULARLY (ONCE PER WEEK)	100	31.9
DAILY	91	29.1
OCCASIONALLY (ONCE PER MONTH)	27	8.6
FREQUENTLY (MORETHAN ONCE A WEEK)	12	3.8
Total	313	100.0

Source: Own Survey, computed in SPSS, 2018

4.1.4. Where you take the brand?

As shown below on table 4.4 sample customers were mostly obtained the beer with their friends and relay on their mood which contained 36.1% and 29.7% respectively. Nevertheless, some of the respondents took the beer when the town is found under hottest temper and wherever there is a promotion running that keeps around 9.3% and 1.6% correspondingly.

Table 4.4: Where you take the brand?

	Frequency	Percent
IN MY LOCAL BAR WHERE I AM KNOW	73	23.3
IN THE JOINT THAT IS THE HOTTEST IN TOWN AT THE TIME	29	9.3
WHEREVER MY FRIENDS ARE DRINKING	113	36.1
WHEREVER THERE IS A PROMOTION RUNNING	5	1.6
DEPENDS ON THE MOOD	93	29.7
Total	313	100.0

Source: Own Survey, computed in SPSS, 2018

4.1.5. Experience the Breweries sector

As described in the following table, majority of respondents, which covers 39.6% of the total respondents were experienced up to five years, 23.3% of respondents have six to 10 years' experience and the remaining 19.5% respondents have less than a year familiarity with it. In addition to this, a small number of respondents those who have eleven up to fifteen years' experience and over fifteen years' experience were enclose 13.4% and 4.2% respectively.

Table 4.5: Experience the Breweries sector

	Frequency	Percent
LESS THAN A YEAR	61	19.5
1-5 YEARS	124	39.6
6-10 YEARS	73	23.3
11-15 YEARS	42	13.4
OVER 15 YEARS	13	4.2
Total	313	100.0

Source: Own Survey, computed in SPSS, 2018

4.1.6. Friends or family members who take beer

As illustrated in the following table, all of the respondents, which cover 100% of the total respondents, were responding 'yes' that implies they have friends or family members who take beer.

Table 4.6: Friends or family members who take beer

	Frequency	Percent
YES	313	100.0
NO	0	0

Source: Own Survey, computed in SPSS, 2018

4.1.7. Mean and Standard deviations

Descriptive statistics (mean and standard deviations) of the respondents' scores were computed and analysis has been done by comparing these mean scores and standard deviations among respondents. The reason for using descriptive statistics is to compare the different factors that affect customer loyalty within beer industry in case of Addis Ababa city by using the means and standard deviations values.

Table 4.7 Mean and Standard deviations

Variables	N	Mean	Std. Deviation
Customer loyalty	313	3.4971	0.35558
Advertising influence	313	3.5240	0.35412
Reference group's influence	313	3.4968	0.36689
Consumer's situational variation	313	3.5607	0.38490
Product quality	313	3.5572	0.33102

Own Survey, computed in SPSS, 2018

The standard deviation 0.355 indicates that there was moderate variability in customer loyalty in the data. The table also suggests that all customer loyalty determinant rated as above satisfactory. As far as the mean values are concerned, out of the determinant advertising influence (mean of 3.52), reference group's influence (mean of 3.49), consumer's situational variation (mean of 3.56) and product quality (mean of 3.55) have relatively major roles on customer loyalty. As the above table depicted, all explanatory variables play a fundamental role for customer loyalty in selected fifty out lets.

Table 4.8 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.730ª	.717	.704	.35485	.717	221.318	4	308	.000	1.896

Source: Own Survey, computed in SPSS, 2018

Overall, the given table revealed that all independent variables accounted for about 71.7% of the contribution for customer loyalty (adjusted $R^2 = 0.704$). Thus, 70.4% of the variation in customer loyalty can be explained by four determinant and other factors may limit contribution of those determinant to the customer loyalty which accounts for about 29.6%, as shown in the table.

From the above finding the study can develop the following regression model

CL = α + β₁X₁+ β₂X₂+ β₃X₃+ β₄X₄+ ε

$$CL = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \varepsilon$$

CL= 0.751 + 0.388X₁ + 0.041X₂ + 0.282X₃ + 0.165X₄ + ε

$$CL = 0.751 + 0.388 X_1 + 0.041 X_2 + 0.282 X_3 + 0.165 X_4 + \varepsilon$$

Where,

CL= Customer loyalty

α =Constant

β=Coefficient of estimate

X_1 = Advertising influence

X_2 = Group's influence

X_3 = Consumer's situational variation

X_4 = Product quality

ε = the error term

4.1.8 Assumptions Testing in Multiple Regressions

The basic assumptions should be satisfied in order to maintain data validity and robustness of the regressed result of the research under the multiple regression models. Hence, this study has conducted the assumption tests such as, multi-Collinearity, linearity, homoscedasticity and normality.

Multi Collinearity

Multi Collinearity is checked using correlations between the variables in the model. Independent variables show at least some relationship with dependent variable (above 0.9 preferably). In this case all of the scales (advertising influence, consumer's situational variation, product quality and reference group's influence) with customer loyalty correlate substantially (0.989, 0.994, 0.995, and 0.995) respectively. As it can be seen from the table these requirements are validated and there is no issue of Multi Collinearity.

Collinearity diagnostics on the variables as part of the multiple regression procedure is done using tolerance and variance inflation factor (VIF). Tolerance is an indicator of how much of the variability of the specified independent is not explained by the other independent variables in the model. 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 multi Collinearity (Pallant, 2010) furthermore, the other value given is the VIF, which is just the inverse of the tolerance value (1 divided by tolerance). According to Pallant (2010), VIF values above 10 would be a concern, indicating multi Collinearity.

Table 4.9 Collinearity Diagnosis

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Advertising influence	.989	1.011
Consumer's situational	.994	1.006
Product quality	.995	1.005
Reference group's influence	.995	1.005

Source: Own Survey, computed in SPSS, 2018

The result shows that the tolerance value for each independent variable is (0.989, 0.994, 0.995, and 0.995) respectively which are not less than 0.10; therefore, multi Collinearity assumption is not violated. This is also supported by the VIF value, which is 1.011, 1.006, 1.005 and 1.005 which is well below the cut-off 10 as shown in the coefficient table.

Normality, linearity of residuals: one of the ways that these assumptions can be checked is by inspecting the residuals scatter plot and the normal probability plots of the regression standardized residuals that were requested as part of the analysis. These are presented in normal P-P Plots of regression standardized residuals graph. In normal probability plots the points will lie in reasonably straight diagonal line from bottom left to top right. This would suggest no major deviations from normality. The finding from normal P-Plot reveals no violation of normality assumptions.

Test of Normality

The study used both methods of assessing normality; graphically using Normal Probability Plot (P-P) graph and using Skewness and Kurtosis numerically. Figure 4.1 depicted that the scores are normally distributed.

Figure 4.1: Frequency Distribution of Standardized Residual
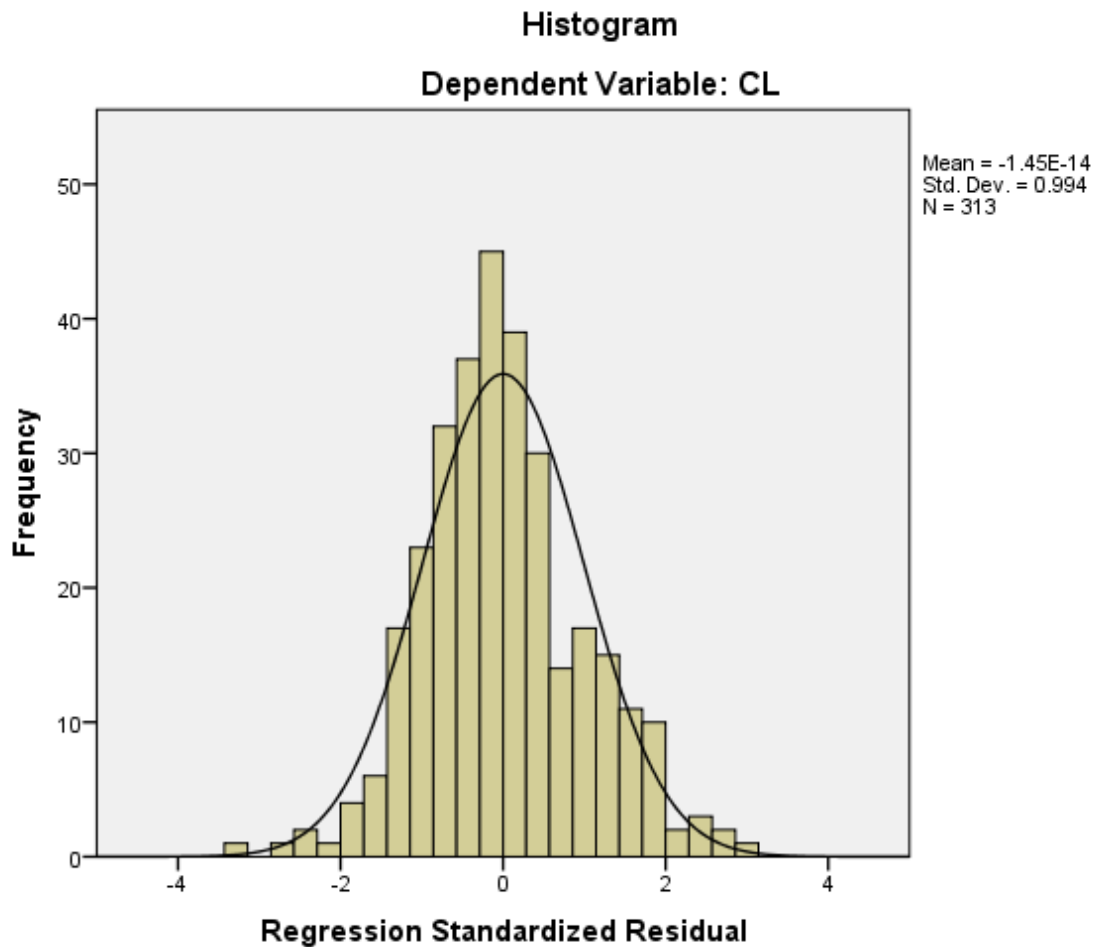
Source: Own Survey, computed in SPSS, 2018

Test of linearity

In the Normal Probability Plot it will be hoped that points will lie in a reasonably straight diagonal line from bottom left to top right. This would suggest no major deviations from normality. The study applied Normal P-P Plot of regression Standardized Residual (See Figure 4.2) to test linearity. Since the points were symmetrically distributed around a diagonal line, linearity pattern was observed. Hence, the straight-line relationship between the residuals and the predicted dependent variable scores depicted that linearity was achieved.

Figure 4.2: Normal Point Plot of Standardized Residual
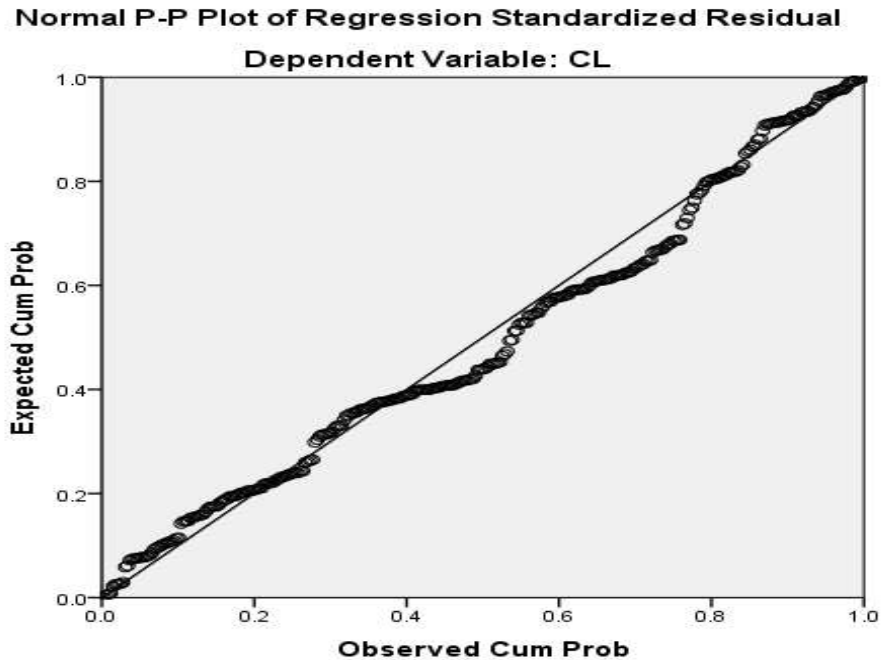
Source: Own Survey, computed in SPSS, 2018

Kurtosis and Skewness

As Field (2009) and Garson (2012) noted, many statistical procedures assumed that the sampling distribution is normally distributed and so, if the sample data are approximately normal then the sampling distribution will be also. In this regard, it is useful to test for normality of the sample data. Therefore, it was checked for the data to see if they are normally distributed through quantify aspects of a distribution (i.e. skewness and kurtosis) and presented as follows.

Table 4.10 Kurtosis and skewness

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Advertising influence	313	.311	.138	.493	.275
Consumer's situational variation	313	.234	.138	-.602	.275
Product quality	313	.208	.138	-.366	.275
Reference group's influence	313	.267	.138	-.163	.275
Customer loyalty	313	.234	.138	.584	.275

Source: Own Survey, computed in SPSS, 2018

According to Garson (2012), as a rule of thumb, for normality skew should be within the +2 to -2 range, when the data are normally distributed. Some statisticians also prescribe +1 to -1 as a more stringent criterion when normality is critical. In this regard, as shown in the above table, the skew value is perfectly fit within the limit and ranges between 0.208 and 0.311. Thus, in this research, is said to be normally distributed.

Furthermore, as Garson (2012) suggests, kurtosis should be within the +2 to -2 range when the data are normally distributed, while some statisticians prescribe +1 to -1 as a more stringent criterion when normality is critical. Taking both options in to consideration, when we look at table 4.10, the kurtosis value is perfectly fit within the limit and ranges between 0.584 and -0.602. Therefore, it can be explained that, abnormality of the data distribution cannot be a problem for this study.

Homoscedasticity

Homoscedasticity is the extent to which the data values for the dependent and independent variables have equal variances, as Saunders, et al. (2009) noted. Based on the explanation by Field (2009), at each level of the predictor variables, the variance of the residual terms should be Constant which means the residuals at each level of the predictors should have the same variance, therefore checking for this assumption is helpful for the goodness of the regression model. Field (2009) suggested that it should plot the standardized residuals, or errors (ZRESID) on the Y axis and the standardized predicted values of the dependent variable based on the model (ZPRED) on the X axis to get the homoscedacticity result.

Figure 4.3: Scatter Plot of Standardized Residual
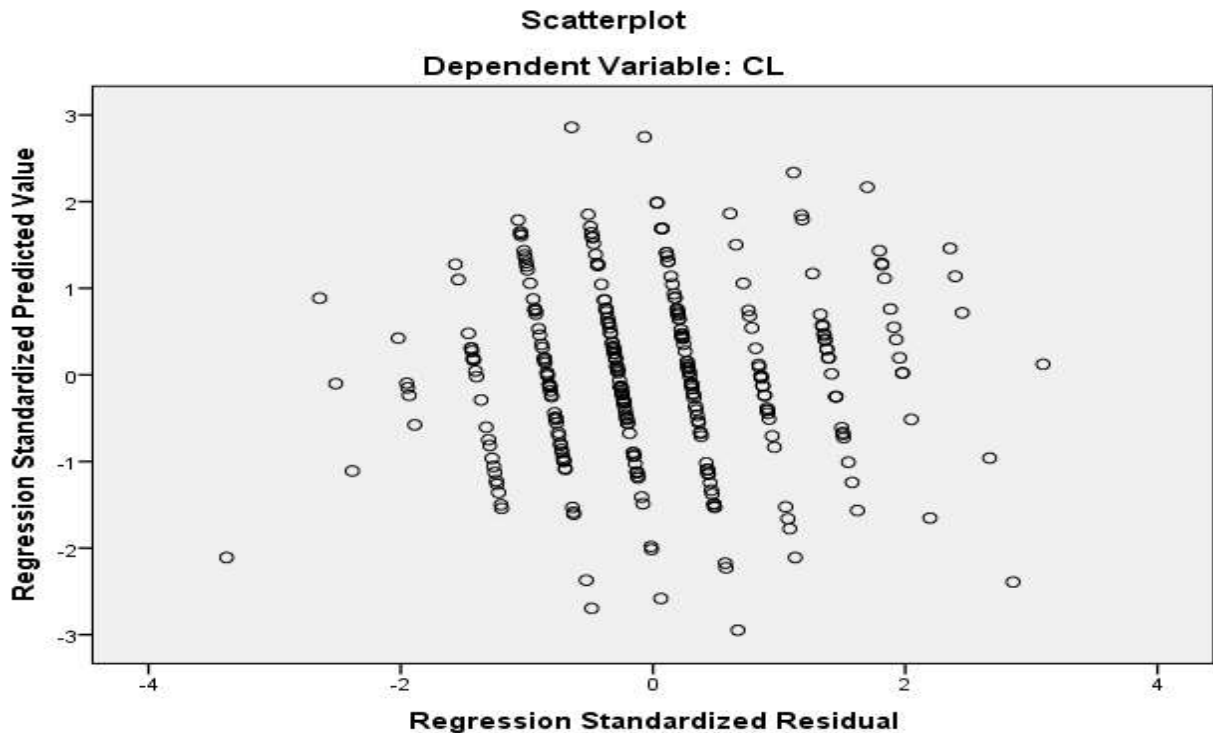
Source: Own Survey, computed in SPSS, 2018

According to Garson (2012), homosedasticity help as to check for the relationship under investigation is the same for the entire range of the dependent variable and lack of homoscedasticity is shown by higher errors (residuals) for some portions of the range, which can be seen on the scatter plot.

In this regard, as Field (2009) describes, the graph of *ZRESID and *ZPRED should look like a random array of dots evenly dispersed around zero, if the assumption of homoscedasticity has to be met. Likewise, as shown in the above figure, the points are randomly and evenly dispersed throughout the plot and there are no obvious outliers on this cloud of dots which are spaced around zero. Therefore, it can be concluded that the assumptions of random errors and homoscedasticity have been met.

4.2 Inferential Analysis

Like the descriptive statistical methods, i.e. demographic and other related factors, the scale typed questionnaire has been entered to the SPSS software version 20 and inferential statistics methods such as: simple correlation and multiple regression methods has been employed to test the hypothesis.

4.2.1 ANOVA Test

Table 4.11 ANOVA

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	217.664	4	42.166	221.318	.000[b]
	Residual	68.784	308	.126		
	Total	286.448	312			

Source: Own Survey, computed in SPSS, 2018

The significant level in ANOVA table shows that the combination of variables significantly predicts the dependent variable. ANOVA that tests whether the model is significantly better at predicting the outcome than using the mean as a best guess; specifically, the F-ratio represents the ratio of the improvements in prediction that results from fitting the model, relative to the inaccuracy that still exists in the model.

For these data, F is 221.318, which is significant at p<0.001. This result tells us there is less than 0.1% chance that an F-ratio is larger would happen by chance alone. Therefore, it can be said that the regression model results in significantly better prediction of customer loyalty.

4.3. Correlation Analysis

Pearson correlation test was conducted to know the degree of relationship between the independent variables i.e. advertising influence, reference group's influence, consumer's situational variation and product quality, and dependent variable i.e. customer loyalty. Based on the questionnaires which were filled by the customers selected fifty out lets in Addis Ababa, the results of the correlation analysis between these variables are shown in table below.

Table 4.12 Correlation Analysis

		Customer loyalty	Advertising influence	Consumer's situational variation	Product quality	Reference group's influence
Customer loyalty	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	313				
Advertising influence	Pearson Correlation	.781	1			
	Sig. (2-tailed)	.000				
	N	313	313			
Consumer's situational variation	Pearson Correlation	.588	.086	1		
	Sig. (2-tailed)	.000	.000			
	N	313	313	313		
Product quality	Pearson Correlation	.697	-.058	.013	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	313	313	313	313	
Reference group's influence	Pearson Correlation	.529	.000	.048	-.010	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	313	313	313	313	313

Source: Own Survey, computed in SPSS, 2018

As the results shown in Table 4.8, the independent variables (advertising influence, reference group's influence, consumer's situational variation and product quality) are significantly and positively correlated with the dependent variable: (advertising influence (Pearson Correlation = 0.781, p<.001), reference group's influence (Pearson Correlation = 0.529, p<.001), consumer's situational variation (Pearson Correlation = 0.588, p<.001), and product quality (Pearson Correlation = 0.697, p<.001).

The results of correlation analysis show positively and significantly correlated with the dependent variable i.e. customer loyalty at 99 percent confidence level (P<0.01).

The finding on table 4.8 above further indicates that the highest significant relationship is found between advertising influence and customer loyalty (Pearson Correlation = .781, p < 0.01), however the lowest statistically significant relationship is found between reference group's influence and customer loyalty (Pearson Correlation = .529, P < 0.01).

4.4. Multiple Regressions Analysis

Regression model was applied to test how far determinants have effect on the customer loyalty. Coefficient of determination R^2 is the measure of proportion of the variance of dependent variables about its mean that is explained by the independent or predictor variables. It is conducted to investigate the effect of independent variable on the dependent variable and identify the relative significant influence; i.e. Independent variable (advertising influence, reference group's influence, consumer's situational variation and product quality) to the dependent variable; i.e. customer loyalty in beer industry in case of Addis Ababa city. Higher value of R^2 represents greater explanatory power of the regression equation. The proposed hypotheses were tested using multiple regression analysis. The results of the regression analysis are depicted in the following table.

Table 4.13 Regression coefficient analysis of the model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.751	.402		9.332	.000
Advertising influence	.378	.057	.388	3.366	.003
Consumer's situational variation	.276	.052	.282	2.446	.019
Product quality	.169	.061	.165	2.141	.005
Reference group's influence	.048	.035	.041	1.012	.038

Source: Own Survey, computed in SPSS, 2018

H₁: Advertising influence has positive and statistically significant effect on customer loyalty.

The result of multiple regression analysis of the above table clearly indicates that in advertising influence has significant influence on customer loyalty ($p<0.01$). Besides, the value of beta in advertising influence ($\beta=.388$) shows the positive effect of on customer loyalty. This implies that a one unit increase in advertising influence results in 0.388 unit increase in customer loyalty beer industry. Thus, the above proposed hypothesis is accepted.

H₂: Reference group's influence has positive and statistically significant impact on customer loyalty.

The result of multiple regression analysis of the above table clearly indicates that in reference group's influence has significant influence on customer loyalty ($p<0.05$). Besides, the value of beta in reference group's influence ($\beta=.041$) shows the positive effect of on customer loyalty. This implies that a one unit increase in reference group's influence, 0.041 unit increase in customer loyalty beer industry. Thus, the above proposed hypothesis is accepted.

H₃: Consumer's situational variation has positive and statistically significant effect on customer loyalty.

The result of multiple regression analysis of the above table clearly indicates that in Consumer's situational variation has significant influence on customer loyalty ($p<0.05$). Besides, the value of beta in reference group's influence ($\beta=.282$) shows the positive effect of on customer loyalty. This implies that a one unit increase in Consumer's situational variation, 0.282 unit increase in customer loyalty beer industry. Thus, the above proposed hypothesis is accepted.

H₄: Quality of product has positive and statistically significant effect on customer loyalty.

The result of multiple regression analysis of the above table clearly indicates that in Quality of product has significant influence on customer loyalty ($p<0.01$). Besides, the value of beta in Quality of product ($\beta=.165$) shows the positive effect of on customer loyalty. This implies that a one unit increase in Quality of product, 0.165 unit increase in customer loyalty beer industry. Thus, the above proposed hypothesis is accepted.

4.5. Discussion of Findings

Advertising influence

According to the regression result of advertising influence has a positive relationship with customer loyalty of beer industry in Addis Ababa city by a coefficient estimate of 0.388. This means that holding other independent variables constant and when one percent increases in advertising, consequently it improves customer loyalty by 38.8% and the p value of advertising influence is 0.003 reveals that it is statistically significant at 1% level of significance. Accordingly, the result supports the working hypothesis that advertising influence has positive and statistically significant effect on customer loyalty. Thus, this outcome is consistent with prior study of Engel, Kollart and Blackwell (2001) and Amadi et al (2013). that point out the positive significant effect of advertising on customer loyalty in beer industry.

Hence, the possible reason is associated with informing consumers about the existence and benefits of products and services, and to persuade consumers to buy them. Moreover, it has an aim at attaining target consumers to either think or react to the product or brand. As a method of achieving advertisement goals, advertisements as well as their content play a vital role in the process of commercial communication. Thus, due to this reason it has positive and statistically significant effect on customer loyalty.

Group's influence

According to the regression result of reference group's influence has a positive relationship with customer loyalty of beer industry in Addis Ababa city by a coefficient estimate of 0.041. This means that holding other independent variables constant and when one percent increases in reference groups, consequently it improves customer loyalty by 4.1% and the p value of reference group's influence is 0.038 reveals that it is statistically significant at 5% level of significance. Accordingly, the result supports the working hypothesis that reference group's influence has positive and statistically significant effect on customer loyalty. Thus, this outcome is consistent with prior study of Engel, Kollart and Blackwell (2001) and Amadi et al (2013) that point out the positive significant effect of reference group's on customer loyalty in beer industry.

Hence, the possible reason is associated with prominent/attractive people endorsing products, and the use of obvious group members as spokesperson in advertisement are all evidence that marketers and advertiser make substantial use of potential reference group to influence consumers brand preference in the development of their communications. As the result, it has positive and statistically significant effect on customer loyalty.

Consumer's situational variation

According to the regression result of consumer's situational variation has a positive relationship with customer loyalty of beer industry in Addis Ababa city by a coefficient estimate of 0.282. This means that holding other independent variables constant and when one percent increases in consumer's situational variation, consequently it improves customer loyalty by 28.2% and the p value of consumer's situational variation is 0.019 reveals that it is statistically significant at 5% level of significance.

Accordingly, the result supports the working hypothesis that consumer's situational variation has positive and statistically significant effect on customer loyalty. Thus, this outcome is consistent with prior study of Vazguez et al (2002) and Amadi et al (2013) that point out the positive significant effect of consumer's situational variation on customer loyalty in beer industry.

Hence, the possible reason is associated with consumer preferences change according to the environment in which the consumers find themselves. Situations may be defined as those factors particular to a time and place of observation which have demonstrable and systematic effects on behavior and consumers evaluate brands on the situation. Hence, it has positive and statistically significant effect on customer loyalty.

Product quality

According to the regression result of product quality has a positive relationship with customer loyalty of beer industry in Addis Ababa city by a coefficient estimate of 0.165. This means that holding other independent variables constant and when one percent increases in product quality, consequently it improves customer loyalty by 16.5% and the p value of product quality is 0.005 reveals that it is statistically significant at 1% level of significance. Accordingly, the result supports the working hypothesis that product quality has positive and statistically significant effect on customer loyalty. Thus, this outcome is consistent with prior study of Kotler and Armstrong (2007) and Olga (2015) that point out the positive significant effect of product quality on customer loyalty in beer industry.

Hence, the possible reason is associated with high quality perceptions have higher satisfaction rates compared to products with poor quality, so that based on quality customer can judge a product as superior or inferior. In addition, customers do have the inherent ability to segment products based on quality. Thus, due to this reason it has positive and statistically significant effect on customer loyalty.

Generally, the overall result is depicted in the following table.

Table 4.14 Summary of the overall outcome of the research hypotheses

Hypothesis	Result	Reason
H$_1$: Advertising influence has positive and statistically significant effect on customer loyalty.	**Accepted**	β=**0.388**, p<0.01
H$_2$: Group's influence has positive and statistically significant impact on customer loyalty.	**Accepted**	β=**0.041**, p<0.05
H$_3$: Consumer's situational variation has positive and statistically significant effect on customer loyalty.	**Accepted**	β=**-0.282**, p<0.05
H$_4$: Quality of product has positive and statistically significant effect on customer loyalty.	**Accepted**	β=**0.165**, p<0.01

Source: Own Survey, computed in SPSS, 2018

To summarize, all hypothesis developed based on the research objective and the conceptual framework, were tested. Moreover, aiming in validating the hypothesis testing, several assumptions were checked. Accordingly, the hypotheses were tested through appropriate statistical procedures and the results obtained from the statistical analysis are said to be successful in achieving the desired objective and in answering the research questions.

CHAPTER FIVE

SUMMARY, CONCULSION AND RECOMMENDATION

The preceding chapter presented the results and discussion, while this chapter deals with summary, conclusion and recommendations based on the findings of the study. Accordingly, this chapter is organized into three subsections.

5.1 Summary of findings

The research general objective was to examine factors affecting customer loyalty within beer industry in case of Addis Ababa City. The study used fifty samples of out lets and distributed questioners for three hundred eighty-four (384) respondents out of these; three hundred thirteen (313) were only properly filed and respond for the study. In line with this, it carried out by constructing a regression model using SPSS through testing relevant assumptions that were adopted from primary sources of data to have well-built quantitative analysis.

The overall result obtained from the regression model indicates that advertising influence, group's influence, consumer's situational variation and product quality have positive and significant impact on customer loyalty. The dependent variable is customer loyalty and independent variables are advertising influence, group's influence, consumer's situational variation and product quality in order to attain the objective of the study.

5.2 Conclusions

The study specifically examines factors affecting customer loyalty within beer industry in case of Addis Ababa City.

➢ The result indicates positive and significant association between advertising influence and customer loyalty which implies that an increase in advertising influence inevitably lead to enhance customer loyalty due to informing consumers about the existence and benefits of products and services, it facilitates to persuade consumers to buy them.

➢ Group's influence has also positive and significant association with customer loyalty. This implies that an increase in reference group's influence, definitely lead to an increase in customer loyalty. It refers that prominent people endorsing products, and the use of obvious group members as spokesperson in advertisement are all evidence that marketers and advertiser make substantial use of potential reference group to influence consumers brand preference.

➢ Consumer's situational variation has positive and significant effect on customer loyalty. This implies that an increase in consumer's situational variation, certainly lead to go up in customer loyalty. It refers that a particular time and place of observation which have demonstrable and systematic effects on behavior and consumers evaluate brands on the situation.

➢ The result indicates positive and significant association between product quality and customer loyalty which implies that an increase in product quality definitely lead to enhance customer loyalty caused by high quality perceptions have higher satisfaction rates compared to products with poor quality, so that based on quality customer can judge a product as superior or inferior.

In general, advertising influence, reference group's influence, consumer's situational variation and product quality have positive and significant association with customer loyalty.

5.3 Recommendation

The findings of the study showed that advertising influence, reference group's influence, consumer's situational variation and product quality are significant drivers of customer loyalty. Hence, focusing and taking the necessary action on these variables could improve the probability containing the effect on customer loyalty. Based on the findings which are obtained from regression analysis, the researcher has drawn the following recommendations.

➢ As advertising influence, it has a positive and significant effect on customer's loyalty, so that the beer industries have to advertise in attractive way and truthfully which can provide a better interaction between the consumers and products.

➢ The analysis indicated that reference group's influence has positive and significant effect on customer's loyalty. Hence, the beer industries have to consult prominent people for endorsing products and make members as spokesperson in advertisement the product.

➢ The finding explained that consumer's situational variation has positive and significant effect on customer's loyalty. Consequently, the beer industries have to create several motivating conditions that play a role on brand choice depending on the consumer.

➢ The result disclosed that product quality has positive and significant effect on customer's loyalty. Accordingly, the beer industries have to improve the product quality by adding new features that makes the product highly desirable by consumers against other products.

Therefore, beer industries should effectively consider the above determinants by performing more work on those factors to have a prominent customer who loyal for the brand preference.

5.4. Direction for future research

➢ This study was conducted solely in Addis Ababa and the composition of the sample may not be analogous to the whole out lets in Ethiopia. Therefore; additional studies in different regions of the country are needed to investigate the hypotheses.

➢ Moreover, this study investigates the dimensions of customer loyalty that have major effects on customer loyalty in beer industry. Variables included in the study were not exhaustive and future researches should be carried out to determine the effect of other variables which are not identified in the present study but affect customer loyalty regarding beer industry.

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Appendix

Appendix-A Questionnaire for Customers

ST. Mary's University School of Graduate Studies

Business Administration Management: Post Graduate Program

This questionnaire is designed to carry out a research on factors affecting customer loyalty within beer industry in case of Addis Ababa city specifically and its main purposes are: to find determinants that have the effect on customer loyalty among the beer industry in Addis Ababa City and as partial fulfillment of the requirements for the degree of Master in Business Administration Management.

The data will be used only for academic purpose and your response is not forwarded to other 3rd party and it is kept confidential, please answer each question with no fear of consequence. No need of writing your name

I thank you in advance for your cooperation.

Please feel free to contact me @ any time for further clarification if any!

Getye Mekonnen

Tell: +251911652278

Email: getyeok@yahoo.com

If you have any question regarding the questionnaire please contact me using the above-mentioned address.

<div align="center">

Part I
Background Information

</div>

Please put (✔) mark in front of your choice box that express yourself

1. Gender: ☐ Male ☐ Female

2. Age: ☐ 18-30 ☐ 31-45 ☐ 46-60 ☐ Above 60

3. Current education level:

☐ Primary ☐ High school ☐ Diploma

☐ BA degree ☐ Master Degree ☐ Above Master's Degree

4. Occupation:

☐ Unemployed ☐ Student ☐ Salaried

☐ Business man/woman ☐ Other

5. What is your favorite beer brand?

ST. George Beer	☐	Castle	☐
Walia	☐	Zebidar	☐
Dashen	☐	Harrer	☐
Meta Premium	☐	Raya	☐
Bedele	☐	Balageru	☐
Habesha	☐	Jano	☐

6. How often you take the brand beer selected

☐ Rarely (once every 2 months) ☐ Occasionally (once per month)

☐ Regularly (once per week) ☐ Frequently (more than once a week)

☐ Daily

7. Which of the following statement **BEST** explains where you take the brand selected above? *(Please select only **ONE**)?*

☐ In my local bar where I am known

☐ In the joint that is the hottest in town at the time

☐ Wherever my friends are drinking

☐ Wherever there is a promotion running

☐ Depends on the mood

☐ Other (please specify) _____

8. Kindly, indicate your experience the Breweries sector.

☐ Less than a year ☐ 1 - 5 years

☐ 6 – 10 years ☐ 11 - 15 years

☐ Over 15 years

9. Do you have friends or family members who take beer?

☐ Yes ☐ No

Part Two – Customer's Opinion on their beer consumption experience

Please put (✔) mark for response of your responses about the questions provided.

No	Dimensions (Determinant of customer loyalty)	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	**2**	**3**	**4**	**5**
1. Customer loyalty						
1.1	My brand choice has been successful in meeting my needs to the fullest extent.					
1.2	When I consume my brand of choice, I am mostly satisfied.					
1.3	I show my loyalty by joining the brand's social and media community activities.					
1.4	In the absence of my favorite brand, consideration to switch to another brand would cross my mind rarely.					
1.5	I believe there is nothing that affects my thoughts towards my brand choice					
2. Advertising influence						
2.1	I love drinking my favorite brand due to promotional attraction.					
2.2	I buy my favorite brand beer because of Promotions benefits.					
2.3	I am most attracted to my favorite brand of choice through print and Transit advertisement (billboards).					
2.4	I am most attracted to my favorite brand of choice through sponsorships, Outdoor publicity campaigns and TV advertisements.					
2.5	I show my loyalty to my brand by visually supporting the brand (purchasing promotional items).					
2.6	Because of reward programs, I would consider increasing the consumption of my favorite brand.					
3. Reference group's influence						
3.1	I usually acquire information on my brands from friends or family members.					
3.2	I buy my favorite brand beer due to Influence from friends or referrals.					
3.3	I normally take my brand beer with friends to entertain.					
3.4	I have friends or families who mostly take my favorite beer.					
4. Consumer's situational variation						
4.1	Whenever I choose to go out, I always drink the same brand every time.					

4.2	When I don't get my favorite brand, I buy any available alternative brand.					
4.3	If the prices are same, I would switch from my favorite beer brand to another beer.					
4.4	I like to be one of the first to try the newly released beer.					
5. Product quality						
5.1	I buy my favorite brand beer because of packaging.					
5.2	I am most attracted to my favorite brand of choice through point of purchase materials.					
5.3	I am mainly concerned to my favorite brand because of premium in bar activations.					
5.4	I primarily prefer to my favorite brand because of good test.					
5.5	I buy my brand beer because of status symbol of the product.					

Thank You!!!

APPENDIX-B (Amharic Questionnaire)

በቅድስት ማርያም ዩኒቨርስቲ የቢዝነስ አድምንስትሬሽን ማኔጅመንት የማስትሬት ድግሪ ፕሮግራም

ስሜ ጌትዬ መኮንን ይባላል። በቅድስት ማርያም ዩኒቨርስቲ የቢዝነስ አድምንስትሬሽን ማኔጅመንት የማስትሬት ድግሪ ተመራቂ ተማሪ ስሆን በአሁኑ ወቅት የመመረቂያ ጽሁፌን በማዘጋጀት ላይ እገኛለሁ። ጥናቴም የሚያተኩረው በቢራ መጠጦች ብራንድ መረጣ ታማኝነት ላይ ነው።

ይህ መጠየቅ የተዘጋጀው ስለ ቢራ መጠጦች ብራንድ መረጣ ታማኝነት ሊገልጹ የሚችሉ መንስኤዎችን በተመለከተ ሲሆን የጥናቴም ትኩረት ያረገው በአዲስ አበባ ውስጥ ነው። ይህንን መጠይቅ በሙሉ ታማኝነት እንዲሞሉልኝ እየጠየኩኝ የሚሰጡኝ መረጃም ከዚህ ጥናት ውጪ ለሌላ ለምንም አገልግሎት እንደማይውል አረጋግጣለሁ። የእርሶም አስተያየት ለዚህ ጥናት መሳካት ከፍተኛ አስተዋጾኦ እንደሚያደርግ እየገለጽኩ ለሚደረግልኝ ትብብር ከልብ አመሰግናለሁ። መጠይቁን በሚሞሉበት ግዜ ስሞትን መጥቀስ አያስፈልገትም።

ለሚኖሮት ማንኛውም ጥያቄ ወይም አስተያየት በሞባይል ቁጥሬ 0911652278 ወይም በኢሜል አድራሻዬ getyeok@yahoo.co ማግኘት ይችላሉ።

ክፍል አንድ

አጠቃላይ መረጃ

በዚህ ክፍል የሚገኙ ጥያቄዎች ለመመለስ ከታች በተቀመጡት ሳጥኖች ውስጥ ምልክት ያስቀምጡ።

1. ጾታ: [   ]   ወንድ   [   ]   ሴት

2. እድሜ(ዓመት): [   ] 18-30   [   ] 31-45   [   ] 46-60   [   ] ከ60 በላይ

3. የትምህርት ደረጃ:

☐ ከ12ተኛ ክፍል በታች   ☐ ሁለተኛ ደረጃ ያጠናቀቀ/ች   ☐ የኮሌጅ ዲፕሎም

☐ ዲግሪ   ☐ ማስተርስ   ☐ ከማስተርስ በላይ

4. የስራ ዘርፍ:

☐ ስራ የሌለው   ☐ ተማሪ   ☐ ተቀጣሪ

☐ የንግድ ስራ

5. እርሶ መርጠው የሚጠጡት የቢራ መጠጥ አይነት የትኛው ነው?

ቅዱስ ጊዮርጊስ ቢራ   ☐   ካስትል ቢራ   ☐

ዋልያ ቢራ   ☐   ዘቢዳር ቢራ   ☐

ዳሽን ቢራ   ☐   ሐረር ቢራ   ☐

ሜታ ኘሪምየር ቢራ   ☐   ራያ ቢራ   ☐

በደሌ ቢራ   ☐   ባላገሩ ቢራ   ☐

ሐበሻ ቢራ   ☐   ጆኖ ቢራ   ☐

6. ከላይ የመረጡትን የቢራአይነት በየስንትግዜ ይጠጣሉ

☐ በሁለት ወር አንድ ግዜ   ☐ በወር አንድ ግዜ

☐ በሣምንት አንድ ግዜ   ☐ በሣምንት ከአንድ ግዜ በላይ

☐ በየቀኑ

7. ከላይ የመረጡትን የቢራ አይነት ብዙ ግዜ የሚጠጡበት ቦታ ወይም አጋጣሚ (እባኮ አንዱንብቻ ይምረጡ)

☐ አካባቢዬ ባለ መጠጥ ቤት

☐ በሠአቱ ሞቅ በሚልበት ቦታ

☐ ጉዋደኞቼ በሚጠጡበት ቤት

☐ ግብዣ ባለበት መጠጥ ቤት

☐ እንደ ስሜቴ (እንደ ሙዷ)

8. እባኮ የምንያክል ግዜ ቢራ የመጠጣት ልምድ አሎት ?

☐ ከ 1 ዓመት በታች   ☐ ከ 1 - 5 ዓመት

☐ ከ 6 — 10 ዓመት   ☐ ከ 11 - 15 ዓመት

☐ ከ 15 ዓመት በላይ

9. ቢራ የሚጠጣ የቤተሰብ አባል ወይም ጉዋደኛ አሎት?

☐   አዎ አለኝ   ☐   የለኝም

ክፍል ሁለት

ስለመረጡት ብራንድ ያሎትን አስተያየት የተመለከቱ ጥያቄዎች

ከዚህ በታች የተዘረዘሩት ዐረፍተ ነገሮች እርሶ ስለብራንድ ያሎትን አመለካከት ለመረዳት የተቀመጡ ናቸው። ከእነዚህ አርፍተ ነገሮች ጋር ምን ያክል እንደሚስማሙ ወይም እንደማይስማሙ ከዐረፍተ ነገሮቹ ጎን ከተቀመጡት መለኪያዎች አንዱ ላይ በማክበብ ያሳዩ።

ቁጥR	የታማኝ ደምበኛ መገለጫዎች	በጣም አልስማማሁ	አልስማማሁ	ግልተኛ/ነኝ	እስማማለሁ	በጣም እስማማለሁ
		1	2	3	4	5
1. ታማኝ ደምበኛ						
1.1	በመረጥኩት የቢራ አይነት ሙሉ በሙሉ እርካታን አገኛለሁ።					
1.2	የመረጥኩት ቢራ በምጠጣበት ሰዓት ሁል ጊዜ ደስተኛ ነኝ ።					
1.3	በተለያየ የማህበራዊ ሚዲያዎች ላይ በመሳተፍ ታማኝነቴን እገልጻለሁ።					
1.4	የመረጥኩትን ቢራ በማላገኝበት አጋጣሚ ሌላ የቢራ አይነት ለመጠቀም አልፈልግም።					
1.5	የመረጥኩትን የቢራ አይነት እንድተው ሐሳቤን ሊያስቀይረኝ የሚያስችል ነገር እንደሌለ አምናለሁ።					
2. የማስታወቂያ ተፅእኖ						
2.1	የምጠጣውን የቢራ አይነት እንድወደው ያረገኝ የማስታወቂያው ሳቢነት ነው።					
2.2	የምጠጣውን የቢራ አይነት እንድገዛው ያረገኝ የዕጣ ሽልማት ስላለው ነው።					
2.3	የምጠጣውን የቢራ አይነት እንድመርጥ የተሳብኩበት ምክንያት በበራሪ ወረቀቶች እና በህትመት ስራዎች ማስታወቂያዎች ምክንያት ነው።					
2.4	የምጠጣውን የቢራ አይነት እንድመርጥ የተሳብኩበት በቴሌቪዝን እና በሬድዮ በልዩ ልዩ የማስታወቂያ ዝግጅቶች ላይ ነው።					
2.5	ለመረጥኩት የቢራ አይነት ታማኝነቴን ከምገልፅባቸው መንገዶች አንዱ ድርጅቱ በሚያወጣቸው የማስታወቂያ ዝግጅቶች ላይ በመሳተፍ ነው።					
2.6	በሽልማት ምክንያት የምወደውን ቢራ ተጨማሪ የመጠጣት አቅሜን አሳድጌያለሁ።					

3. ተፅእኖ ፈጣሪ አካሎች ያላቸው አስተዋፅአ						
3.1	ስለምወደው የቢራ አይነት ከጓደኞቼ እና ከቤተሰቤ አባላት መረጃ ብዙ ጊዜ እወስዳለሁ፡፡					
3.2	የምወደውን ቢራ ለመግዛት የጓደኞቼ ተፅእኖ ዋንኛው ነው፡፡					
3.3	የምወደውን ቢራ ለመዝናናት የምጠጣው ከጓደኞቼ ጋር ነው፡፡					
3.4	እኔ የምወደውን የቢራ አይነት ብዙ ጊዜ ጓደኞቼ ወይም ቤተሰቦቼ ይጠጡታል፡፡					
4. የሁኔታዎች መቀያየር ያለው ተፅእኖ						
4.1	የትም ቦታ ብሄድ የምወደውን ቢራ ብቻ ነው የምጠጣው፡፡					
4.2	የምወደውን ቢራ ካላገኘሁ ያለውን ሌላ ቢራ እጠጣለሁ፡፡					
4.3	ዋጋው አንድ አይነት ከሆነ የትኛውንም ቢራ እጠጣለሁ፡፡					
4.4	አዲስ ቢራ ገበያ ላይ ሲመጣ የመጀመሪያ ጠጪ መሆን ደስ ይለኛል፡፡					
5. የእቃው ጥራት ያለው ተፅእኖ						
5.1	የምወደውን ቢራ የምገዛው በፓኬጁ የተነሳ ነው፡፡					
5.2	በምወደው ቢራ የተሳበኩበት እንድገዛ ባደረጉኝ ተጨማሪ ዕቃዎች ነው፡፡					
5.3	የምወደውን ቢራ የመረጥኩት በመጠጥ ቤቶች አካባቢ ባለው የተሻለ ደረጃ ነው፡፡					
5.4	የምወደውን ቢራ የመረጥኩት ምርጥ ጣዕም ስላለው ነው፡፡					
5.5	የምወደውን ቢራ የምገዛው ደረጀው ከፍ ያለ በመሆኑ ነዉ፡፡					

ውድ ጊዜዎትን ሰውተው ይህንን መጠይቅ ስለሞሉልኝ እና ስለትብብርዎት በጣም
አመሰግናለሁ፡፡

APPENDIX C- Number samples for out lets and consumers

NO.	Name of Out lets	Sub city	Area	Number respondents in person
1	Adewa Grocery	Lideta	Abinet	7
2	Edget Hotel	Lideta	Abinet	7
3	Bezabeh Asa	Lideta	Abinet	7
4	Tsehay Groseri	Lideta	Abinet	7
5	Kaki Grocery	Lideta	Abinet	7
6	Kershado Buchery	Lideta	Lideta	7
7	Ashu Buchery	Lideta	Lideta	7
8	Shy Buchery	Lideta	Lideta	7
9	Nyala Hotel	Lideta	Lideta	7
10	Life Hotel	Lideta	Lideta	7
11	Eliyana Bar&Resturant	Lideta	Lideta	7
12	Golden Grill	Lideta	Lideta	7
13	Mezegebu sega bet ena grocery	Lideta	Bulgaria-Mexico	7
14	Wereda 11 ,12 kebele 30 mezenagna kebebe	Lideta	Bulgaria Mexico	7
15	Mearcy Hotel	Lideta	Bulgaria Mexico	7

		Lideta	Bulgaria	7
16	Zenbaba hotel		Mexico	
17	Nitsuh Hotel	Lideta	Bulgaria Mexico	8
18	Genet Hotel	Lideta	Bulgaria Mexico	8
19	Fikeret shegea bezuayehu ena guadegnochachew shirkena mahiber	Lideta	Bulgaria Mexico	8
20	Yetem Buchery	Lideta	Bulgaria Mexico	8
21	Nraya Groseri	Lideta	Bulgaria Mexico	8
22	Buna Sport Meznagna Kebeb	Lideta	Mexico	8
23	Girmachew Kitfo	Lideta	Mexico	8
24	Mexico Asede Hotel	Lideta	Mexico	8
25	Micky Bar and Restaurant	Lideta	Mexico	8
26	TG Club (Zeraf)	Kirkos	M/Flower	8
27	Villa Verde Bar & Lounge	Kirkos	M/Flower	8
28	Crawen Cafe&Resturant	Kirkos	Stadium	8
29	Dreamliner Hotel	Kirkos	M/Flower	8
30	13/14/25 Shemachoch Mahber	Kirkos	Riche	8
31	Fruit Club	Kirkos	Gotera	8

32	Adis Alem	Kirkos	Gotera	8
33	Selam Grocery	Kirkos	Gotera	8
34	Tana Lake	Kirkos	Gotera	8
35	Bet Kitchen	Kirkos	Gotera	8
36	Werkneh Stockist	Kirkos	Gotera	8
37	Ahadu Bar	Kirkos	Gotera	8
38	Meseret Ena Birhane	Kirkos	Gotera	8
39	Gibi Lounge and Sport Bar	Kirkos	Gotera	8
40	Gosaya Grosery	Kirkos	Gotera	8
41	Miki Mini Market	Kirkos	Lanchia	8
42	Abisiniya Hotel	Kirkos	Lanchia	8
43	Hera Resturant	Kirkos	Lanchia	8
44	Das Girosery	Kirkos	Lanchia	8
45	Tseyone Bar and Resturant	Kirkos	Lanchia	8
46	Shemachoch 02/41	Kirkos	Lanchia	8
47	Gamani Wari Girosery	Kirkos	Lanchia	8
48	Josy Bar and Resturant	Kirkos	Lanchia	8
49	Friends Bar and Restaurant	Kirkos	Wollosefer	8
50	Ayinalem Grocery	Kirkos	Wollosefer	8
	Total			**384**

Source: Compiled by the researcher