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FACTORS UNDERLYING BRAND PREFERENCE OF CONSUMERS
THE CASE OF BOTTLED WATER BRANDS IN ADDIS ABABA

By

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FACTORS UNDERLYING BRAND PREFERENCE OF CONSUMERS THE CASE OF BOTTLED WATER BRANDS IN ADDIS ABABA

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DECLARATION

I Hanan Mohammed, the undersigned, declare that this thesis entitled ''Factors Underlying Brand Preference of Consumers, the Case of Bottled Water Brands in Addis Ababa'' is my original work, prepared under the guidance and support of the research advisor, **Getie Andualem (PhD)**. Any other contributors or sources used for the study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other Institution.

Name   **Signature & Date**

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ENDORSEMENT

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

Advisor: **Signature & Date**

Getie Andualem (PhD)   _____

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Abstract

The researcher tried to examine the factors underlying consumer's preference towards bottled water brands in Addis Ababa. The study used a conceptual model adapted and modified from Kotler et al. (2005). A quantitative research design was applied to research the causal relationship of the independent variables (product quality, price, packaging, advertising, availability, promotional activity and brand name awareness) to that of consumers brand preference. A Judgmental sampling with convenience sampling technique was used to contact the sample respondents. Applying a structured questionnaire written in English and Amharic the researcher distributed to 423 peoples. Descriptive and inferential statistics analysis was performed using SPSS version 21 software. The finding shows that product quality, packaging, advertising and brand name awareness have a significant and positive affect on consumer's preference towards bottled water brands in Addis Ababa. The study also revealed that people from different demographic background have different perception about the factors considered to affect brand preference towards bottled water products in Addis Ababa. Consumer are value driven when deciding to purchase the same product therefore marketers must dig deep in order to find out which factors do consumers consider the most in their evaluation of a brand.

Key words*: brand preference, product quality, packaging, advertising, brand name awareness*

CHAPTER ONE

INTRODUCTION

This chapter contains the background of the study, problem statement, research hypothesis, objective of the study, significance of the study, scope of the study, conceptual definition of terms, and organization of the research report. Moreover, issues related to, significance as well as limitation and scope of the study is included in this chapter.

In addition, this chapter has also introduced readers to the study of factors considered in the preference of bottled water brands, in Addis Ababa. It underlines the importance of the research, formulates its objectives and research questions.

1.1   Background of the Study

Consumer brand preference is an essential step in understanding consumer brand choice; has therefore always received great attention from marketers. Horsky et al. (2006) demonstrate the importance of incorporating information about brand preference into the brand choice model. Brand preferences represent consumer dispositions to favor a particular brand (Over by and Lee, 2006). It refers to the behavioral tendencies reflecting the extent to which consumers favor one brand over another (Hellier et al., 2003; Zajonc and Markus, 1980). Brand preference is close to reality in terms of reflecting consumer evaluation of brands. In the marketplace, consumers often face situations of selecting from several options (Dhar, 1999).

Nowadays, Consumers have a number of alternative brands within a particular product category and they make their own evaluation to choose from a large set of brands available in their consideration set. Since consumers are, the start and end of marketing, marketers should collect information about their consumer's preference and act in a way that can satisfy their needs. Companies with superior information can choose their markets better, develop better offerings, and execute better marketing planning (Kotler and Keller, 2012).

The introduction of packaged drinking water for human consumption is a recent phenomenon. According to New York state department of health, bottled water can be defined as any product, including natural spring or well water or any the foregoing to

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which chemicals may be added, which are put to sealed bottles, packages or other containers, to be sold for domestic consumption or culinary use.

Earlier bottled drinking water was privileged to high class, foreign tourist and highly health conscious people but the present decade has witnessed increasing popularity among average consumers, increasing living standards, disposable income, education and awareness among the consumers domestic and foreign tourist, sophisticated business houses and offices has increased rapidly the sales of bottled water in recent years. Mr.William JC, Frank.RR (2000)

Nowadays, people can find bottled drinking water almost everywhere. They vary, in term of brand, packaging, and other characteristic. The products are easy to be found in the market. It is available from small shops up to hypermarkets. The packaging is various, starting from 330 ml until 2000ml per bottle. Price and other characteristic are also different, depend on the brand.

In recent times, bottled water consumption has risen exponentially, globally and locally. However, the reasons for bottled water consumption seem to vary; both by author and country (Durga, 2010). Although consumers of bottle water generally understand that, the product is better in some or all aspects than tap water, Ferrier (2008) and NRDC (2014) concluded in their study that, this is not always the case. Several studies have emphasized several factors, which determine the preference for bottled water. Doria (2006) outlined dissatisfaction with tap water and health/risk concerns as the reasons why consumers choose to drink bottled water.

Currently in Ethiopia, the demand for bottled water is increasing. Changes in lifestyle, the perceived impurity of tap water and the perceived purity of bottled water can be considered as the cause for the demand increase. The expansion of bottled water companies is also the other cause for the growing demand. This rapidly growing market will make the competition among companies stiffer than before. In this competitive environment, the way by which companies win the competition is through differentiation, building strong brand. (Grondin et al. 1996; Abrahams et al. 2000).

Several factors are examined to find out what can affect people decision on buying bottled drinking water related to the innovation used by the companies. Deliya and Parmar (2012) were two researchers who have done similar research in Patan, India. Their research has proven that packaging influences people in buying the products. Meanwhile, in Czech, Foret and Procházka (2006) were also conducting a research on what factors, which influence people buying decision on beverage. The findings of those researches have shown the relationship between brand, quality and packaging towards people buying decision.

Theoretically, Kotler et al. (2008) argue that consumers' purchases are strongly influenced by cultural, social, personal, and psychological factors. In her study about Suriname markets, Durga, (2010) asserted that demographic and psychological factors affect bottled water buying decision.

Brand preference is regarded as a key step in consumer decision making, involving elements of choice. In establishing brand preference, consumers compare and rank different brands by focusing on their uniqueness defined brand preference as "the extent to which the customer favors the designed service provided by his or her present company, in comparison to the designated service provided by other companies in his or her consideration set," with a consideration set referring to brands that a consumer would consider buying in the near future (Jin & Weber, 2013). In addition, customer's advisory has a positive effect on establishing a positive effect on brand and consumer preferences (Güngör & Bilgin, 2011).

The relative importance of each factor, which has been identified by researchers, depends on the nature of industry or product category under consideration, location and social characteristics of the consumers of different brands. Although, many studies have been conducted in various product categories, literature on brand preference in the bottled water product category is relatively insignificant. Thus, the consideration of relevant variables/factors for this research, in the case of bottled water brand preference was primarily guided by literature (similar studies conducted in different product categories and books). Moreover, the extent to which those factors are applicable to the bottled water product category and Ethiopian market is tested.

1.2   Problem Statement

Presently, companies compete in a global market that is undergoing difficulties in creating long-lasting competitive advantages to ensure their survival. While traditional marketers focus on consumer rationality and define the brand as a bundle of attributes, experiential marketers focus on experience (Brakus *et al.*, 2009; Gentile *et al.*, 2007; Schmitt, 1999). This is set forth in brand marketing proposing consumer's experiential responses to brand-related stimuli (Brakus *et al.*, 2009).

Consumption of bottled water is increasing worldwide. Prior research shows many consumers believe bottled water is convenient and has better taste than tap water. In Ethiopia, demand for bottled water is high, reflecting the lack of pure water and the high temperatures in the country throughout the years. Nonetheless, the fact that there is limited statistics to back this assertion, consumption rate and sales volume have increased over the years looking at the number of bottled water companies now in Ethiopia. The number of bottled water companies and the competition among them is increasing. This outstanding increment elicit several questions and is therefore one of the reasons for the research.

Within the past fifteen years, the number of bottled water companies and the demand for bottled water is highly increasing. Along with the growing demand for bottled water, the growing number of bottled water companies provides consumers with a set of alternative brands from which to choose. On the other hand, to be the winner the competition requires producers/marketers to differentiate their products and/or brands. (Bertier, 1999 and Lawrence, 2000).

Since water is a commodity like item, which is freely and widely available some consumers may not care whether it is branded or not. However, since it is now transformed from a public good into a branded commodity; water easily enters the international circuit of trade in beverages. Each year, about a quarter of the 89 billion liters of water bottled worldwide are traded internationally. (World Health Organization, 2003).

Thus, marketers who are engaged in bottling and selling water should focus on how they can differentiate their product through branding strategy. Unless consumers perceive a

difference among different brands, their tendency to consider the product as a commodity will increase. Miller, D. (1995) 'Consumption and Commodities',

Therefore, trying to create a difference and build a strong brand without knowing what customers expect from a brand is a waste of resource. Michel (2008) elucidates that the consumers are the one who can decide the exact nature of a brand promise.

What consumers consider in choosing a particular water brand is important for bottled water companies; it will lead to formulate a better marketing programs. However, failure to do so may result in losing a substantial market share. Thus, it is worthy to study the factors that consumers consider to select one brand from a set alternative brands available in the market. Consumer Behavior- Concepts, applications and Cases, M.S.Raju, Dominique Xardel

Moreover, as Alamro and Rowley, (2011) state conducting a research in various sectors might explore the extent to which the determinants of brand preference and their relative influence, varies between different contexts. Hence, although, many studies have been conducted in various product categories, factors applicable to one sector/product category might not fit the other, thus this study has been conducted to identify the underlying factors of consumers brand preference in a bottled water product category.

1.3 Research Questions

Based on the identified research problem, this study has answered the following questions.

- What are the determinants of brand preference for bottled water?
- Do the determinants factors of brands preferences vary across the demographic profile of respondents?
- Which brands of bottled water are the most preferred in Addis Ababa Ethiopia?

1.4 Objectives of the study

1.4.1 The general objective of the study

- The main objective of this study was to identify underlying factors of brand preference among consumers of bottled water in Addis Ababa.

1.4.2 The specific objectives of the study

- To identify the factors that consumers consider when choosing a brand of bottled water.
- To examine if there is a difference among the demographic profile of consumers and the factors they consider in their purchase/brand preference.
- To identify the most preferred brand among the set of bottled water brands available in the country.

1.5 Significance of the study

This research study contributed significantly to the following parities:
- This paper will provide information to the companies‟ as part of an input in further investigation in the subject matter and come up with a strategy to enhance the performance of their product with respect to design so as to be preferred by the consumers which leads to the enhancement of companies profit as well as high satisfaction of consumers.
- A theoretical contribution in the area of product purchase decision and consumers brand preference criteria in the context of Ethiopian market.
- The study will provide insight for other researchers to explore and investigate more in the area, in a broader scope and wider context. It provides with a base line to other interested researchers on similar topics for covering the gaps that has not been surveyed in this research paper.
- To give a clear understanding of the factors that influence brand preference is critical to ensure that a company‗s branding and marketing efforts are matched with the needs of consumers.

1.6   Scope of the study/ Delimitation

In this study, many things have been incorporated shape, size, texture, style, environmental perspective, and brand perspective. However, for this study, the research paper focused mainly in considerable number of bottled water consumers available in Addis Ababa. Even if studies did not assure, in Addis Ababa the consumption of bottled water seems higher than other part of Ethiopia because of various reasons.

Due to urbanization, education, exposure to international media and globalization people life style is changing and they are becoming more conscious about their health. Moreover, in a condition in which tap water is perceived to be unhealthy, people give value to drinking pure or healthy water. Since the residents of Addis Ababa can well be explained by the above-mentioned characteristics, Addis Ababa is chosen to be the study area. More specifically data was collected from consumers of bottled water in cafeterias, gym centers, NGO's, and universities that are assumed to constitute a potentially large group of bottled water consumer.

Furthermore, this research focus only on the factors that consumer consider in preference of bottled water brands. The way consumers make brand preference decision may differ in other product categories, so generalization of the findings of this research to other product categories may not be realized.

1.7   Limitation of the study

The population of the study is limited to Addis Ababa, capital city of Ethiopia. This geographical limitation is because of time, access and cost restriction. Hence, the finding cannot be generalized to a national level.

A study incorporating a range of factors, which are related with companies marketing strategy and other extraneous variables, might have yielded a better understanding of consumers brand preference.

Respondents 'bias and subjectivity can also be considered as a limitation. Moreover, unwillingness of consumers to participate in the study and negligence of some respondents to respond to the questionnaire appropriately might affect the validity of the study findings. Thus, further and more comprehensive study is required to understand fully on this area of research.

1.8   Definition of key Terms

- **Brand preference**: to the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available (Dibb et al., 2006).

- **Brand Awareness:** one of the fundamental dimensions of brand equity is brand awareness, often seen as prerequisite of peoples' buying decisions *(Kotler & Keller 2016, 235).*

- **Promotional activities:** can include advertising - you can advertise your product, service or brand in newspapers, radio, television, magazines, outdoor signage and online. (Peter and Donnelly, 2007).

1.9   Organization of the Research Report

The study has been organized in five chapters. The first chapter includes background of the study, statement of the problems, research questions, and objectives of the study, significance of the study, definition of terms, delimitation of the study, limitation of the study and organization of the study. In the second chapter, literature review has been viewed it covers conceptual and theoretical framework related to the study, to finally develop conceptual framework from the theories and empirical studies.

The third chapter deals with research design and methodology, it includes research design, research methods, as well as data collection instruments and data analysis techniques. The content of the fourth chapter has presented the analysis and interpretation of data. The fifth chapter includes summary, conclusion and recommendation. Finally, the bibliography and appendixes are attached with the research paper.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1   Introduction

According to Sekaran and Bougie (2010, p.38) literature review is a step by step process involves in identifying published or unpublished work provided through secondary data on relevant topics, problem identification and documentation.

The main content of this chapter are review of theories and empirical studies related to brand preference of consumers and builds the theoretical foundation of the research by reviewing the extant literature. Finally, after critical review the conceptual framework of the study is drawn.

2.2   Theoretical Literature Review

2.2.1 Concept of Branding

Historically, the concept of brand was first used by the ancient Egyptian brick-makers who drew symbols on bricks for identification (Farquhar, 1991). Other examples of the use of brands were found in Greek and Roman times; at this time, due to illiteracy shopkeepers identified their shops using symbols. Moreover, in the middle ages, craftsman marked their goods with stamps as a trademark by which to differentiate their skills. The next milestone of brand evolved in North America with the growth of cattle farming as a kind of legal protection, proof of ownership and quality signals (De Chernatony and McDonald, 2003).

According to the definition of brand by the American Marketing Association in the 1960's, "A name, term, sign, symbol, or design, or a combination of them which is intended to identify the goods or services of one seller or a group of sellers and to differentiate them from those of competitors". The Merriam Webster dictionary describes brand as "a class of goods identified by name as the product of a single firm or manufacturer". A product is something created by labor that can be marketed or sold as a commodity. A brand is created when you take that product and give it special meaning through names, logos or any form of identification that separates one seller's goods or services from their competition (Russell, 2010, p.72).

Further, Keller (2004), define brand as a perceptual entity rooted in reality, but it is also more than that reflecting the perceptions and perhaps even the idiosyncrasies of consumers. This definition states that brand is what resides in the minds of consumers and the ultimate goal of all efforts in creating a brand is creating a perceived value of products and services in the minds of consumers. Kapferer (2008), support Keller's definition by explaining a brand as a set of mental associations, held by the consumer, which add to the perceived value of a product or service. These associations should be unique (exclusive), strong (salient), and positive (desirable).

All the definitions on the above have common explanations. Which add value, can identify and differentiate a product/service from one to another. Moreover, brand will be meaningful when consumers able to create a mental association in their mind. DeChernatory and McDonald (2003) offer a definition that incorporates many scholars view. ''A successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely. Furthermore, its success results from being able to sustain those added values in the face of competition.''

According to Kotler and Keller (2005) as cited by Cerjak, Haas and Kovaĉić (2010) if a company treats a brand only as a name, it misses the point of branding. Branding is used to develop a deep set of meanings for the brand. Moreover, branding requires resources, high dedication, and skill to create the unique bond in the minds of consumers.

For branding strategies to be successful and brand value to be created, consumers must be convinced there are meaningful differences among brands in the product or service category (Kottler and Keller, 2012). Furthermore, Keller (2004) states that differences in outcomes arise from the — added value endowed to a product as a result of past marketing activity for the brand.

As Peter and Donnelly (2007) state for some companies, the primary focus of strategy development is placed on brand building, developing, and nurturing activities. Thus, firms should give a due consideration for the development of a strong brand. If marketers can create a strong brand, consumers 'can easily be attracted to a company's offering.

Moreover, branding results in more product variety and choice for consumers. It helps shoppers by providing much more information about products and facilitates their purchase decision.

2.2.2 Consumer Buying Behavior

In marketing of goods and services, the concept of consumer behavior is critical because, companies deal with consumers who are different in nature. To help identify what is important to the consumer, understanding of consumer behavior is vital. This will help suggest the important influences on consumers' decision-making, enabling marketers to provide goods and services that meet the needs of their target market. Loudon and Bita (1994) gave this definition for consumer behavior as "the physical activity and decision process individuals engage in when evaluating, acquiring, using or disposing of goods and services" Consumer buying behavior refers to the buying behavior of final consumers— individuals and households who buy goods and services for personal consumption (Kotler, Armstrong, Wong, & Saunders, 2008). The study of consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items (Schiffman & Kanuk, 2004, p. 5).

Adelaar et al. (2003, p.253) classify consumer buying behavior as the product purchase intention. The consumer is 'rational'; where a variety of factors manipulates consumers' purchasing behavior (Watson et al., 2002). Reaching and influencing potential consumers' awareness, attitudes and buying behavior are the critical endeavor of advertising (Abideen and Saleem, 2011, p.56). Conversely, Schiffman and Kanuk (2009, p. 23) outline consumer behavior as consumers' activities related to actions such as search, purchase, usage, evaluation and disposing of products and or services satisfying their needs.

Consumer behavior is important from a number of different points of view. From the perspective of marketing, the study of consumer behavior is important as it helps forecast and understand consumer demand for products as well as brand preferences. The model is a little simplistic but introduces the concept a differing consumer needs quite well.

Figure 2.1: Buyer decision process, Cohen. (1991)
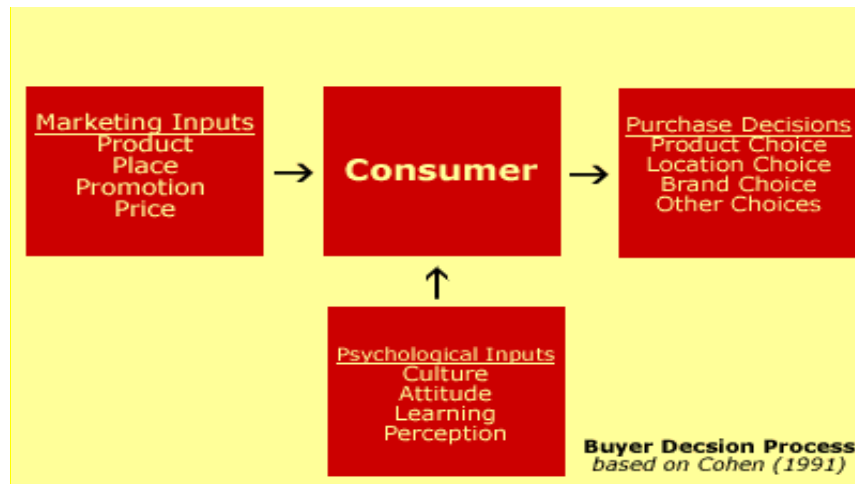
To understand consumer buyer behavior is to understand how the person interacts with the marketing mix. As described by Cohen (1991), the marketing mix inputs (or the four P's of price, place, promotion, and product) are adapted and focused upon the consumer.

The psychology of individuals considers the product or service on offer in relation to their own culture, attitude, previous learning, and personal perception. The consumer then decides whether or not to purchase, where to purchase, the brand that he or she prefers, and other preferences.

Consumer behavior is the consumer's decision with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by human decision-making units (Hoyer and Maclinnis, 2010). Thus in order to understand consumers buying behavior company's need to study characteristics of consumers and other influencing factors of consumers acquisition, consumption and disposition of products.

A number of different factors influence consumers 'buying behavior or purchase process, such as cultural, social, personal, and psychological factors. The consumer's preference results from the complex interplay of these factors. Although the marketer cannot influence many of these factors, they can be useful in identifying interested buyers and in shaping products and appeals to serve their needs better (Kotler et al., 2005).

Furthermore, though, marketers cannot control some of these factors, the factors must be taken into consideration in order to reach target consumers effectively (Kotler, 2002).

2.2.3 Consumer buying decision process

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

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┌─────────────────────────┐
│   Need Recognition &    │
│   Problem Awareness     │
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            ↓
┌─────────────────────────┐
│      Information         │
│        Search           │
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│     Evaluation of       │
│      Alternatives       │
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│     Post-Purchase       │
│      Evaluation         │
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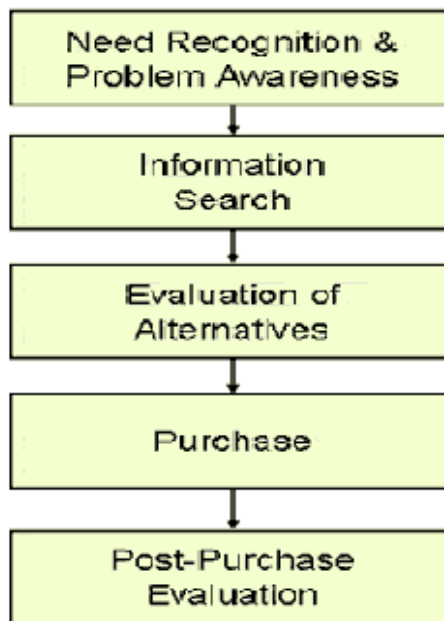
Figure 2.2: Consumer decision-making process, Jobber D. (2007)

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

External stimuli can also trigger a need. In this instance, the marketer needs to determine the factors and situations that usually trigger consumer need recognition. The marketer should research consumers to investigate what kind of need or problem arises and what brings a consumer to prefer one brand over the other. In this stage of the consumer buying process, the consumer perceives there is a problem to be solved, which may be large or small, simple or complex. In this study, mobile phone is viewed as the product, which will satisfy university students' need for telecommunication in their day-to-day activities.

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

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

Evaluation of alternatives: Consumers evaluate or assess the various alternatives, using the information they have at hand to come to a decision (Jobber .D, 2007). This process involves comparing the information gained in the information search process for alternative products and brands to the product–judging criteria or standards the consumer has developed. For purchase decisions, the choice alternatives are the different product classes, product forms, brands, or models the consumer considers buying (J. Paul Peter and Jerry C.

Olson, 2010). However, given their limited time, energy, and cognitive capacity, consumers seldom consider every possible choice alternative. Usually only a subset of all possible alternatives, called the consideration set, is evaluated. Some brands in the consideration set may be activated directly from memory; this group is called the evoked set. For highly familiar decisions, consumers may not consider any brands beyond those in the evoked set. If consumers are confident they already know the important choice alternatives, they are not likely to search for additional ones (J. Paul Peter and Jerry C. Olson, 2010).

Consumers' evaluations of the choice alternatives in the consideration set are based on their beliefs about the consequences of buying those products or brands. The specific consequences used to evaluate and choose among choice alternatives are called evaluation criteria. Evaluation criteria are the dimensions used to judge the merits of competing brands (Michael S. et al, 2006).

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

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

2.2.4 Consumer Low Involvement with Brands

Many factors influence a consumer's behavior. Depending on a consumer's experience and knowledge, some consumers may be able to make quick purchase decisions and other consumers may need to get information and be more involved in the decision process before making a purchase. The level of involvement reflects how personally important or interested you are in consuming a product and how much information you need to make a decision. The level of involvement in buying decisions may be considered a continuum from decisions that are fairly routine (consumers are not very involved) to decisions that require extensive thought and a high level of involvement. Whether a decision is low, high, or limited, involvement varies by consumer, not by product, although some products such as purchasing a house typically require a high-involvement for all consumers. Consumers with no experience purchasing a product may have more involvement than someone who is replacing a product. (M Libraries principle of marketing)

If consumers have low involvement with a purchase decision regardless of what the marketer can do, marketers must give consumers one or more positive cues to justify their brand preference. Such cues can be; frequent ad repetition, visible sponsorships, and vigorous PR to enhance brand familiarity (Keller and Kottler, 2012).Other peripheral cues that can tip the balance in favor of the brand include a beloved celebrity endorser, attractive packaging, and an appealing promotion (Keller and Kottler, 2012).

2.2.5 Brand Preference

The term brand preference refers to the degree of brand loyalty in which a consumer definitely prefers one brand over competitive offerings and will purchase this brand if it is available (Dibb et al., 2006). However, if the brand is not available, the consumer will accept a substitute brand rather than expending additional effort finding and purchasing the preferred brand (Dibb et al., 2006).

Brand preference is the consumers' tendency toward certain brands that vary at a particular time depending on one's salient beliefs (Ajzen and Fishbein, l976, P.889) which is identified as a measure of brand loyalty where selecting a certain brand over competing brands, yet consumers' accepting substitutes at a discrepancy (Christian and Sunday, 2013, P.79). Confirming the above, Wijesundera and Abeysekera (2010) recognize brand

preference as the measure of brand loyalty where consumers' select a particular brand among competitive brands.

Due to its persuasive impact towards consumer brand preference, Tellis (1988 p. 142), in his research found advertising can be effective in increasing the volume purchased by loyal buyers than wining new buyers. Thus, consumers recognize the value of any brand with regard to the characteristics and service quality (Rio et al., 2013, P.412). However, brand preference or attitude is considered as a symbol of status due to consumers' preference in purchasing branded items than non-branded items (Malik et al., 2013, p.118).

According to Belch and Belch (2008), well-known brands create a major competitive advantage. Asch and Wolfe (2001) claimed that human's situational perception does affect their action in deciding a purchase.

2.2.5.1   Theories Consumers" Brand Preference

Brand preferences represent consumer dispositions to favor a particular brand (Over by and Lee, 2006). It refers to the behavioral tendencies reflecting the extent to which consumers favor one brand over another (Hellier *et al.*, 2003; Zajonc and Markus, 1980).   Brand preference is close to reality in terms of reflecting consumer evaluation of brands. In the marketplace, consumers often face situations of selecting from several options (Dhar, 1999).

Consumer preferences for brands reflect three responses: cognitive, affective and conative or behavioral (Grimm, 2005). The cognitive components encompass the utilitarian beliefs of brand elements (Bagozzi, 1978; Grimm, 2005: Zajonc and Markus, 1982).

The affective responses refer to the degree of liking or favouring that reflects consumer feelings towards the brand (Grimm, 2005; Hsee *et al.*, 2009; Zajonc and Markus, 1982; Zajonc, 1980). The conative or behavioral tendencies are denoted by Zajonc and Markus (1982) as the consumers' predicted or approached act towards the object. It is the revealed preference exhibited in consumers' choices (Hsee *et al.*, 2009). Chernev *et al.*, (2011) assumes that the association of behavioral outcome, such as willingness to pay and brand preference. These are assumed to be associated with the behavioral tendencies (Chernev *et al.*, 2011).

Purchasing decisions are the behavioral outcome that precedes differentiation between several alternatives is the purchasing decision; a subsequent outcome of consumer preferences (Dhar *et al.*, 1999). Preferences facilitate consumers' choice by enhancing their intentions towards the favored brand. Actual purchasing behavior is likely to correspond to intentions; the mechanism of intention formation provides evidence of persistent consumer preferences (Van Kerckhove *et al.*, 2012). The consistency between consumer preferences and choices adds to the predictive validity of preference statement over attitude (Bither and Wright, 1977; Hellier *et al.*, 2003). Cobb-Walgren *et al*. (1995) report that attitude is a poor indicator of marketplace behavior.

Moreover, belief in the malleability of consumer preferences to contextual factors (e.g. Bettman *et al.*, 1998; Payne *et al.*, 1992) have been argued by recent researchers (e.g. Amir and Levav, 2008; Hsee *et al.*, 2009), suggesting the stability of preferences across different contexts. Carpenter and Nakamoto (1994) report the difficulty of altering consumer preferences once they are developed, even if consumers discover the irrelevance of differentiating attributes to the brand.

The bias position consumers constitute toward a certain brand, created from comparative judgment between alternatives, reflects the brand strength (Biel, 1992). Thus, changes in consumer brand preferences are reflected on the brand performance and market shares (Sriram *et al.*, 2006). In addition, brand preference combines the desired attributes and consumer perceptions; thus, it offers an indirect and unobtrusive way to assess salient attributes (Keller, 1993; O'Connor and Sullivan 1995; Schoenfelder and Harris, 2004). Therefore, uncovering consumer brand preferences are considered critical input to design successful brand strategy, brand positioning, and gives insights to product development (Alamro and Rowley, 2011; Alamro, 2010; Horsky *et al.*, 2006). Consequently, understanding brand preferences contributes in building strong brands able to build long-term relationship with consumers.

Additionally, identifying patterns of consumer preference across the population and uncovering consumer heterogeneity is vital for designing and developing innovative marketing strategies (Russell and Kamakura, 1997), and efficient market segmentation

strategies (Horsky *et al.*, 2006). It is important for marketers to know how consumers trade-off between different brands before making their choices. Since the brand preference has direct influence on consumer purchasing decisions, then segmenting the market based on brand preference is more interpretable and managerially useful than using the desired brand attributes (O'Connor and Sullivan 1995).

Despite the importance of brand preferences, it is still guided by the expectancy-value theory and the economic theory. This traditional view explains brand preferences as a utility function derived from consumer's beliefs of brand attributes. Thus, it provides a narrow focus (Allen *et al.*, 2005). It is argued that this view focuses on the origins of rationality rather the preferences' origin (Dhar and Novemsky, 2008). Moreover, these models are criticized for ignoring other evaluative responses and the irrationality of consumers, such as the emotional experiences (Allen *et al.*, 2005; Zajonc and Markus, 1982).

In addition to consumer's beliefs on brand functional attributes, their beliefs on the brand symbolic attributes such as the brand personality and image have been demonstrated to influence their preferences (e.g. Aaker, 1993; Sirgy *et al.*, 1997). However, the brand preference is still based on consumers' cognitive information processing constituting their brand knowledge structure. This perspective has been criticized by the experiential view proposed by Holbrook and Hirschman, (1982).

2.2.6 Experiential View

The concept of experience emerged at the beginning of 1980s by Holboork and Hirschman, (1982) to overcome the limitations of consumers' bounded rationality deemed by traditional model of consumer behavior, and introducing the experiential view. This view highlights the importance of neglected variables such as considering consumers as feelers as well as thinkers (Addis and Holbrook, 2001). It pursues consumer responses to the symbolic, aesthetic, imagery, and fantasies meanings of the product, raising the role of multisensory experience aspects (Addis and Holbrook, 2001; Hansen, 2005; Hirschman, 1989; Holbrook and Hirschman, 1980; Tsai, 2005). Accordingly, this view expands and supplements the information processing perspective enriching it with the experiential perspective.

While, Holbrook and Hirschman, (1982) provides the initial spark. The concept of consumer experience is back to the fore again by the end of 1990s, with Pine and Gilmore, (1998) introducing experience as an upgrade or progression of economic value. Then, Schmitt, (1999) put consumer's holistic experience into brand marketing, discusses the reasons behind the shift from traditional marketing to experiential marketing, and proposes the strategic experiential modules (SEMs). At the heart of experiential marketing lies consumer's experience that can be viewed as tactical, through which companies will stage the physical environment for the holistic experiential approach (Gentile *et al.*, 2007). Tynan and Mckechnie, (2009) argues that the need of differentiation depend much on utilizing the company activities to create personal experience marketing delivering value to the consumer through its brands. Therefore, it stages the experience from the range of consumer to range of company delivering the experience to its consumers (Carù and Cova, 2003). Consequently, the experiential branding as suggested by Schmitt, (2009) focus on managing consumers' experience at the brand level, by delivering distinct brand provide consumers with experience.

At the brand level, the concept of experience has different meaning but is set forth in brand marketing as consumer's holistic responses, including internal, subjective, and behavioral, evoked to brand-related stimuli (Brakus *et al.*, 2009). These set of experiential responses consumers have to any direct or indirect contact with the brand or related touch points (Brakus *et al.*, 2009; Meyer and Schwager, 2007). Consumers experience with the brand starts before the consumption and move across stages until it is stored as memorable events (Tynan and McKechnie, 2009). It thus extends the role of experience beyond the act of purchasing, usage, and choice (Addis and Holbrook, 2001). The experience delivered by the brand depends on the cue; what consumers perceived and recognized upon which they induce their responses (Berry *et al.*, 2002). An effective clue should mix up between cognitive, emotional, and symbolic aspects of the brand (Mascarenhas *et al.*, 2006). The experience is formed in response to consumer consciousness and includes not only their perceptions or beliefs of the product's tangible attributes, but also other components such as the symbolic, imagery and fantasy intangible attributes (Holbrook and Hirschman, 1982; Hirschman and Holbrook, 1982). This view places great emphasis on the importance

of emotions, the hedonic, aesthetic and symbolic meaning of brand in consumer choices (Addis and Holbrook, 2001; Hansen, 2005; Hirschman, 1989; Tsai, 2005).

The brand experience reflects the diversity conceptualization of consumer experience and provides the experiential values inherited in the experience notion of Pine and Gilmore, (1999) and Schmitt, (1999). Thus, brand experience captures consumers' holistic responses to different stimuli (Brakus *et al.*, 2009; Gentile *et al.*, 2007; Schmitt,

1999; Verhoef *et al.*, 2009). The holistic perspective of brands is perceived in marketing research (e.g. Aaker, 1991; De Chernatony and Rilley, 1998; Keller, 1993; 2003). This approach defines the brand as a bundle of product-related attributes; refers to the core functional component and non-product related attributes; refers to the external component not related to the product functions. In particular, Keller (1993) facilitates the deciphering of the functional, experiential, economic and symbolic meanings embedded in the intangible and tangible attributes of the brand (Petruzzellis, 2010; Tsai, 2005).

2.2.7 Underlying Factors of Brand preference

There are numerous reasons to buy a brand in a given situation, but our objective is only to study the behavior of the consumer regarding his/her purchasing attitude by examining the significant /dominant reasons of buying a particular product in a given situation.
So many important elements might have strong influence on buying decisions which need to be considered to understand the consumer's buying decision making particularly in low involvement category of the products in an un-awareness situation.

"The most situations facing every business are to identify the factors determining preferences for the brands with supporting reasons which affect consumer preference". (Itamar and Nowlis, 2000), further, Wilson and Schooler (1991) found that "subjects who had analyzed their reasons for liking different brands of jams subsequently expressed preferences that corresponded less well to those of experts than the preferences of subjects who did not analyze the reasons for their attitudes".

In many studies, the marketers and researchers has recognized the effectiveness of the factors those affecting brand preference. Moreover, Brown (1950) in his study identified that, "physical characteristics of the brand, user's experience with the brand, packaging,

price, premiums, guarantees, habit, recommendation by friends, recommendation by experts, convenience of dealer's location, personal salesmanship, dealer services, dealer prestige, advertising and display, special characteristics of the manufacturer, e.g., labor policy, location, etc., novelty, chance, availability, brand prestige or social acceptance".

Many studies have been conducted in various product categories; literature on brand preference in the bottled water product category is relatively insignificant. Thus, the above studies conducted in different product categories are considered for the selection of relevant variables/factors for this research. Therefore, in this study, seven variables are considered. These include product quality, price, packaging, brand availability, advertisement, other promotional activities, and brand name awareness.

2.2.7.1   Product Quality

Product quality is a critical element for consumer decision making. Consumers always compare the quality of alternatives with regard to price within a category (Jin & Yong, 2005). According to Davis et al. (2003), perceived quality is directly related to the reputation of the firm that manufactures the product. Perceived quality is also regarded as the degree to which a product provides key consumer requirements and how reliably these requirements are delivered. Whereas Aaker (1991) and Zeithaml (1988) said that perceived quality is not the actual quality of the product, rather, it is 'the consumer's judgment about a product's overall excellence or superiority'. Product quality is conformance to requirements (Russel & Taylor, 2006) encompassing the features and characteristics of a product that satisfy stated needs.

The common element of the business definitions is that the quality of a product or service refers to the perception of the degree to which the product or service meets the consumer's expectations. Quality has no specific meaning unless related to a specific function and/or object.

Literatures and studies found out that the perceived quality is the major factor that enables consumers to prefer one brand over another. Quality is important for affecting brand preference. Because it is the portions of personal risk that, a consumer takes on the decision-making process and in evaluating the purchase of a product (Hoyer and MacInnis,

2010). Moreover, Bornmark et al. (2005) found out that perceived quality help consumers to reduce the risk; the consumers trust the brand and know what they will get. Sarwade and Ambedkar (2011), Vikkraman and Dineshkumar (2012) and Jain and Sharma (2012) found quality as a major determinant of brand preference.

2.2.7.2   Packaging

Packaging was considered as indicator of quality and a dominant clue in selecting a brand when the consumer is completely unaware about the brands real quality and performance. As per business dictionary definition it is the processes of cleaning, drying, preserving and materials (such as glass, metal, paper or paperboard, plastic) employed to contain, handle, protect, and/or transport an article. Role of packaging is broadening and may include functions such as to attract attention, assist in promotion, provide machine identification (barcodes, etc.), impart essential or additional information, and help in utilization.

Packaging also pertains as a Container or Wrapper for a consumer product that serves a number of purposes including protection and description of the contents, theft deterrence, and product promotion. Innovative and attractive packaging may actually add value to the product if it meets a consumer need such as portion control, recyclability, tamper proofing, child-proofing, easy-open, easy-store, easy-carry, and no breakability. (Peter and Donnelly, 2010).

Research has been conducted focusing on packaging shape and size, the visual attractiveness of the package and how it ultimately affects consumers brand preference. Attractive packaging and convenience of a brand package found to be determinants for purchase decision (Chimboza and Edward (2007) and Sumathy and Kumar (2011)). As per Silayoi and Speece (2004), Visual package elements play a major role in consumers brand preference, especially in purchase of low involvement products, and when consumers are in a rush.

2.2.7.3   Brand Availability or Accessibility

Consistency of supply and availability at convenient locations are vital for preference a brand. According to Lin and Chang (2003), convenience of a brand has a significant impact on consumers 'brand preference. In other words, easy access to brands is vital when buying any product. Certainly, distribution channels and location are important to brand

accessibility. Moreover, DeChernatory & McDonald (2003) states that consumers are not motivated to search out low involvement brands, manufacturers should ensure wide availability. Any out of stock situations would probably result in consumers switching to an alternative brand.

Within the context of consumer decision making, especially when evaluating potential alternative brands during the pre-purchase stages, the evoked set refers to the specific brands a consumer considers when making a purchase within a specific product category (Lin and Chang, 2003).

Furthermore, once consumers are inside a store, little evaluation is made of competing brands, therefore locating a brand at eye level or very close to the checkout counter is an important facilitator of brand selection (DeChernatory & McDonald, 2003). Products that are convenient to buy in a variety of stores increase the chance of consumers finding and buying them. When consumers are seeking low-involvement product they are unlikely to engage in extensive search, therefore readily availability is important (peter and Donnelly, 2007).

2.2.7.4 Price

According to Peter and Donnelly (2007), the price of products and services often influences, whether consumers will purchase them at all and if so, which competitive offering is selected. For some offerings, higher prices may not deter purchase because consumers believe that the products or services are highly quality or more prestigious. However, many of today's quality conscious consumers may buy products based on price than other attributes. Therefore, a better understanding of how consumers use price information in choosing among alternative brands within frequently bought product categories helps to evaluate it and knowing the intensity as compare to other factors or reasons.

Mcdonald and Sharp (2000) stated that price can be used as a reason for brand preference in two ways; either by going for the lowest price in order to escape financial risk or the highest price in order to achieve product quality. Cadogan and Foster (2000) argued that price is probably the most important consideration for the average consumer.

2.2.7.5 Advertisement

Advertising is a core component of integrated marketing communications (IMC). IMC describes the process of developing and coordinating a communications program that allows a brand to reach a wide variety of consumers through the use of various media channels (Kotler et al., 2010; Eagle and Kitchen, 1999). Advertising has evolved to become a vital communications system to help consumers make every day purchase decisions in their lives (Belch & Belch, 2003).

In market-based economies, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decisions (Belch and Belch, 2003). Advertising typically provides a reason to buy (Keller, 2004). According to Aynawale, Alimi and Ayanbimipe (2005), advertising helps in projecting product quality and value before the consumers. Hence, it has a major influence on consumers 'brand preference.

The survey of 538 randomly selected consumers of Pune/India examined the role played by media on consumer brand preference of Cadbury Dairy Milk (chocolate brand). Results revealed that the major reason for brand preference is advertisement (Kazemi and Esmaeili, 2010). Belch and Belch and Belch (2003) explain Advertising as a valuable promotional tool for creating and maintaining brand awareness and making sure a brand is included in the evoked set.

2.2.7.6 Other Promotional Activities

Promotion can influence what consumers think about products, what emotions they experience in purchasing and using them and what behaviors they perform including shopping in particular store and purchasing specific brands (Peter and Donnelly, 2007). The four main elements of promotion mix are advertising, sales promotion, public relations & personal selling.

Sales promotions include sampling operations, free-banded issues, money-offs and games among consumers, etc. These activities will uplift the sales volumes Keller (2004). According to Belch and Belch (2003), Point-of purchase materials and promotional techniques such as in-store sampling, end-aisle displays, or shelf tags touting special prices

encourage consumers to consider brands that may not have initially been in their evoked set. Brand managers use sales promotion because its effects are quicker and more visible to their superiors; but excessive sales promotion activity can hurt the brand's image and long-run profit performance (Kotler and Keller, 2006)

Publicity and public relations all have promotional program elements that may be of great benefit to marketers. They are integral parts of the overall promotional, which must be managed and coordinated with the other elements of the promotional mix (Belch and Belch, 2003). Personal selling involves selling through a person-to-person communications process (Belch and Belch, 2003).

2.2.7.7   Brand Awareness

Several researchers have found brand awareness to be an important element that plays a vital role in consumer's preference of brands. Lin and Chang (2003) established in their study that brand awareness has the most powerful influence on consumers 'purchase decisions. Notably, consumers with high brand awareness do not always spend a great deal of time or cognitive effort in making purchase decisions. They often try to minimize decision-making by using heuristics such as —I buy the brand I have heard of or —choose the brand I know or purchase only familiar, well-established brands (Keller, 2004).

According to Keller (2004), brand awareness includes both brand recognition and brand recall performance. Brand recognition is the ability of consumers to recognize prior knowledge of brand when they are asked questions about that brand or when they are shown a specific brand. While brand recall is the potential of consumers to retrieve a brand from memory when given the product class/category, needs satisfied by that category or buying scenario as a signal.

Brand awareness will increase the likelihood of a brand to be a member of consideration set, the handful of brands that receive serious consideration for purchase. A brand that has some level of brand awareness is far more likely to be considered, and therefore chosen, than brands, which the consumer is unaware of (Sundar and Panden, 2012).

According to Keller (2004), brand awareness can be created by increasing familiarity of the brand through repeated exposure, although this is generally more effective for brand recognition than for brand recall. That is the more a consumer experiences the brand by

seeing it hearing it or thinking about it, the more likely is that the brand will become strongly registered in memory. The source of awareness can be a wide range of communication option such as advertising and promotion, sponsorship and event marketing, publicity and public relation, point of sale displays and outdoor advertising. However, as Sundar and Panden (2012) explain, other uncontrollable factors such as word of mouth can help to maintain and enhance brand awareness.

Furthermore, Dibb et al. (2006) state that being aware of brand leads to brand familiarity, which in turn results in a level of comfort with the brand. A familiar brand is more likely to be selected than an unfamiliar brand because often the familiar brand is viewed as reliable and acceptable quality compared to the unknown brand. The familiar brand is likely to be in a consumer's evoked set (consideration set), whereas the unfamiliar brand is not.

2.3 Empirical literature review

This part comprised prior researches that were done within this area in the past. It discussed the rationale of the researches, which have related concepts with the research questions of this study their findings, methodologies, implications and recommendations for researchers and practitioners has been discussed as well.

Preferences are a common feature of everyday decision-making. They are, therefore, an essential ingredient in many reasoning tools. Preferences are often used in collective decision making when multiple agents need to choose one out of a set of possible decisions; each agent expresses its preferences over the possible decisions, and a centralized system aggregates such preferences to determine the "willing" decision (Rossi, Brent, and Walsh, 2011).

Deliya and Parmar (2012) were two researchers who have done similar research in Patan, India. Their research has proven that packaging influences people in buying the products. Meanwhile, in Czech, Foret and Procházka (2006) were also conducting a research on what factors, which influence people buying decision on beverage. The findings of those researches have shown the relationship between brand, quality and packaging towards people buying decision.

Shih *et al.* (2008) employed conjoint analysis to study the consumer preferences on instant coffee in Taiwan. The study explored some of the factors that were considered by the instant coffee consumers and found that the price was the most important factor followed by brand name, packaging material and taste (product quality).

Virmani (2011) analyzed the impact of advertisements on the brand preference of tea in Kaval towns of Uttar Pradesh. The study revealed that the factors that influence the preference of the brands ranged from quality to availability. However, the consumers for brand preference ranked quality as the number one parameter. Most of the consumers reported that advertisements sometimes do carry them away but at the end, the quality of the product is a critical factor for purchasing a tea.

Sarwade and Ambedkar (2011) study brand preferences and consumption pattern of edible oils in Maharashtra state, India. Through quantitative research (survey with 1000 respondents) and use of percentile, average, simple correlation, and regression for data analysis, the researchers find out health consciousness and quality of a particular brand as important factors in decision-making.

Vikkraman and Dineshkumar (2012) conducted a study on consumers 'brand Preference towards FMCG (Dental Care) Products, in India, by using a quantitative research technique (survey on 200 consumers as a sample). Through descriptive analysis, the researchers found out that consumers give more preference towards the quality of the product followed by the price, design, sales and service

Jain and Sharma (2012) study brand awareness and consumer preference for FMCG products in rural market of Garhwal region in India. As per the study brand quality, Price, easy availability, family liking, were found to be the most important variables for brand preference. Usha (2007) employ a randomly selected sample size of 180 respondents in Kolar District, in India, to study buying behavior of consumers towards instant food products. As per the study, consumers considered best quality, retailers influence and ready availability for preferring particular brand of products.

Chimboza and Edward (2007) investigate the determinants of brand preference in the context of dairy product market in Zimbwabe using a sample of 90 survey respondents. Using exploratory factor analysis, the researchers identified four factors as key determinants of dairy product choice namely promotion, price and availability of product, attractive packaging and product quality. Of these, promotion of dairy products was the most important determinant of brand choice.

2.4 Conceptual Framework and Hypothesis of the study

2.4.1 Hypothesis of the study

Based on the above-related empirical literatures the following research hypotheses are formulated to be tested.

- H1: Packaging does have positive effects on consumers brand preference of bottled water
- H2: Product quality does have positive effects on consumers brand preference of bottled water
- H3: Price does have positive effects on consumers brand preference of bottled water
- H4: Advertisement does have positive effects on consumers brand preference of bottled water
- H5: Promotional activities does have positive effects on consumers brand preference of bottled water
- H6: Brand name awareness does have positive effects on consumers brand preference of bottled water
- H7: Brand availability does have positive effects on consumers brand preference of bottled water

2.4.2 Conceptual framework of the study
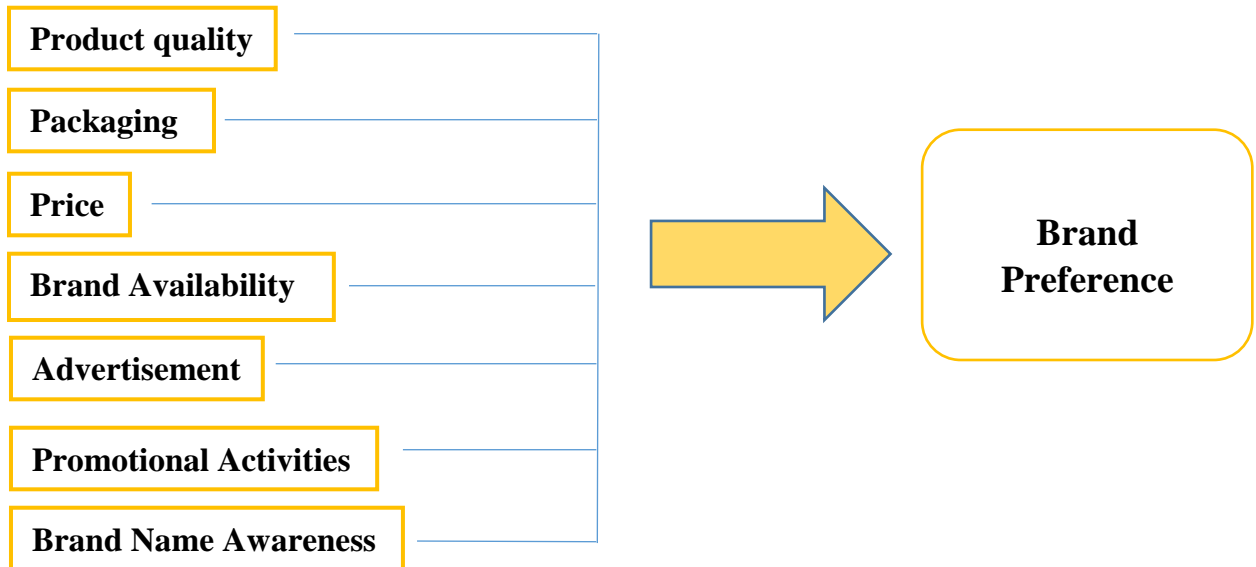
Fig 2.3: Conceptual Framework

Conceptual Model Adapted and modified from Kotler et al. (2005)

CHAPTER THREE
RESEARCH METHODOLOGY

This chapter discusses methods used in undertaking this study from the collection of data to methods applied to analyze the collected data. Moreover, topics related to the sample size and sampling techniques, type of data to use, and subjects of the study is included. Explanation about the reliability and validity of study is also the part of this chapter.

3.1   Research approach

Inductive and deductive approaches represent two ways to conduct a research. Inductive approach, also known in inductive reasoning, starts with the observations and theories are proposed towards the end of the research process as a result of observations Goddard, W. & Melville, S. (2004).

According to (Bhattacherjee, 2012), the goal of deductive research reasoning is to test concepts and patterns known from theory using new empirical data. Hence deductive research reasoning is theory-testing research, which is the objective of the research under consideration. The goal of theory testing is not just to test a theory, but also to refine, improve, and possibly extend it (Bhattacherjee, 2012).

Hence this study on the factors underlying consumer brand preference follows a deductive form of scientific research approach because at this level building theory is very difficult and beyond the capacity of the researcher.

3.2   Research method

There are two basic research methods, which are quantitative and the qualitative method. Quantitative research method places greater emphasis on the numerical data and statistical test to achieve conclusion that can be generalized (Saunders, 2012). Hence, for this study quantitative survey was utilized. Surveys are a popular method of collecting primary data. The broad area of survey research encompasses any measurement procedures that involve asking questions of respondents. They are a flexible tool, which can produce both qualitative and quantitative information depending on how they are structured and analyzed. According to Zikmund (1994), a survey technique can gather data from a sample of people by using a questionnaire.

In this study, survey technique were applied by distributing self-administered questionnaire to gain feedback from respondents and to gain more understanding about consumer's preference of bottled water in Addis Ababa.

3.3 Research Design

In order to achieve the study objectives, two type of research design is adopted, exploratory and descriptive. Exploratory research has conducted to get an understanding of the problem and identify variables. Different literatures and empirical studies have been reviewed to gain insights and background information about the factors that influence consumer brand preference. Moreover, preliminary studies have also been conducted to identify factors consumers consider when they choose a particular brand over another. The information from this step helps in designing questionnaire and to better understand the problem of the study. On the other hand, descriptive research design is used to identify the most significant variables that respondents consider in their brand preference. Moreover, descriptive research is believed to be a suitable design to describe the brand awareness and brand preference of respondents.

3.4 Population and sampling technique

3.4.1 Population

Population is defined as "the complete set (units) of analysis that are under investigation, while element is the unit from which the necessary data is collected" (Davis 2000, pp. 220). The target population (unit of analysis) of this study is comprise individual consumers who are occasional and regular users of bottled water in Addis Ababa, that has at least a basic education and are eighteen years or older.

3.4.2 Sample Size Sampling Techniques

Determining sample size is very important issue because samples that are too large may waste time, resource and money. While samples that are too small may lead to inaccurate results. Consumers of bottled water in Addis are numerous in number. Therefore, to gather the information needed for the research on the given time and resource the resulting sample in this study was determined as follows.

According to G. Cochran (1977), for the population that are large to yield a representative sample for proportions which is valid; where N is a sample size, Z is the Abscissa of the normal curve that cuts off an area "α" at the tails, the tails are (1- α) equals the desired confidence level i.e. 95%. "E" denotes the desired level of precision, "p" is the estimated probability of attribute that is present in the population. "q" is 1-p. The value for Z is found in the statistical tables, which contain the area under the normal curve.

$$N = Z^2\, pq/E^2$$

$$= \frac{1.96^2 * 0.5 * 0.50}{0.05^2}$$

$$= 384.16$$

The calculated sample size is for the desired precision or CI width assuming that there is no problem with non-response or missing values. If this is the case, the investigators will not achieve the desired precision. Therefore, according to Naing L, Winn T and Rusli BN (2006), it is wise to oversample by 10% to 20% of the computed number required depending on how much the investigators would anticipate these discrepancies. Hence, by adding 10% margin for non-response or missing values the sample size for this study is 423.

3.4.3   Sampling Technique

Sampling technique is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. As a priori, the researcher must decide the number of sample or sample size that he or she is going to use for the study. The sampling process is to choose the sampling frame, which is the list of elements from which a sample may be drawn: also called the working population (Zikmund 2000).

According to Saunders, there are generally two types of sampling, namely probability sampling and non-probability sampling (Saunders, Lewis and Thornhill 2007). In probability sampling method, sample is chosen in a way that each member in the population have a known chance of being selected. There are three main types of probability sampling methods, namely random sampling, systematic sampling and stratified sampling. (Saunders, Lewis and Thorn hill 2007).

In non-probability sampling, the sample is chosen in a way that the chance of each member of the population to be selected cannot be determined. According to Saunders, there are four main types of non-probability sampling, namely convenience sampling, judgment sampling, quota sampling and snowball sampling. (Saunders, Lewis and Thorn hill 2007).

Judgmental sampling is used to select some parts of the city as consumer of bottled water believed they would be available. The specific places in which the samples aimed to be collected the data is Kiosks, GYM, Cafeterias, Offices and Universities. Furthermore, because of the large number of the sample unit, time and cost constraint, the sample is drawn from the targeted population by using convenience-sampling technique.

3.5   Data Source

For the sake of achieving the purpose of this study, the relevant data has been collected or obtain from primary and secondary source of data.

3.5.1 Primary Source

It is clear that data obtained from primary source are very important for the reliability of research output. Because it help a researcher to generate a clear and more detailed understanding of problem at hand. Primary data is obtained through a semi structured self-administered questionnaire. The primary instrument for the data collection in this research is semi-structured questionnaire, which contained a mixture of closed ended and open-ended questions.

3.5.2 Secondary Source

It is suggested that most research should be started by using secondary source of data because it provide good background information regarding the subject. However, for more reliability of secondary data must be combined with primary data. The secondary data was collected from publications including journals, articles, and various materials that have relevance to this study.

3.6   Data collection method

The study uses both primary and secondary data. Primary data collected from the sampled consumers by using questionnaire. Because questionnaire are easy to administered.

The actual data collection is made by using a self-administered face-to-face survey. By personally distributes and collects questionnaires in purposefully selected areas (GYMs, universities, offices and cafeterias). In order to make sure that the questionnaire is understandable by an average person of the study participants, the English version of the questionnaire is translated to the national language, Amharic. Moreover, a participant of the study has been informed about the objective of the study. They also notified about the confidentiality of their response.

3.7   Reliability and Validity Analysis

3.7.1   Reliability Analysis

Reliability is the consistency of a set of measurements or measuring instrument, often used to describe a test. Reliability is inversely related to a random error (Coakes & Steed, 2007). The internal consistency or reliability of the measurement items under each variable or construct is an important test of sound measurement. For this study, Cronbach's alpha was used to assess the internal consistency of variables in the research instrument. Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale; it represented as a number between 0 and 1. According to Zikmund et al., (2010) scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability, a Cronbach's alpha score of .70 or higher are considered as adequate to determine reliability. For this study the reliability of all measurements are above 0.7, which implies the data is reliable and adequate to carry the study.

Table 3.1 Reliability analysis of variables

Measurements	Cronbach's Alpha if Item Deleted	Number of items
Perceived quality of product	.741	4
Price	.794	4
Packaging	.791	4
Advertising	.763	4
Availability	.773	4
Promotional activities	.766	3
Brand name awareness	.782	4
Consumer brand preference	.767	5
Reliability of all items	.865	33

(Source: Researcher's survey, 2018)

3.7.2   Validity Analysis

The validity was assured by evaluating its construct validity. Validity defined as the extent to which data collection method or methods accurately measure what they were intended to measure (Sounders et. al.2003). In order to ensure the quality of this research design content and construct validity of the study are checked.

According to C.R Kothari (2004) content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it. For this study, content validity was verified by the advisor of this research, who looked into the appropriateness of the questions and the scales of measurement. In addition, discussions with fellow researchers as well as the feedback from the pilot survey were another way of checking the appropriateness of the questions.

3.8   Data Analysis

After relevant data is collected, the data analysis is made by using both descriptive and inferential statistics. Descriptive statistics such as frequencies, percentages, means and standard deviations is used to summarize and present the data. In addition to this, Pearson correlation coefficient has been used to show the interdependence between the independent and dependent variables. With regard to inferential statistics, regression analysis is used to

test the significance contribution of each independent variable to the dependent variable brand preference. Moreover, one way ANOVA and independent sample T-test is also used to see the mean difference among demographic profile of respondents on the factor they consider to make a brand preference decision.

3.9   Research Ethics

There is a growing emphasis on overcoming the ethical issues in research because of the increased involvement of social responsibility and consumer's wellbeing (Ghauri and Gronhaug, 2005,). All the information is treated and with high confidentiality without disclosure of the respondents' identity. No information is changed or modified, hence the information is presented as collected and the same with the literatures, for the purpose of this study. There is no any intention to use unfair means to influence the participants to obtain information. The questionnaire is anonymous and high level of confidentiality is considered. The information gathered through questionnaire is used only for its purpose i.e. for the fulfillment of the requirement of my MA degree.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSIONS

4.1   Introduction

This chapter presents the data analysis and discussion of the research findings. Descriptive, focusing on the description of the sample population as well as inferential statistics, which makes inferences about the population based on the data from the sample population, are presented in this chapter. The data analysis was undertaken with the help of computer statistics package (IBM SPSS version 21). The data presented was statistically treated in order to discover the relationship of the variables involved in the study.

Out of the 423 questionnaires sent out, 362 were returned during a period of two-weeks. Of the total 362 questionnaires which were returned, 26 were discarded because they were not fully completed, and the rest 336 represented a response rate of 79.4 % are used for analysis.

4.2   Demographic profile of respondents

Before starting the analysis of the data some background information such as demographic data, is useful in order to make the analysis more meaningful for the readers. The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the number of respondents, proportion of males and females in the sample, range of age, income, and education level of respondents. Each frequency description of demographic variables is presented in the table below.

As we can see from the table 4.1 below out of the total respondents, 177 (52.7%) are female while the rest 159 (47.3%) are male respondents which shows more or less proportionate representation of gender in the sample used. Regarding the age of respondent's majority of the respondents 216 (64.3%) are between the ages of 26-35 followed by the group within the age group of 18-25, 65 (19.3%) this shows majority of the respondents are middle aged. The rest of the respondents consists, 48 (14.3 %) with the age of 36-44, 7 (2.1%) are above the age of 45.

Table 4.1: Summary of Demographic Profile of Respondents

Demographic characteristics		Frequency	Percent
Gender	Male	177	52.7
	Female	159	47.3
	Total	**336**	**100.0**
Age	18-25	65	19.3
	26-35	216	64.3
	36-44	48	14.3
	45 and above	7	2.1
	Total	**336**	**100.0**
Education level	Secondary education	50	14.9
	Diploma	80	23.8
	First degree	180	53.6
	Masters and above	26	7.7
	Total	**336**	**100.0**
Income level	Less than 1000	3	.9
	1001-2500	109	32.4
	2501-5000	113	33.6
	5001+	111	33.0
	Total	**336**	**100.0**

(Source: Researcher's survey, 2018)

From the table above (4.1) we can see that majority of respondents have first degree representing 180 (53.6%) of total respondents followed by diploma holders 80 (23.8%) and Masters and more holders represent 26 (7.7%) this shows that majority of the respondents are well educated. Of the remaining respondents 50 (14.9%) attended secondary school.

Regarding the income level of respondents, the majority of 113 (33.6%) of the respondents have a monthly income between 2501 and 5000 ETB followed by 111 (33%) who earn a monthly income of 5000 and above. 109 (32.4%) of respondents earn between 1001-2500 while the rest 3 (0.9%) have monthly income of less than 1000 ETB.

The respondents were asked to tell how frequent they consume bottled water and as presented in the tables below 137 (403.8%) replied once a week followed by 120 (35.7%) more than once a week 60 (17.9%) consume bottled water every day the rest 19 (5.7%) choose other.

Table 4.2 Consumers frequency of consumption, preferred bottled water brand and reason for the preference

Item		Frequency	Percent
Frequency of purchase	Every day	60	17.9
	Once a week	137	40.8
	More than once a week	120	35.7
	Others	19	5.7
	Total	336	100.0

(Source: Researcher's survey, 2018)

Respondents were also asked about bottled water brand they prefer to use and the reason for their preferences. The result is presented in the table 4.2 below.

Item		Frequency	Percent
What is the first brand that comes to your mind when you think of bottled water	Yes	156	46.4%
	Aqua Addis	75	22.3%
	One	44	13%
	Origin	20	5.59
	Abyssinia	16	4.76%
	Fiker	10	2.98%
	Arki	7	2.08%
	Eden	4	1.2%
	Highland	4	1.2%
	Total	**336**	**100%**
Which brand of bottled water do you prefer to drink (use)	Yes	150	44.64%
	Aqua Addis	69	20.54%
	One	43	12.79%
	Origin	22	6.55%
	Arki	17	5.06%
	Fiker	11	3.27%
	Eden	7	2.08%
	Abyssinia	5	1.49%
	Gift	5	1.49%
	Aqua safe	4	1.2%
	Hiwot	3	0.09%
	Total	**336**	**100%**

(Source: Researcher's survey, 2018)

As we can see from the table 4.2 above Yes water is the most preferred brand among respondents accounting for 150 (44.64%) followed by Aqua Addis 69 (20.54) the third preferred brand is One water with 12.79% of the respondents.

Item		Frequency	Percent
Reason for your preference	Good test	304	60.5%
	Package attractiveness	168	50%
	Price (affordability)	55	16.37%
	Perceived good quality	266	79.2%
	Recommendation	12	3.57%
	Sales person advice	8	2.38%
	Wide availability of the brand	74	22.02
	Sales promotion (free samples, prizes..)	5	1.49%
	Repeated exposure to the brand advertisement	55	16.37%
	Other reason	8	2.38%

(Source: Researcher's survey, 2018)

The respondents were asked to select the reason for their preference of particular bottled water brand and most of them 304 (90.5%) prefer because of the good test the brand offer to them. The second reason is the perceived good quality followed by package attractiveness which is represented by 266 (79.2%) and 168 (50%) of the respondents respectively. According to the analysis, sales person recommendation and sales promotion (free samples, prizes...) have the least factors in the consumers' preference towards bottled water brands in Addis Ababa.

4.3   Descriptive statistics of study variables

In the following section, a descriptive analysis of means and standard deviation is calculated on each of the measurement items and variables in the study. One statistical approach for determining equivalence between groups is to use simple analyses of means and standard deviations for the variables of interest for each group in the study (Marczyk, Dematteo and Festinger, 2005). The mean indicates to what extent the sample group on average agrees or does not agree with the different statement. The lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement.

Based on the table 4.3 below packaging has the highest mean score 4.1 with the standard deviation of 0.64. This shows consumers give due consideration about the package when making bottled water purchase.

Table 4.3 Summary of Descriptive Analysis of Variables

Items	Mean	Std. Deviation
I buy a bottled water which I perceive as a high quality	3.20	.993
I buy bottled water that is produced as per the acceptable quality standard	3.21	1.061
I buy bottled water that I consider it has a consistence quality	2.97	.915
I prefer bottled water brand that taste good	3.21	.819
Perceived Quality	**3.20**	**.993**
I buy what is affordable for me	4.00	.899
I prefer bottled water that is reasonably priced	3.94	.971
Low price is one of my priorities when making a buying decision	2.83	1.118
I am willing to pay a higher price for my preferred brand of bottled water	3.61	1.141
Price	**3.5**	**0.57**
Prefer which has my preferred package size	4.33	.904
Convenient packages shape (easy to carry)	4.33	.902
Visual appeal of packaging influences my brand preference	3.89	.836
I consider cleanliness of the package	4.50	.721
Packaging	**4.1**	**0.64**
I buy bottled water brand which is advertised in a better way	3.35	.803
Advertisements have influence over the types of bottled water i buy	3.58	.784
Frequently exposed through advertisement	3.34	.939
Which has attractive and recognizable advertisements	3.60	1.102
Advertising	**3.4**	**0.73**
I prefer which is widely available	3.85	.733
I buy any kind of bottled water I found in my surrounding	3.26	1.075
I buy the first water brand i recognize in the store display	3.05	1.000
I will buy any kind of bottled water brand available	3.71	.974
Availability	**3.5**	**0.73**
I prefer to buy a bottled water brand with some kind of prize or free sample	3.20	.993
I buy a bottled water brand that a sales person has recommended	3.21	1.061
I prefer what I usually see while it has been used in meetings, or any other kind of non-commercial program	2.97	.915
Promotion	**3.13**	**0.82**
I feel more secure when I buy bottled water with a well-known brand	4.00	.830
I buy bottled water brand whose name I remember best	3.77	.976
I do not trust new brand names of bottled water	3.53	1.062
I prefer to buy a brand of bottled water I am familiar with	4.02	.733

Brand name awareness	3.8	0.63
I usually prefer well-promoted brands	3.82	.951
I usually prefer the best quality brand	4.54	.707
I usually prefer the brand I know	4.39	.655
I usually buy the best-selling brands	3.53	.853
I usually buy widely available brand	3.71	.803
Consumer brand preference	3.99	0.56

(Source: Researcher's survey, 2018)

According to the table 4.3 above, consumers give lower value for the promotional activity when making brand preference of bottled water with the mean value 3.13 and standard deviation of 0.82. Perceived quality and advertising also has the lowest mean value of 3.2 and 3.4 with standard deviation 0.993 and 0.73 respectively. Of the four statements for advertising, "I prefer bottled water which has attractive and recognizable advertisements" has the highest mean value of 3.60. The statement "Advertisements have influence over the types of bottled water i buy" has the second highest mean value of 3.58 and standard deviation 0.784.

4.4   Inferential Statistics

4.4.1 Correlation Analysis

This study employs the correlation analysis, which investigates the strength of relationships between the studied variables. A correlation coefficient expresses quantitatively the magnitude and direction of the liner relationship between two variables (either positive or negative) and the intensity of the relationship (-1 to 1. General guidelines for correlations, correlation level of .10 to .30 are considered small, correlations of .30 to .70 are considered moderate correlations of .70 to .90 are considered large, and correlations of .90 to 1.00 are considered very large. The researcher used one of the most commonly used types of correlation coefficient, which is Pearson correlation coefficient methods because of the statistical accuracy that usually results from this method, and the result is presented in the table below.

In order to determine the most underlying factor predicting consumer brand preference towards water products, relationship between all variables was determined through correlation analysis before proceeding to regression analysis. Table 4.4 depicts the r value

for the relationship between independent variables [i.e. perceived quality, price, packaging, advertisement, availability, other promotional activities, brand name awareness and consumer brand preference decision].

Table 4.4 shows that all perceived quality, price, packaging, advertisement, availability, other promotional activities, brand name awareness have positive correlation with consumer brand preference decision with correlation value ranging from r=.539 up to r=.169 with the significant level of P=0.01. Below we will look in to the correlation of each variable with consumer brand preference decision by describing the r value and significant level.

As we can see on the table 4.4 below the advertising has the heights correlation value r =.539 with the significant value P = 0.01. This implies consumers are more affected by advertisement while making preference towards bottled waters. Packaging is also positively correlated with consumer brand preference of bottled water with correlation value r = 0.486 at the significant level P =.01. The appealing design and portability is also important for the consumers to make preference decision towards bottled water brand.

Of the variables under investigation, the researcher found that brand name awareness, perceived quality, price and promotional activities are moderately correlated with consumers brand preference decision of bottled waters. The correlation value (r=0.422), (r=0.412), (r=0.312) and (r=0.266), at the significant level P=0.01 respectively.

On the other hand, availability of the brand has little effect for consumers to make preference decision toward bottled water. The correlation value for availability is r = 0.169 at the significant level P =.001 which is positive but weak to influence consumers in their preference decision.

Table 4.4 Correlations Analysis

		Quality of product	Price	Packaging	Advertising	Availability	Promotion	Brand name awareness	Consumer brand preference
Quality of product	Pearson Correlation	1							
	Sig. (2-tailed)								
Price	Pearson Correlation	.251**	1						
	Sig. (2-tailed)	.000							
Packaging	Pearson Correlation	.097	.351**	1					
	Sig. (2-tailed)	.075	.000						
Advertising	Pearson Correlation	.365**	.280**	.474**	1				
	Sig. (2-tailed)	.000	.000	.000					
Availability	Pearson Correlation	.591**	.114*	.119*	.331**	1			
	Sig. (2-tailed)	.000	.037	.029	.000				
Promotion	Pearson Correlation	.870**	.251**	.097	.365**	.591**	1		
	Sig. (2-tailed)	.000	.000	.075	.000	.000			
Brand name awareness	Pearson Correlation	.277**	.260**	.339**	.348**	.281**	.176**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.001		
Consumer brand preference	Pearson Correlation	**.412****	**.312***	**.486****	**.539****	**.169****	**.266****	**.422****	1
	Sig. (2-tailed)	.000	.000	.000	.000	.002	.000	.000	
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

(Source: Researcher's survey, 2018)

4.4.2 Testing the assumption for multiple regression

4.4.2.1 Normality assumption

Before conducting a multiple regression, normality of data should be checked because multiple regressions require that the independent variables in the analysis be normally distributed. Even though there are many testes for normality in this study statistical, test skewness and kurtosis has used to assess normality of the data. Skewness refers to the

symmetry of distribution and kurtosis refers to the peakness of distribution (Tobachinck and Fidell (2006) as cited by Ebrahim, A Study of Brand Preference: An Experiential View, 2013). For variables with normal distribution, the values of skewness and kurtosis are zero, and any value other than zero indicates deviation from normality (Hair, 2010). According to Hair (2010), the most commonly acceptable criteria value for (kurtosis/skewness) distribution is ±2.58. For this study, kurtosis and skewness of variables are calculated for items as shown in the table 4.5 below.

Table 4.5 Skewness and Kurtosis checking for normality of the data

		Quality of product	Price	Packaging	Advertising	Availability	Promotion	Brand name awareness	Consumer brand preference
N	Valid	336	336	336	336	336	336	336	336
Mean		3.1280	3.5960	4.2634	3.4658	3.4695	3.2066	3.8304	3.9970
Median		3.3333	3.7500	4.5000	3.5000	3.7500	3.3333	3.7500	4.0000
Skewness		**-.556**	**-.604**	**-.733**	**-1.178**	**-.642**	**-.499**	**-1.199**	**-.852**
Std. Error of Skewness		.133	.133	.133	.133	.133	.133	.133	.133
Kurtosis		**.375**	**.219**	**-.408**	**1.374**	**1.075**	**.412**	**2.652**	**1.312**
Std. Error of Kurtosis		.265	.265	.265	.265	.265	.265	.265	.265

(Source: Researcher's survey, 2018)

4.4.2.2   Multicollinearity Assumption

Multicollinearity arises when at least two highly correlated predictors are assessed simultaneously in a regression model. The statistical literature emphasizes that the main problem associated with multicollinearity includes unstable and biased standard errors leading to very unstable p-values for assessing the statistical significance of predictors, which could result in unrealistic and untenable interpretations.

Multicollinearity can be detected using tolerance value and variance inflator factor (VIF) value. The multicollinearity in this study was checked using the Tolerance and VIF value. As it is showed in the table 4.6, below all independent variables have a Tolerance value greater than 0.1 and a VIF value less than 10. The VIF, which stands for Variance Inflation Factor, is computed as "1/tolerance," and it is suggested that predictor variables whose VIF values are greater than 10 may merit further investigation (Robert, 2006).

Table 4.6 Multicollinearity

Model		Collinearity Statistics	
		Tolerance	**VIF**
	(Constant)		
	Quality of product	.195	5.133
	Price	.788	1.270
	Packaging	.681	1.469
	Advertising	.647	1.545
	Availability	.617	1.621
	Promotion	.229	4.362
	Brand name awareness'	.777	1.286

(Source: Researcher's survey, 2018)

4.4.3 Regression Analysis

Multiple regressions is a statistical method through which one can analyze the relationship between a dependent variable or criterion variable with the set of independent or prediction variable (Dillon, 1993). As a statistical tool multiple regression is frequently used to achieve best prediction equation for a set of variables given both dependent and the predictors, control for conducting factors to evaluate the contribution of specific variables or set of variables and find structural relationship and provide explanation for multiple relationship (Robert, 2006).

In order to see the contribution of the independent variables (perceived quality, price, packaging, advertising, availability, promotional activity and brand name awareness) in affecting the dependent (consumer brand preference) variable and to test the proposed hypothesis multiple regression was conducted.

Table 4.7 Model Summary

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.702[a]	.493	.482	.40028
a. Predictors: (Constant), Brand name awareness, Promotion, Price, Packaging, Advertising, Availability, Quality of product				

(Source: Researcher's survey, 2018)

As the model summary shows table (4.7) above the regression model explains how much of the dependent variable is explained by the seven independent variables. Adjusted R Square

statistic tells us the proportion of variance in the dependent variable that is accounted for by the independent variables. In this case the co - efficient of determination adjusted (R^2) is 0.482. This implies that about 48.2% of the dependent variable (i.e. consumer brand preference) can be explained by the independent variables (i.e. perceived quality, price, packaging, advertising, availability, promotional activity and brand name awareness). The rest about 51.8 % is explained by other exogenous factors outside of the model or variables that are not included in the model such as store environment, service quality…etc.

Table 4.8 ANOVA table

ANOVA[a]						
Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	51.084	7	7.298	45.548	.000[b]
	Residual	52.553	328	.160		
	Total	103.637	335			
a. Dependent Variable: Consumer brand preference						
b. Predictors: (Constant), Brand name awareness, Promotion, Price, Packaging, Advertising, Availability, Quality of product						

(Source: Researcher's survey, 2018)

The ANOVA table above has F value 45.548 and a significance value of 0.00 when all variables considered together this implies that the regression model fits the data. F statistics explains how well the regression model fits the data. If the f-statistics is more and the significance level less than 0.05 then the hypothesis of no linear relationship between the independent variable and dependent variable is rejected.

Table 4.9 Regression analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	**Std. Error**	**Beta**		
1	(Constant)	1.512	.208		7.267	.000
	Quality of product	.381	.060	.563	6.315	.000
	Price	.003	.044	.003	.060	.952
	Packaging	.241	.041	.278	5.830	.000
	Advertising	.210	.037	.275	5.635	.000
	Availability	-.162	.038	-.211	-4.223	.000
	Promotion	-.158	.056	-.232	-2.828	.005
	Brand name awareness	.156	.040	.176	3.940	.000
a. Dependent Variable: Consumer brand preference						

(Source: Researcher's survey, 2018)

According to Table 4.9, the regression-standardized coefficients for the four independent variables, i.e. perceived quality, packaging, advertisement and brand name awareness are 0.563, 0.278, 0.275, and 0.176 respectively. Their significance levels ($P = 0.000$) which is less than 0.05. This indicates significant relationship between (perceived quality, packaging, advertisement and brand name awareness) and the dependent variable (consumer brand preference). Since, coefficients of the predictor variables are statistically significant at less than five percent; alternative hypotheses related perceived quality, packaging, advertisement and brand name awareness, were accepted and the remaining three alternative hypotheses (which are related with price, availability and promotion) were rejected.

From the above table 4.9 we can have the following general formula for the model under the study.

The regression equation is

$$CBP = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots (1)$$

$$CBP = \alpha + \beta_1 PQ + \beta_2 PAC + \beta_3 AD + \beta_4 BAW \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots (2)$$

$$CBP = 1.512 + 0.563 PQ + 0.278 PAC + 0.275 AD + 0.176 BAW \ldots\ldots\ldots\ldots (3)$$

The regression model from table 4.9 above result shows that keeping other variables constant 0.563 unit increase in perceived quality will bring a unit increase in the consumer preference towards bottled water brand. 0.278 unit increase in packaging will have a unit increase impact on the consumer preference towards bottled water brand in Addis Ababa. 0.275 unit increase of advertising will have a unit increase on the consumer preference towards bottled water brand. 0.176 unit increase in brand name awareness will have a unit increase on the consumer preference towards bottled water brand in Addis Ababa.

Table 4.10 Summary Outcome of Research Hypotheses

Hypotheses	Result	Taste
Ho: Packaging does not have positive effects on consumers brand preference of bottled water	H0: Rejected	Multiple Regression
Ho: Product quality does not have a positive effect on consumers brand preference	H0: Rejected	Multiple Regression
Ho: Price does not have a positive effect on consumers brand preference	H0: Fail to Reject	Multiple Regression
Ho: Advertisement dos not have a positive effect on consumers brand preference	H0: Rejected	Multiple Regression
Ho: Promotional activities dos not have a positive effect on consumers brand preference	H0: Fail to Reject	Multiple Regression
Ho: Brand name awareness dos not have a positive effect on consumers brand preference	H0: Rejected	Multiple Regression
Ho: Brand availability dos not have a positive effect on consumers brand preference	H0: Fail to Reject	Multiple Regression

In general as table 4.10, clearly shows, among the seven factors, multiple linear regressions (Beta coefficients) analysis revealed that, product quality is the first most significant factor that is perceived to be important in affecting consumers brand preference followed by packaging.

Advertising takes the third place and brand name awareness is regarded as the fourth most important factor affecting consumers brand preference toward bottled water. On the other hand of the studied variables, price, availability and promotional activities have no significant effect on consumers purchase intention of bottled water as it is explained by the significance level $p>0.05$. This indicates that, bottled water users do not significantly consider price, availability and promotional activities in their preference towards bottled water products.

In addition to the above-mentioned factors, which have been confirmed significant through regressions analysis, consumers consider other factors in their preference towards bottled water products. As per different researches in different times, so many other factors can

enhance consumer's preference towards bottled water products. Of these, the most influential factors include familiarity, income, perceived economic situation, origin of the water, convenience, biological desire to drink water in a specific situation, trust on the product etc.

4.5   Underlying factors of brand preference based on profile of respondent

In order to answer weather, underlying factors of brand preference vary across different demographic profile of respondents. Independent sample t-test is used to assess variance based on gender and one way analysis of variance (ANOVA) was conducted to test variance among the remaining demographic variables (i.e. Age, level of education and income).

4.5.1 Underlying factors of brand preference based on gender

Independent sample t-test was used to assess if there is a difference exists in terms of factors consumer consider to make preference towards bottled water brands. The table below presents the result of analysis.

Based on Independent sample t-test on the table 4.11 below we can see that there is a significant difference with mean value of male and female regarding availability of the product with a mean value of 3.3616, (SD = .81571) for male value and mean value 3.5896 (SD = .59019) at significant at $P < 0.01$. This implies that Female give more value to the availability of the bottled water brand while making preference than male.

In-terms of other factors of brand preference i.e. perceived quality, packaging, price, advertisement, promotional and brand name awareness activities there is no significant difference between male and female respondents of bottled water consumers in Addis Ababa with a significant value $P>0.05$.

Table 4.11 Factors of brand preference based on Gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Quality of product	**Male**	177	3.0998	.89157	.06701	9.653	.002	-.662	334	**.508**	-.05952
	Female	159	3.1593	.73761	.05850			-.669	331.805	**.504**	-.05952
Price	**Male**	177	3.5960	.61234	.04603	9.291	.002	.002	334	**.998**	.00013
	Female	159	3.5959	.51235	.04063			.002	332.361	**.998**	.00013
Packaging	**Male**	177	4.2486	.71881	.05403	18.755	.000	-.446	334	**.656**	-.03129
	Female	159	4.2799	.54422	.04316			-.452	324.909	**.651**	-.03129
Advertising	**Male**	177	3.4647	.84179	.06327	43.111	.000	-.029	334	**.977**	-.00229
	Female	159	3.4670	.58469	.04637			-.029	314.698	**.977**	-.00229
Availability	Male	177	**3.3616**	.81571	.06131	18.054	.000	-2.907	334	**.004**	-.22804
	Female	159	**3.5896**	.59019	.04681			-2.956	319.888	**.003**	-.22804
Promotion	Male	177	3.2048	.88647	.06663	9.352	.002	-.042	334	**.966**	-.00379
	Female	159	3.2086	.73866	.05858			-.043	332.166	**.966**	-.00379
Brand name awareness	Male	177	**3.9195**	.73049	.05491	34.793	.000	2.781	334	**.006**	.18836
	Female	159	**3.7311**	.46690	.03703			2.844	302.737	**.005**	.18836
Consumer brand preference	Male	177	4.0362	.62997	.04735	24.331	.000	1.362	334	**.174**	.08270
	Female	159	3.9535	.45850	.03636			1.385	320.590	**.167**	.08270

(Source: Researcher's survey, 2018)

4.5.2 Underlying factors of brand preference based on Age

A one-way ANOVA test is used to test whether the mean value between different age groups is the same or not, which is represented by the F-ratio.

As we can see from the table below there is a difference in underlying factors of brand preference among different age groups with F >5 at a significant value p =.01. All factors i.e. perceived quality; packaging, price, advertisement, promotional activity, availability and brand name awareness have a significant mean value difference among different age groups. We can see in the Appendix 2.

Table 4.12 one-way ANOVA Based on Age

		Sum of Squares	df	Mean Square	F	Sig.
Quality of product	Between Groups	11.607	3	3.869	5.987	.001
	Within Groups	214.557	332	.646		
	Total	226.164	335			
Price	Between Groups	4.360	3	1.453	4.680	.003
	Within Groups	103.107	332	.311		
	Total	107.467	335			
Packaging	Between Groups	16.352	3	5.451	14.899	.000
	Within Groups	121.463	332	.366		
	Total	137.815	335			
Advertising	Between Groups	26.360	3	8.787	19.145	.000
	Within Groups	152.372	332	.459		
	Total	178.731	335			
Availability	Between Groups	21.298	3	7.099	15.186	.000
	Within Groups	155.202	332	.467		
	Total	176.500	335			
Promotion	Between Groups	10.152	3	3.384	5.241	.002
	Within Groups	214.361	332	.646		
	Total	224.513	335			
Brand name awareness	Between Groups	14.266	3	4.755	13.486	.000
	Within Groups	117.064	332	.353		
	Total	131.330	335			
Consumer brand preference	Between Groups	9.196	3	3.065	10.776	.000
	Within Groups	94.441	332	.284		
	Total	103.637	335			

(Source: Researcher's survey, 2018)

4.5.3 Underlying factors of brand preference based on level of education

From the analysis of the seven factors, significance difference between levels of education has observed with regard to three factors (packaging, advertising and brand name awareness). As table 4.13 shows different educational groups consider packaging, advertising and brand name awareness differently while making bottled water brand preference. F=3.722, 5.529, and 3.276 significance level $p < 0.05$, which is 0.012, 0.001 and 0.021 respectively. On the other hand, for the remaining four factors, the result shows that there is no significant mean difference between different levels of education groups.

Table 4.13 one-way ANOVA Based on Level of education

		Sum of Squares	df	Mean Square	F	Sig.
Quality of product	Between Groups	3.521	3	1.174	1.750	.157
	Within Groups	222.643	332	.671		
	Total	226.164	335			
Price	Between Groups	1.742	3	.581	1.824	.143
	Within Groups	105.725	332	.318		
	Total	107.467	335			
Packaging	Between Groups	4.484	3	1.495	3.722	.012
	Within Groups	133.331	332	.402		
	Total	137.815	335			
Advertising	Between Groups	8.505	3	2.835	5.529	.001
	Within Groups	170.226	332	.513		
	Total	178.731	335			
Availability	Between Groups	.900	3	.300	.567	.637
	Within Groups	175.600	332	.529		
	Total	176.500	335			
Promotion	Between Groups	2.893	3	.964	1.445	.230
	Within Groups	221.620	332	.668		
	Total	224.513	335			
Brand name awareness	Between Groups	3.776	3	1.259	3.276	.021
	Within Groups	127.554	332	.384		
	Total	131.330	335			
Consumer brand preference	Between Groups	1.699	3	.566	1.845	.139
	Within Groups	101.938	332	.307		
	Total	103.637	335			

(Source: Researcher's survey, 2018)

4.5.4 Underlying factors of brand preference based on income

As per the result of the analysis as presented in the table 4.14 below, there is a significance difference between income level of respondents with regard to the factors quality of product, price, packaging, availability, promotion and brand name awareness. As table 4.14 shows there is significant difference between different income groups and quality of product at F = 4.135, price at F=7.574, packaging at F=7.154, availability at F=5.729, promotion at F=4.447 and brand name awareness at F=2652 with p less than .05. The bottled water brand preference of respondents who have different level of income is affected by the factors quality of product, price, packaging, availability, promotion and

brand name awareness. From the remaining, the result advertising shows that the influence
is the same among different age groups of respondent.

Table 4.14 one-way ANOVA Based on Level of Income

		Sum of Squares	Df	Mean Square	F	Sig.
Quality of product	Between Groups	8.145	3	2.715	4.135	.007
	Within Groups	218.018	332	.657		
	Total	226.164	335			
Price	Between Groups	6.884	3	2.295	7.574	.000
	Within Groups	100.583	332	.303		
	Total	107.467	335			
Packaging	Between Groups	8.368	3	2.789	7.154	.000
	Within Groups	129.446	332	.390		
	Total	137.815	335			
Advertising	Between Groups	.879	3	.293	.547	.651
	Within Groups	177.853	332	.536		
	Total	178.731	335			
Availability	Between Groups	8.687	3	2.896	5.729	.001
	Within Groups	167.812	332	.505		
	Total	176.500	335			
Promotion	Between Groups	8.674	3	2.891	4.447	.004
	Within Groups	215.839	332	.650		
	Total	224.513	335			
Brand name awareness	Between Groups	3.073	3	1.024	2.652	.049
	Within Groups	128.257	332	.386		
	Total	131.330	335			
Consumer brand preference	Between Groups	.545	3	.182	.585	.625
	Within Groups	103.092	332	.311		
	Total	103.637	335			

(Source: Researcher's survey, 2018)

4.6   Discussion of the major findings

This study was designed and carried out in order to identify underlying factors that are important in forming preference towards bottled water brand in Addis Ababa. For the purpose of this study, 336 sample respondents were used to find out their evaluation of bottled water brand in terms of the seven factors eventually that affects their preference. Based on the conceptual framework and objective of the study 33 item questionnaire was used in a 5 point likert scale. The data from respondents was collected from consumers of bottled water in Addis Ababa and the collected data was analyzed using SPSS version 21 software.

Of the respondents in the sample 177 (52.7%) were female and the remaining 159 (47.3%) were male. The demographic profile of the respondents tells us that the respondents are comprised of different age, education and income groups.

According to the study findings, four factors: product quality, packaging, advertisement and brand name awareness were identified as critical factors that influence consumers in their preference of bottled water brands. However, the influences of product quality, is the most important than the other factors in the preference decision. This finding is consistent with the findings of other researchers in different areas. Literatures and studies found out that the perceived quality is the major factor that enables consumers to prefer one brand over another. Quality is important for affecting brand preference. Because it is the portion of personal risks that, a consumer takes on the decision-making process and in evaluating the purchase of a product (Hoyer and MacInnis, 2010).

The study also found out that packaging is the second important factor that influences consumers to make bottled water brand preference. Packaging has gradually shown its important role in a way to serving consumer by providing information and delivering functions. With its different functionality to ease and to communicate with consumers, there is no doubt about increasingly important role of packaging as a strategic tool to attract consumer's attention and their perception on the product quality.

Of the seven factors studied the study also found out three of them i.e. price, availability and promotion does not have significant effect on consumer preference of bottled water brands.

Finally, the research has uncovered YES water brand is the most preferred brand among consumers of bottled water brand in Addis Ababa.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

This chapter winds up the study undertaken through conclusions, recommendations and highlighting future research areas.

5.1 Conclusion

The primary purpose of this study was to investigate the underlying factors of brand preference among bottled water consumers in Addis Ababa, Ethiopia. In addition to that, brand preference of consumers and the associated reasons have been assessed.

Based on the result of regression analysis it can be concluded that there is a positive effect of product quality, packaging, advertisement and brand name awareness towards preference of bottled water brands according to their order of importance from most determinant factor to the least.

From this finding, it can be concluded that product quality is the most important element, which highly influence consumers' preference of bottled water brands. Quality is important for affecting brand preference, because it is the portions of personal risk that a consumer takes on the decision-making process and in evaluating the purchase of a product (Hoyer and MacInnis, 2010). This finding is in line with many other researches done before. Moreover, since most consumers purchase bottled water for its perceived healthiness, the quality of the water can determine their brand preference.

The study also found out that packaging is the second influential factor that determines consumers brand preference. Attractive packaging and convenience of a brand package found to be determinants for purchase decision. Packaging that looks clean and attractive influence buying decision of consumers. Moreover, an attractive package can communicate the quality of the water; it could be either by affecting emotion of consumers or by persuading them through the label, which indicate the ingredients of the water.

The result of regression analysis also indicated the positive effect of advertisement on consumers brand preference. The advertisement persuasion effect could be the reason for

consumers 'preference for the advertised brand. In market-based economies, consumers have learned to rely on advertising for information they can use in making purchase decisions. From this finding, it can be concluded that the more consumers exposed to brand advertisements, their tendency to choose the advertised brand will increase.

The study also showed brand name awareness has positive effects on consumer preference towards bottled water brands. Notably, consumers with high brand awareness do not always spend a great deal of time or cognitive effort in making purchase decisions. The more the consumers are aware about the brand they encounter it is likely that they tend to buy the product. Hence, brand awareness can be obtained by increasing familiarity of the brand through repeated exposure.

The finding also shows that there is a significance difference between consumers of bottled water products who belongs to different age groups on all the factors affecting brand preference. Packaging, advertisement and brand name awareness are perceived differently among different respondents who have different educational level. Consumers who have different income level perceive product quality, Packaging, and brand name awareness differently. This result shows that some of the factors, which are found to affect brand preference, are perceived differently by demographic factors of consumers.

5.2   Recommendations

Generally, the market for bottled water is growing from time to time and wining the trust of the consumers is very important for the survival of companies in the sector. Based on the findings of the study and conclusions made, the researcher came up with some important recommendations as listed below that can be used to influence the way consumers make brand preference decision.

- First and for most marketers in the industry should focus on differentiation of the product in order for consumers prefer a given brand from a range of alternative brands: they should perceive that that there is a difference between different brands. Therefore, bottled water companies should work on adding a distinct feature that can make consumers believe the existence of difference between a certain marketer brand and the others. However, differentiation is not the only task that marketers

should do, but also making consumers see the difference is the best part of it. If consumers perceive there is a significant difference in the brand, they are most likely to make preference decision toward the brand.

- Product quality is a critical element for consumer decision making, Tsiotsou (2005) studied that high quality product has higher chance to be purchased than when consumers perceive a product being low quality. In the context of bottled water marketing, a consumer may view quality of the product in terms of purity, organic nature, being nutritious such as high in mineral etc. Therefore, since perceived quality is in the mind of the consumers, companies should inform them by clearly stating their ingredients such as the percentage of each ingredient contained in the bottled water. Keeping this in mind the management should continuously carry out researches into quality improvement that will make consumers enjoy good value for money paid to purchase the brand.

- Packaging as a means to differentiate a brand is also useful strategy. Therefore, if a company creates an attractive and convenient package, consumers can be attracted to the brand. As Peter and Donnelly (2007) explain, the physical appearance of a product, packaging and labeling information can influence whether consumers notice a product in store, examine it and purchase it.

- Attractiveness of a package could also be a strategy to attract consumers. As per Silayoi and Speece (2004), Visual package elements play a major role in consumers brand preference, especially in purchase of low involvement products, and when consumers are in a rush. Those consumers who are influenced by the visual appeal of a product can base their brand choice decision on the physical appearance of the product.

- Advertising has evolved to become a vital communications system to help consumers make every day purchase decisions in their lives (Belch & Belch, 2003). Advertiser's primary mission is to reach prospective consumers and influence their awareness, attitudes and buying behavior. Hence, marketers in the industry should try to develop more effective advertising campaign that

attracts consumer's attention and capture their interest. At this stage, the company's advertising messages should both be persuasive and reminder-oriented. The messages must be strong and appealing enough to persuade and build brand preferences, encourage switching to the company's brand by changing the perception of the consumers of rival brands the product.

- According to Keller (2004), brand awareness can be created by increasing familiarity of the brand through repeated exposure. That is the more a consumer experiences the brand by seeing it hearing it or thinking about it, the more likely is that the brand will become strongly registered in memory. The source of awareness can be a wide range of communication option such as advertising and promotion, sponsorship and event marketing, publicity and public relation, point of sale displays and outdoor advertising. However, as Sundar and Panden (2012) explain, other uncontrollable factors such as word of mouth can help to maintain and enhance brand awareness.

5.3 Limitations and Directions for Further Studies

Every research has certain limitations therefore, it is necessary to acknowledge them before moving on to generalizations of findings. There is limitation with regard to sample size and sampling technique used. This research is limited by the fact that a small sample of participants was selected it may not fully represent the behavior of the entire population (all bottled water consumers). As the convenience sampling was used, bias may exist. If the random sampling has been used it would contribute a higher credibility of the results. Moreover, since the majority of the respondents are well educated and youngsters (18-35) generalization to the other groups might not be applicable.

While the study relates to the factors that consumers consider being important in their brand preference of bottled water products, it has only focused on seven factors. As per different researches in different times, so many other factors can influence consumers brand preference towards bottled water products. Of these, the most influential factors

include, income, store environment, origin of the water, convenience, trust on the product etc. Hence, there is a room for improvement.

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

- Collecting the data by using different qualitative methods such as in - depth interview, or focus group discussion is recommended to uncover other variables that might have an impact on consumers purchase intention in order to be able to dig deeper insights and information.

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Appendices

Appendix 1A: Questionnaire (English Version)

St. Mary's University

Graduate program

MA PROGRAM IN MARKETING MANAGEMENT

This questionnaire is prepared by a graduate student at St. Mary's University in the field of Marketing Management. Currently, I am undertaking a research to recognize the underlying factors of brand preference among consumers of bottled water in Addis Ababa.

Your kind cooperation will help in getting reliable data and the result of the study will assist marketers in developing a better marketing strategy that can improve their existing offering and satisfy customers in a better way possible. I want to assure that the information you provide will be used only for the purpose of the study and will be confidential. Kindly try to answer all stated questions.

If you have any questions, please contact me through my:-

Thank you in advance for your genuinely cooperation!

Hanan Mohammed

Part one: <u>General information</u>
<u>Direction:</u> Please select the appropriate response category by encircling the number against each question.

1. Age: 18-25 ☐   26- 35 ☐   36-44 ☐   45 and above ☐

2. Gender: Female ☐   Male ☐

3. Highest educational level obtained:

Primary education ☐   Secondary education ☐

Diploma ☐   First Degree ☐

Masters and above ☐

4. Monthly income in ETH birr: Less than 1000 ☐   1001-2500 ☐

2501-5000 ☐   5001+ ☐

5. How often do you drink bottled water?

Everyday ☐   Once in a week ☐

More than once in a week ☐   Other (please specify)_____

6. What is the first brand that comes to your mind when you think of bottled water?

_____

7. Which brand of bottled water do you usually prefer to drink/use?

_____

8. Thinking of question 7, do you have a reason for your preference? (You can put a "√" sign on more than one alternative)

Good test ☐   Wide availability of the brand ☐

Package attractiveness ☐   Sales promotion (free samples, prizes...) ☐

Price (affordability) ☐   Perceived good quality ☐

Repeated exposure to the brand advertisement ☐

Others Recommendation (friends, family colleague…) ☐

Sales person advice/opinion ☐

Any other reason (please specify) _____

Part Two: <u>**Underlying factors of brand preference**</u>

<u>**Direction:**</u> Please indicate your degree of agreement/disagreement with the following statements by encircling the appropriate number (1-Strongly disagree; 2-Disagree; 3-Neutral; 4-Agree; and 5-Strongly agree)

S.No	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I	**Perceived Quality**					
1	I buy a bottled water brand, which I perceive as a high quality	1	2	3	4	5
2	I buy bottled water that is produced as per acceptable quality standard	1	2	3	4	5
3	I buy bottled water that I consider it has a consistence quality	1	2	3	4	5
4	I prefer bottled water brand that taste good	1	2	3	4	5
II	**Price**					
5	I buy what is affordable for me	1	2	3	4	5
6	I prefer a bottled water brand that is reasonably priced	1	2	3	4	5
7	Low price is one of my priorities when making a buying decision	1	2	3	4	5
8	I am willing to pay a higher price for my preferred brand of bottled water	1	2	3	4	5
III	**Packaging**					
9	I prefer bottled water brand, which has my preferred package size	1	2	3	4	5
10	I prefer a bottled water brand with a convenient package shape (easy to carry)	1	2	3	4	5
11	Visual appeal of packaging influence my brand prefer	1	2	3	4	5
12	When I buy bottled water, I consider the cleanliness of the package	1	2	3	4	5

IV	Advertisement					
13	I buy bottled water brand, which is advertised in a better way	1	2	3	4	5
14	Advertisements have influence over the types of bottled water I buy	1	2	3	4	5
15	I buy a brand of bottled water that I frequently exposed through advertisement.	1	2	3	4	5
16	I buy a bottled water brand, which has attractive and recognizable advertisement	1	2	3	4	5
V	Availability					
17	I prefer a brand of bottled water, which is widely available	1	2	3	4	5
18	I buy any kind of bottled water I found in my surrounding	1	2	3	4	5
19	I buy the first brand of bottled water I recognize in a store display	1	2	3	4	5
20	If my preferred brand is not available in the store, I will buy any kind of bottled water brand available	1	2	3	4	5
VI	Other promotional activities					
21	I prefer to buy a bottled water brand with some kind of prize or free sample.	1	2	3	4	5
22	I buy a bottled water brand that a sales person has recommended	1	2	3	4	5
23	I prefer to buy a bottled water brand that I usually see while it has been used in meetings, or any other kind of non-commercial program.	1	2	3	4	5
VII	Brand name awareness					
24	I feel more secure when I buy bottled water with a well-known brand	1	2	3	4	5
25	I buy bottled water brand whose name I remember best	1	2	3	4	5
26	I do not trust new brand names of bottled water	1	2	3	4	5
27	I prefer to buy a brand of bottled water I am familiar with	1	2	3	4	5

Part Three: <u>**Consumers brand preference decision**</u>

<u>**Direction:**</u> Please indicate your degree of agreement/disagreement with the following statements by encircling the appropriate number (1-Strongly disagree; 2-Disagree; 3-Neutral; 4-Agree; and 5-Strongly agree).

S.No	Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I	**Consumers brand preference decision**					
1	I usually prefer well-promoted brands	1	2	3	4	5
2	I usually prefer the best quality brand	1	2	3	4	5
3	I usually prefer the brand I know	1	2	3	4	5
4	I usually buy the best-selling brands	1	2	3	4	5
5	I usually buy widely available brand	1	2	3	4	5

Appendix 1B: Questionnaire (Amharic Version)

<u>የታሸገ ውሀ ተጠቃሚዎችን የምርት መለያ (ብራንድ) ምርጫን ለመለካት ስለሚረዱ ወሳኝ ሁኔታዎች መጠይቅ</u>

እኔ ስሜ ሀነን መሀመድ ሲሆን፣ በቅድስተ ማሪያም ዩኒቨርስቲ ቤት በገበያ ስራ አመራር ትምህርት ክፍል የድኅረ ምረቃ ተማሪ ነኝ። በአዲስ አበባ ውስጥ በፋብሪካ የሚመረት (የታሸገ) ውሃ የሚጠቀሙ ሰዎች በምርት መለያ (ብራንድ) ላይ ያላቸውን ግንዛቤን ለመገምገምና የምርት መለያ ምርጫቸውን በሚወስኑ መስፈርቶች ዙሪያ ጥናት በማካሔድ ላይ እገኛለሁ: : የጥናቱ ውጤት የታሸገ ውሃ አቅራቢዎች (አምራቾች) አሁን ያላቸውን ምርት ለማሻሻል እንዲሁም የደንበኞችን ፍላጎት ለማርካት የተሻለ መንገድ የሚሆን የግብይት ስልት (strategy) እንዲነድፉ ይረዳቸዋል። በዚሁ መሰረት የሚሰጡት መረጃ ለጥናቱ አላማ ብቻ ጥቅም ላይ እንደሚውልና ምስጢርነቱ የተጠበቀ እንደሚሆን (ለሌላ ወገን አልፎ እንደማይሰጥ) ላረጋግጥሎት እወዳለሁ።

ምንኛውም አይነት ጥያቄ ቢኖርዎት፣ ከታች ባለው አድራሻ ሊያገኙኝ ይችላሉ።

<div align="right">

ስለ መልካም ትብብርዎ በቅድሚያ አመሰግናለሁ።

ሀነን መሀመድ

</div>

<u>ክፍል አንድ :- አጠቃላይ መረጃ</u>

<u>እባክዎ ትክክለኛውን መልስዎን በመምረጥ እርስዎን የሚገልፀውን ያክብቡበት</u>

1. ዕድሜ:-   18-25 ☐   26-35 ☐   36-44 ☐   45 እና ከዚያ በላይ ☐

2. ጾታ:-   ሴት ☐   ወንድ ☐

3. የትምህርት ደረጃ:-

አንደኛ ደረጃ ያጠናቀቀ ☐   ሁለተኛ ደረጃ ያጠናቀቀ ☐   ዲፕሎማ ☐

የመጀመሪያ ዲግሪ ☐   የድሕረ ምረቃ ዲግሪ እና ከዚያ በላይ ☐

4. ወርሃዊ ገቢ (በኢትዮጲያ ብር) :-

ከ1000 ያነሰ ☐   ከ1001-2500 ☐   ከ2501-5000 ☐   5001 እና ከዛ በላይ ☐

5. የታሸገ ውሃ ምን ያህል አዘውትረው ይጠቀማሉ?

በየቀኑ ☐   በሳምንት አንዴ ☐

በሳምንት ከአንድ ጊዜ በላይ ☐   ሌላ (እባክዎ ይግለጹ) _____

6. የታሸገ ዉሃን ሲያስቡ፣ መጀመሪያ ወደ አእምሮዎ የሚመጣው የምርት መለያ ስም (ብራንድ) ምንድን ነው?

_____

7. ምን ዓይነት የታሸገ ውሃ(የትኛውን ብራንድ) አዘውትረው ይጠጣሉ/ይጠቀማሉ? (በጣም የሚመርጡትን አንድ የታሸ ውሃ ስም ብቻ ይፃፉ) _____

8. .ከጥያቄ ‹7› ጋር በተያያዘ፣ የምርጦት መለያ ምርጫዎ ምክንያት አለዎት? (ከአንድ በላይ መምረጥ ይችላሉ)

ጥሩ ጣእም ስላለው ☐   የምርቱ ዓይነት በስፋት መገኘት ☐

አስተሻሽጉ ስለሚስበኝ ☐   ሽያጭን ለማሳደግ የሚደረጉ ዘመቻዎች (ለምሳሌ፡ሽልማቶች፣ ነፃ ምርት) ☐

ዋጋው ተመጣጣኝ ስለሆነ ☐   የምርቱ ዓይነት በተደጋጋሚ በማስታወቂያ መታየቱ ☐

ጥራቱ ጥሩ እንደሆነ ስለተሰማኝ ☐

የሌሎች ሰዎች ምክር ወይም አስተያየት ሰምቼ ☐

የሽያጭ ሰራተኛ አስተያየት/ምክር በመስማት ☐

ሌላ ማንኛውም ምክንያት ካለ (አባክዎ ይዘርዝሩ)_____

ክፍል ሁለት: የምርት መለያ ዓይነት (ብራንድ) ምርጫ የሚወስኑ ሁኔታዎችን በተመለከተ

የምርት መለያ ዓይነት ምርጫዎን ከሚወስኑት ሁኔታዎች ጋር በማዛመድ የሚከተሉትን መግለጫ ሀሳቦች በሰንጠረዡ አናት በተሰጠው መስፈርት መሰረት የመረጡትን መልስ በሀሳቦቹ አቅጣጫ ይህን ምሊክት (✓) በማጠቀም መልሶዎን ይስጡ:: መልሶቹ በአምስት መስፈርት የተከፋፈሉ ናቸው:- 1 = ” በፍፁም አልስማማም” 2 = ” አልስማማም” 3 = ” መካከለኛ አስተያየት” 4 = ”እስማማለሁ” 5 =”ሙሉ በሙሉ እስማማለሁ”

ተ.ቁ	የሁኔታዎች ዝርዝር	በፍፁም አልስማማም	አልስማማም	መካከለኛ አስተያየት	እስማማለሁ	ሙሉ በሙሉ እስማማለሁ
፩	የምርት ጥራትን በተመለከተ					
1	ከፍተኛ ጥራት እንዳለው የተሰማኝን እሽግ ውሃ ዓይነት አገዛለሁ					
2	ተቀባይነት ባለው የጥራት ደረጃ መሠረት የተመረተ እሽግ ውሃ እመርጣለሁ					
3	ዘላቂ ጥራት እንዳለው ያመንኩት የታሸገ ውሃ ዓይነት አገዛለሁ					
4	ጣዕሙ ጥሩ የሆነውን የእሽግ ውሃ ምርት ዓይነት አገዛለሁ					
፪	የታሸገ ውሃ የመሸጫ ዋጋን በተመለከተ					
5	የመግዛት አቅሜ የሚመጥን ዋጋ ያለውን የታሸገ ውሃ ዓይነት አገዛለሁ					
6	ለከፈልኩት ዋጋ ተመጣጣኝ ጥቅም የሚሰጠኝን የታሸገ ውሃ እመርጣለሁ					
7	የታሸገ ውሃ ለመግዛት ስወስን ቅድሚያ ከምሰጣቸው ነገሮች አንዱ ዝቅተኛ ዋጋ ነው					
8	ከፍተኛ ዋጋ ያለውን የታሸገ ውሃ ዓይነት እመርጣለሁ					
፫	ማሸጊያ (የውሃ መያዣን) በተመለከተ					
9	እኔ የምፈልገው የእሽግ መጠን ያለውን የታሸገ ውሃ እመርጣለሁ					
10	ተስማሚ የማሸጊያ ቅርፅ (በቀላሉ					

	ለመያዝ የሚያመች) የታሸገ ውኃ ዓይነት እገዛለሁ					
11	የሚስብ እይታ ያለው አስተሻሸግ ዓይነት የምርት (ብራንድ) ምርጫዬን ይወስናል					
12	የታሸገ ውኃ ስገዛ የማሸጊያውን ንጹህነት ተመልክቼ ነው					
፲	የታሸገ ውኃ ማስታወቂያዎችን በተመለከተ					
13	የምገዛው እሽግ ውኃ ዓይነት በጥሩ/በተሻለ ሁኔታ በማስተዋወቂያ የተነገረውን ነው					
14	ማስታወቂያዎች በምገዛው የእሽግ ውኃ ዓይነት/በእሽግ ውኃ ምርጫዬ ላይ ተፅዕኖ አላቸው					
15	የምገዛው የታሸገ ውኃ በተደጋጋሚ በማስተዋወቂያ ያየሁትን ነው					
16	የምገዛው የታሸገ ውኃ ዓይነት የሚስብና የታወቀ ማስታወቂያ ያለውን ነው					
፲፯	የምርት በቀላሉ መገኘትን በተመለከተ					
17	የምመርጠው የታሸገ ውኃ በገበያ ላይ በስፋት የሚገኘውን ነው					
18	በአካባቢዬ ያገኘሁትን ማንኛውም ዓይነት የታሸገ ውኃ እገዛለሁ					
19	መደብር ውስጥ ጉብቼ መጀመሪያ ያየሁትን የታሸገ ውኃ እገዛለሁ					
20	የምፈልገው የታሸገ ውኃ ዓይነት(ብራንድ) ከሌለ የተገኘውን ማንኛውንም የታሸገ ውኃ ዓይነት እገዛለሁ					
፲፰	የተለያዩ የማስተዋወቅ ስራዎችን በተመለከተ					
21	ሽልማት ወይም ነፃ ናሙና ያለውን የምርት ዓይነት እመርጣለሁ					
22	የሽያጭ ስራተኛ እንድገዛ የጠቆመኝን የታሸገ ውኃ እመርጣለሁ					
23	በስብሰባዎች እንዱሁም በተለያዩ የንግድ ባልሆኑ ዝግጅቶች ላይ ሰዎች ሲጠቀሙበት የማየውን የእሽግ ውኃ ዓይነት እገዛለሁ					
፲፱	በታሸገ ውኃ ዓይነት ላይ ያለውን ግንዛቤ በተመለከተ					
24	በደንብ የሚታወቅ የታሸገ ውኃ ዓይነት ስገዛ የተሻለ ስሜት ይሰማኛል					
25	ብዙ ጊዜ ስሙን በደንብ የማስታውሰውን እሽግ ውኃ እመርጣለሁ					
26	አዲስ/የማላውቀውን ዓይነት የታሸገ ውኃ መግዛት አያስተማምነኝም					
27	የለመድኩትን ዓይነት የታሸገ ውኃ መግዛት እመርጣለሁ					

ክፍል ሶስት፦ የደንበኞች የምርት ዓይነት (ብራንድ) ምርጫ ውሳኔ

ተ.ቁ	የሁኔታዎች ዝርዝር	በፍፁም አልስማማም	አልስማማም	መካከለኛ አስተያየት	እስማማለሁ	ሙሉ በሙሉ እስማማለሁ
፩	የደንበኞች የምርት ዓይነት (ብራንድ) ምርጫ ውሳኔ					
1	ብዙ ጊዜ በደንብ የሚተዋወቅ የውኃ ዓይነት እመርጣለሁ					
2	ብዙ ጊዜ ምርጥ ጥራት ያለውን የታሸገ ውኃ ዓይነት እመርጣለሁ					
3	ብዙ ጊዜ የማውቀውን የታሸገ ውኃ ዓይነት እመርጣለሁ					
4	ብዙ ጊዜ ሰዎች በደንብ የሚገዙትን/በደንብ የሚሸጠውን የታሸገ ውኃ ዓይነት እመርጣለሁ					
5	ብዙ ጊዜ ገበያ ላይ በስፋት የሚገኘውን የታሸገ ውኃ ዓይነት እመርጣለሁ					

Appendix 2 Mean compression based on age of respondents

Age of respondents		Quality of product	Price	Packaging	Advertising	Availability	Promotion	Brand name awareness	Consumer brand preference
18-25	Mean	3.0564	3.5154	4.0731	3.6731	3.2846	3.0987	3.8308	4.0954
	N	65	65	65	65	65	65	65	65
	Std. Deviation	.64164	.53742	.60228	.46755	.73004	.65233	.79685	.51491
26-35	Mean	3.2361	3.6725	4.4016	3.5521	3.6458	3.3175	3.8889	4.0611
	N	216	216	216	216	216	216	216	216
	Std. Deviation	.86822	.53760	.63784	.71561	.66919	.83954	.53574	.56533
36-44	Mean	2.7083	3.4219	3.8385	2.9740	2.9948	2.8351	3.4323	3.6042
	N	48	48	48	48	48	48	48	48
	Std. Deviation	.74575	.66276	.47403	.77569	.72657	.87019	.55959	.43170
45 and above	Mean	3.3333	3.1786	4.6786	2.2500	3.0000	3.3333	4.7500	3.8000
	N	7	7	7	7	7	7	7	7
	Std. Deviation	.00000	.55367	.18898	.00000	.00000	.00000	.00000	.00000
Total	Mean	3.1280	3.5960	4.2634	3.4658	3.4695	3.2066	3.8304	3.9970
	N	336	336	336	336	336	336	336	336
	Std. Deviation	.82165	.56639	.64139	.73043	.72585	.81865	.62612	.55621

Appendix 3 Mean compression based on education level of respondents

Education level of respondents		Quality of product	Price	Packaging	Advertising	Availability	Promotion	Brand name awareness	Consumer brand preference
Secondary education	Mean	3.1933	3.7250	4.4800	3.7800	3.5350	3.2433	4.0400	4.1280
	N	50	50	50	50	50	50	50	50
	Std. Deviation	.87570	.60872	.58432	.65004	.56697	.92150	.33258	.57251
Diploma	Mean	3.0333	3.6063	4.3500	3.5625	3.4000	3.0625	3.8844	4.0525
	N	80	80	80	80	80	80	80	80
	Std. Deviation	.82779	.59769	.66275	.81277	.84250	.83885	.69576	.53225
First degree	Mean	3.1907	3.5819	4.1750	3.3417	3.4944	3.2759	3.7444	3.9411
	N	180	180	180	180	180	180	180	180
	Std. Deviation	.78946	.51637	.61060	.66270	.72897	.76307	.63968	.56832
Masters and above	Mean	2.8590	3.4135	4.1923	3.4231	3.3846	3.0994	3.8558	3.9615
	N	26	26	26	26	26	26	26	26
	Std. Deviation	.88027	.68170	.77881	.86536	.58835	.89877	.65258	.47672
Total	Mean	3.1280	3.5960	4.2634	3.4658	3.4695	3.2066	3.8304	3.9970
	N	336	336	336	336	336	336	336	336
	Std. Deviation	.82165	.56639	.64139	.73043	.72585	.81865	.62612	.55621

Appendix 4 Mean compression based on income level of respondents

Monthly income of respondents		Quality of product	Price	Packaging	Advertising	Availability	Promotion	Brand name awareness	Consumer brand preference
Less than 1000	Mean	2.7778	2.8333	3.4167	3.4167	3.2500	2.7778	3.0833	3.8000
	N	3	3	3	3	3	3	3	3
	Std. Deviation	.69389	.76376	.38188	.38188	1.56125	.69389	.62915	.60000
1001-2500	Mean	3.3272	3.6216	4.4564	3.3968	3.6995	3.4106	3.7523	4.0349
	N	109	109	109	109	109	109	109	109
	Std. Deviation	.56652	.46847	.52024	.64299	.52239	.52346	.58974	.37795
2501-	Mean	3.1180	3.4447	4.1283	3.4801	3.3827	3.1976	3.8473	3.9504

5000	N	113	113	113	113	113	113	113	113
	Std. Deviation	.79423	.56865	.65048	.76775	.69523	.79129	.69872	.72187
5001+	Mean	2.9520	3.7455	4.2342	3.5203	3.3378	3.0270	3.9099	4.0126
	N	111	111	111	111	111	111	111	111
	Std. Deviation	1.00789	.59922	.69108	.77981	.84923	1.02316	.56588	.50974
Total	Mean	3.1280	3.5960	4.2634	3.4658	3.4695	3.2066	3.8304	3.9970
	N	336	336	336	336	336	336	336	336
	Std. Deviation	.82165	.56639	.64139	.73043	.72585	.81865	.62612	.55621