

ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES



**BRAND BUILDING IN ETHIOPIAN TRADITIONAL CLOTHING
SECTOR: CHALLENGES AND PRACTICES**

By

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SECTOR: CHALLENGES AND PRACTICES**

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(SGS/0106/08B)

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DECLARATION

I declare that this thesis is my original work and prepared under the guidance of **Dr. Shiferaw Mitiku**. All the sources of material used for this thesis have been duly acknowledged. I further confirm that this thesis has not been submitted either in part or in full to any other higher learning institutions for the purpose of awarding any degree.

Danayt Afera Reda

Name

Signature and Date

Certificate

I certify that this thesis is the original work prepared by Danayt Afera Reda under My guidance. This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as University advisor.

Dr. Shiferaw Mitiku

Advisor Name

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Table of Contents

LIST OF FIGURES	iv
LIST OF TABLES	iv
ACKNOWLEDGEMENT	v
LIST OF ACRONYMS	6
ABSTRACT	7
1. INTRODUCTION	8
1.1. Background of the Study	8
1.2. Statement of the Problem	10
1.3. Research objectives	11
1.4. Research questions	11
1.5. Scope and delimitation of the study	12
1.6. Significance of the study	12
1.7. Organization of the study	12
2. REVIEW OF RELATED LITERATURE	13
2.1. Theoretical Literature Review	13
2.1.1. The Evolution of the Concept of Branding	13
2.1.2. Definitions of basic branding concept	14
2.1.3. Advantages of Branding	16
2.1.4. The characteristics of successful brands	16
2.1.5. Challenges of branding	17
2.2. Designing and Implementing Brand Marketing Programs	17
2.2.1. Brand Elements	17
2.2.2. Integrated Brand Marketing	21
2.2.3. Integrated communication strategy	25
2.2.4. Leveraging secondary brand association	27
2.3. Empirical literature review	27
2.4. Conceptual framework of the study	30
2.5. Gaps in the Literature	30
3. METHODOLOGY OF THE STUDY	31
3.1. Description of the study scope	31
3.2. Research approach and design	31
3.3. Population and sample design	31

3.4.	Data types, sources and collection procedures.....	32
3.5.	Method of data analysis and presentation.....	32
3.6.	Validity and reliability test	32
3.6.1.	Validity test	32
3.6.2.	Reliability Test.....	33
3.7.	Ethical Consideration.....	33
4.	RESULTS, DISCUSSIONS AND INTERPRETATION	34
4.1.	Sellers' Response	34
4.1.1.	Demographic profile of respondents (sellers perspective)	34
4.1.2.	Sellers' view on key business strategies	37
4.1.3.	Sellers' response on their brand element practice.....	39
4.1.4.	Sellers' response about their marketing mix practice.....	43
4.1.5.	Leveraging secondary association.....	46
4.1.6.	Sellers' response to the overall branding trend assessment.....	47
4.1.7.	Common challenges faced by the sellers.....	48
4.2.	Buyers' response.....	50
4.2.1.	Demographic profile of respondents (Buyers perspective).....	50
4.2.2.	Product related information of buyer respondents	51
4.2.3.	Buyers' knowledge about different brand elements.....	52
4.2.4.	Buyers' opinion about different brand elements and marketing mix.....	53
4.2.5.	Buyers' Opinion about Prices of Traditional Clothes	56
4.2.6.	Buyers' perception of distribution of traditional clothes	56
4.2.7.	Buyers' opinion on promotion methods of traditional clothes	56
2.2.8.	Major problems of the traditional clothes identified by the buyers.....	57
4.3.	Brand Element Selection Effectiveness.....	57
4.3.1.	Sellers' response about brand element selection.....	57
4.3.2.	Buyers response about brand element selection effectiveness	60
5.	SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	62
5.1.	Summary of the study findings	62
5.2.	Conclusions	65
5.3.	Recommendations.....	65
	REFERENCES	67
	APPENDICES	70

Appendix 1. Questionnaire to Sellers (English version).....	70
Appendix 2. Questionnaire for buyers (English version).....	76
Appendix 3: Questionnaire for Sellers (Amharic Version)	81
Appendix 4: Questionnaire for Buyers (Amharic Version).....	86

LIST OF FIGURES

Figure 2-1: Integrating marketing communications to build brand equity	26
Figure 2-2: Conceptual Framework of the Study	30
Figure 4-1: Sellers' reason for being in business	36
Figure 4-2: Reasons of the brand name choice.....	38
Figure 4-3: Promotion media by sellers	39
Figure 4-4: Leveraging secondary association means of sellers	47
Figure 4-5: Branding trend of the business	48
Figure 4-6: Main problems that sellers faced	48
Figure 4-7: Buyers' source of information	52
Figure 4-8: Buyers' knowledge about brand elements	53
Figure 4-9: Buyers' opinion on the influence of promotion on their purchasing decision.....	57

LIST OF TABLES

Table 4-1: Sellers' general information.....	35
Table 4-2: Sellers' key business strategies	37
Table 4-3: Sellers' practice of brand names	40
Table 4-4: Sellers' opinion on brand name practice.....	41
Table 4-5: Sellers' opinion on marketing mix practices.....	44
Table 4-6: The overall branding trend of the business	47
Table 4-7: Background information of sample buyers	50
Table 4-8: Summary of buyers' purchasing habit	51
Table 4-9: Buyers' knowledge about different brand elements.....	52
Table 4-10: Buyers' opinion on price, distribution and promotion of traditional cloth suppliers. 55	
Table 4-11: Sellers' opinion about brand element effectiveness.....	59
Table 4-12: Buyers' opinion on brand element effectiveness	60

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LIST OF ACRONYMS

WIPO	World intellectual Property Organization
MOI	Ministry Of Industry
SPSS	Statistical Package for Social Science
EIA	Ethiopian Investment Agency

ABSTRACT

Branding is a crucial component to enable clothing businesses to get an advantage over their competitors. This study is intended to assess the practice and the challenges of brand building in the Ethiopian traditional clothing sector. The objective of this research is to investigate how brand element selection and implementation are practiced, and the brand marketing mix programs and leveraging secondary association practices and challenges of the sector. The sample respondents were sellers and female buyers of traditional clothes located in Addis Ababa. A structured questionnaire was distributed to 385 sample respondents. However, the analysis was made based on the data collected from 356 respondents. The data is analyzed using SPSS software. The findings of the research clearly show that the practice of brand elements is very limited in the traditional cloth sector. Many of the sellers in the sector lacks proper branding of their products. Therefore, their marketing programs shall be differentiated to compete with broader textile industry and grow the subsector more competitive internationally. Besides, better understanding of branding can provide better foundation for developing a more effective marketing program.

Key words: *Branding, traditional cloth, brand element, marketing mix*

CHAPTER ONE

1. INTRODUCTION

This chapter presents the background of the study, statement of the problem, and the research objectives, scope and delimitation of the study, significance of the study and organization of the research.

1.1. Background of the Study

Apparels are ready to wear garment products produced through different manufacturing processes that involve different steps. Such products can be classified as *traditional* or *modern* depending the manufacturing process involved and the purpose of the apparels. Traditional clothes are mainly produced using local raw materials and technologies, and are mainly used at traditional, cultural, and religious festivals. The production of traditional clothes usually involve low mechanical and chemical processing compared to the modern textile products. Traditional clothes may also be self-made and/or self-ordered from weaving or tailoring. Traditional clothes may be sold through market intermediaries and directly from the producers (the weaver, the knitter, or the tailor).

Every society or culture has its own clothing traditions. In this study we focus on the case of Ethiopia. The Ethiopian traditional apparel products are basically produced from cotton. *Shemma* is the very common traditional cloth among them.

It is apparent that Ethiopia's economy is primarily based on agriculture. However, in the last 5 years the Ethiopian government is determined to diversify the export sector. The government has accordingly set a priority for strategic sectors like light manufacturing, textile and garment manufacturing. The Ethiopian textile and apparel industry have huge potential and has grown an average of 51% over the last 5-6 years (EIA, 2014). As such, compared to 2010/2011, the textile and apparel sector showed enormous growth, yarns export, grey fabric, garments and traditional handloom together totaled an export amount of just over 160 million USD in 2014/2015 compared to 60 million only 5 year before in

2010/2011 (EIA 2014). Potential for successful industrial backward linkages are illustrated by the fact that Ethiopia has 2.6 million hectare that are suited for cotton cultivation (Van Der Pols, 2016). At the moment of this total capacity only 5-6% of the cotton is cultivated and used in the textile industry (van der Pols, 2016).

Ethiopia has the competitive advantage to produce yarn at low cost and service this market. However, currently, the country lacks the capacity to do so. Globally, the demand for Ethiopian cotton yarn has been increasing by 11% per year as a result of increased quality of yarn production in Ethiopia (EIA, 2014).

Domestically, the demand for cotton yarn is surpassing its supply. The demand has grown by 23% over the last four years in comparison to 21% growth in supply (van der Pols, 2016). Ethiopia has the competitive advantage to produce yarn at low cost and service this market. However, currently, the country lacks the capacity to do so. Globally, the demand for Ethiopian cotton yarn has been increasing by 11% per year as a result of increased quality of yarn production in Ethiopia (EIA, 2014).

The economic developments in the textile and apparel sector show enormous growth in comparison to 2010/ 2011. Yarns export, grey fabric, garments and traditional handloom Together totaled an export amount of just over 160 million USD in 2014/2015 compared to 60 million only 5 year before in 2010. Potential for successful industrial backward linkages are illustrated by the fact that Ethiopia has 2, 6 million hectare that are suited for cotton cultivation. At the moment of this total capacity only 5-6% of the cotton is cultivated and used in the forward textile industry (van der Pols, 2016).

The creative industries like textile and clothing sector can also offer a massive potential for the country's growth, by comprising a majority of women and youth in their work force, together presents the second largest sector in developing countries after agriculture (Keane and Velde, 2008).

In summary, the domestic and export demand for Ethiopian traditional clothes is increasing overtime. In contrast, the production and supply of those products is mostly practiced at

small-scale level. In addition, traditional clothes cannot be differentiated from producer to producer or product to product. To put another way, traditional clothes lack the main element for branding which is product differentiation.

The main role of branding is to differentiate one product from the product of other competitors. Now a days branding becomes among one of influential factors on marketing products or services. Traditional products are facing this issue as they are offered to the modern world market with other products (WIPO, 2011).

Despite this importance of branding, however, the role of branding in Ethiopian economy in general, and in the textile and traditional apparel industry in particular is least researched area. Therefore, this thesis intends to investigate how branding concept practiced on the Ethiopian traditional apparel sector. It attempts to identify the prospects and challenges of practicing the concepts of branding in the sector.

1.2. Statement of the Problem

The fashion industry on apparel sector can contribute a lot to the development of nations. Therefore, there is a need of education to produce quality products and to establish their own brands for increasing competitiveness in the local textile industry and for the adaptation of the textile industry in the international markets (WIPO, 2011). Legal protection of those products could play an important role in commercial activity including branding, merchandising, licensing and franchising (WIPO, 2011).

Traditional cloth manufacturers in Ethiopia are not exploiting the market opportunity due to lack of modern marketing skills and data management problem (MOI, 2017). The sector is not showing progress on innovation of producing quality products as they are using long channel of distribution and lack of opportunity to interact with final customers (MOI, 2017). To put altogether, not only the scale of production but also marketing is the main setback for traditional apparel industry in Ethiopia. Creating the powerful brands in these industry has great importance. One of the main factors that help to create a powerful brand is offering

differentiated product (Keller, 2013). Integrating all marketing programs to build brand equity plays a vital to build a brand (Keller, 2013).

Despite this, however, there is limited research on the challenges as well as prospects of branding in the apparel industry in general and in the traditional apparel sector in particular. Therefore this study attempts to identify the major challenges and practices of brand building for Ethiopian traditional clothing and to indicate possible recommendations.

1.3. Research objectives

This study centrally aims to examine the challenges and practices of brand building in the Ethiopian traditional apparel sector. The specific objectives of the study include:

- To assess the branding practice of traditional clothing in their marketing mix programs.
- To examine the brand elements in the traditional clothing business.
- To examine the effectiveness of branding elements in traditional cloth customers.
- To identify challenges of brand building for Ethiopian traditional clothing.

1.4. Research questions

The overall research question of the study is to investigate the challenges of branding in the traditional clothing markets in Ethiopia. Specifically,

- How branding is being practiced in traditional clothing businesses in their marketing mix programs?
- What are the brand elements of traditional clothes business?
- How effective are the brand elements by dimensions of brand element selection criteria?
- What are the challenges of branding traditional clothes in Ethiopian traditional cloth sector?

1.5. Scope and delimitation of the study

This study focuses only on the branding practice of Ethiopian traditional clothing products. It specifically focuses brand element and brand marketing mix concepts and their challenges. The geographic scope of this study is Addis Ababa based enterprises, where the commercial is practiced in the year 2018. In particular, it focuses on traditional cloth types which are commonly dressed by adult women in northern and central part of urban Ethiopia by assessing the trend of branding concept on traditional cloth.

1.6. Significance of the study

This thesis intends to fill the research gap related to the topic. The research output may be used for further research related to the apparel sector as well as branding in Ethiopia to further investigate the possible way to brand the products. It may also provide information to policy makers towards support of apparel sector, business men and women to identify possible ways to brand their products and to have good market share, and other stake holders in the sector.

1.7. Organization of the study

This thesis is organized into different chapters. This first chapter is an introduction which consist background of the study, problem statements, objectives, significance of the study, and scope of the study. The second chapter addresses review of related literatures which consists theoretical backgrounds, review of previous empirical studies and conceptual frameworks. The third chapter consists of the research methodology which is applied in the study. Thereafter, chapter four focuses on the results of analysis and discusses the findings. Finally, the summary of the key research finding, conclusions and recommendations are presented in chapter five.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

The following sections discuss the literature review. The literature review provides a generalized view regarding the topic of brand equity and various aspects of brand management. The literature review starts with the description of the term “brand” and its origins and the brief evolution of branding in the field of apparel and fashion. It also reflects the essence of branding and its outcomes on the sales and marketing aspect of the industry. The review section also includes important aspects of consumers’ attachment to brands and the perceived notion of possessing a certain brand.

2.1. Theoretical Literature Review

2.1.1. The Evolution of the Concept of Branding

Some of the earliest known brands were established by the English ceramist Josiah Wedgwood and the French fashion designer Rose Bertin (Burke, 1996 and De Paola, 1985 cited in Hampf and Lindberg-Repo, 2011). Since the 18th century, there has been a massive development of the knowledge, procedures, and theories within branding in England and France. Nevertheless, contemporary branding theories started and evolved since the mid of the 20th century. This is primarily due to the development of commercials in the mass media (Hampf and Lindberg-Repo, 2011 citing Farquhar, 1995).

Branding is relatively recent phenomenon to the business world. The concept of segmentation and becomes an important milestone for marketing theories. The "the criteria for market segmentation" by considering more variables, which was limited by socio-economic variables like buying behavior, motive, values, consumer patterns and esthetic preferences (Yankelovich and Meer, 2006).

In 1956 another new concept raised by Cunningham which is related to brand loyalty. In the 1970s companies started using mass promotion and mass production strategies following which a new concept of life style was introduced by William Lazer (Hampf and Lindberg-Repo, 2011 citing Drucker, 1994).

In 1970s and 1980s the concept of branding was further developed. In the early 1980s, a new concept became one of the most researched area with in the field of marketing. This was brand equity. Today, brand equity is the single most important aspect of marketing. Brand equity refers to how to measure a value of a brand the foundation (Keller and Lehmann, 2006).

2.1.2. Definitions of basic branding concept

A. Brand

Brand is a name, term, sign, symbol or design, or a combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of other competitors (Kotler and Keller, 2006).

Branding is endowing products and services with the power of brand. It is all about creating differences. To brand a product, it is necessary to teach consumers “who” the product is, which is by giving the product a name and using other brand elements to help identify it as well as what the product does and why consumers should care (Kotler and Keller, 2006). Technically speaking, then, whenever a marketer creates a new name, logo, or symbol for a new product, it has created a brand.

A brand can also be defined as a set of tangible and intangible attributes designed to create awareness and identity, and to build the reputation of a product, service, person, place, or organization. The holistic perspective of branding as a long term strategy includes a wide set of activities ranging from product innovation to marketing communications (Bonnici, 2017). Branding strategy of any business entity include how, what, where, when and to whom you plan on communicating and delivering on your brand messages (Keller, 2013).

B. Brand Image

Since 1950s, “Brand Image” becomes a significant concept for customer’s behavior research. The brand image is a glass reflection of the brand personality (Sengupta, 2014). “Brand image is stated as a set of associations, which are organized in some meaningful way”. Brand image is developed from consumer interpretation, whether emotional or

logical (Keller, 2013). "A successful brand image allows consumers to recognize the needs that the brand satisfies and to distinguish the brand from its competitors, and increases the probability that consumers will purchase the brand" (Hsieh, Pan, and Setiono, 2004) cited (Sengupta, 2014). "The set of impressions, beliefs and ideas that a person holds about an object" (Kotler, 2000). On the other hand, (Keller, 1993) considered brand image as a set of perceptions related with brand associations in consumer's memory (Keller, 1993).

C. Brand Equity

Brands represent enormously valuable pieces of legal property, capable of influencing consumer behavior, being bought and sold, and providing the security of sustained future revenues to their owner. The value directly or indirectly accrued by these various benefits is often called brand equity (Kapferer, 2012).

Brand equity refers to the added value endowed to products and services. This value may be reflected in how consumers think and feel, and act with respect to the brand as well as the prices, market share, and profitability that the brand commands for the firm (Kotler and Keller, 2006). It may also refer to a set of assets and liabilities associated with a brand (Sammot-Bonnici, 2015).

Elements that do create brand equity are brand loyalty, name awareness, perceived quality, brand associations, and other proprietary brand assets (Aaker, 1997). There has been three viewpoints for considering brand equity. These are: 1) financial perspective, 2) the consumer based perspective, and 3) the combined perspective. And, very recently, the three concepts have become an important part of marketing and branding which include; Country of Origin (COO), Corporate Social Responsibility (CSR), and subculture of consumption (Hampf and Lindberg-Repo, 2011).

D. Brand Positioning

Brand positioning sets the direction of marketing activities and programs, i.e., what the brand should and should not do with its marketing (Keller, 2003). Brand positioning is at the heart of marketing strategy. It is the act of designing the company's offer and image so

that it occupies a distinct and valued place in the target customer's minds (Keller and Lehmann, 2006). As the name implies, positioning means finding the proper "location" in the minds of a group of consumers or market segment, so that they think about a product or service in the "right" or desired way to maximize potential benefit to the firm or product (Keller and Lehmann, 2006). Building brand equity requires properly positioning the brand in the minds of customers and achieving as much brand resonance as possible (Keller, 2013).

2.1.3. Advantages of Branding

The objective of branding strategy is to create brands that are different from its competitors thereby reducing the number of substitutes in the market place (Sammot-Bonnici, 2015). Roles of branding are to simplify product handling or tracking. Brands also help to organize inventory and accounting records, offer the firm legal protection for the unique features or aspect of the product. Since the brand name can be protected through registered trademarks, the manufacturing process can be protected through patents while packaging can be protected through copyrights and designs. Most importantly, brands can signal a certain level of quality so that satisfied buyers can easily choose the product again (Kotler and Keller, 2006). Keller (2013) also mentions how branding will be advantageous for the firm that include: Improved perceptions of product performance, greater loyalty, less vulnerability to competitive marketing actions, less vulnerability to marketing crises, larger margins, more inelastic consumer response to price increases, more elastic consumer response to price decreases, greater trade cooperation and support, increased marketing communication effectiveness, possible licensing opportunities, additional brand extension opportunities. Branding is not only useful for manufacturers but also consumers by identifying source of a product, giving an assignment of responsibility to the product maker, reducing consumption or purchase risk, reduces search cost, and Promise, bond, or pact with maker of product (Keller 2013).

2.1.4. The characteristics of successful brands

Proper branding can result in higher sales of not only one product but on other products associated with that brand (Bennett and Hill, 2012 cited in Sengupta, 2014). A brand can

survive for long term if it is maintained in a good manner such that it can satisfy consumers' needs continuously (Kapferer, 2012). Successful brands can be totally different in nature but they share some common things, for example, consistent quality and well-priced products (Tanveer, 2017).

2.1.5. Challenges of branding

According to Kotler (2005) difficulties in brand management practice are savvy customers, more complex brand families and portfolios, maturing markets, more sophisticated and increasing competition, difficulty in differentiating, decreasing brand loyalty in many categories, growth of private labels, increasing trade power, fragmenting media coverage, eroding traditional media effectiveness, emerging new communication options, increasing promotional expenditures, decreasing advertising expenditures, increasing cost of product introduction and support, short-term performance orientation, increasing job turnover, pronounced economic cycles, and increased competition.

2.2. Designing and Implementing Brand Marketing Programs

According to Keller (2013) building brand equity requires properly positioning the brand in the minds of customers and achieving as much brand resonance as possible. In general, this knowledge building process will depend on three factors. The first is the initial choices of the brand elements making up the brand and how they are mixed and matched. The second is marketing activities and supporting marketing programs and the way the brand is integrated into them. And, the third is the other associations indirectly transferred to or leveraged by the brand as a result of linking it to some other entity (such as the company, country of origin, channel of distribution, or another brand).

2.2.1. Brand Elements

A brand element is visual or verbal information that serves to identify and differentiate a product. The most common brand elements are names, logos, symbols, characters, packaging, slogans and jingles. Brand elements can be chosen to enhance brand awareness or facilitate the formation of strong, favorable and unique brand associations. The best test of the brand-building contribution of brand elements is what consumers would think about

the product or service if they only knew about its brand name, associated logo and so forth. Because elements have different advantages, a sub-set or even the entire possible brand elements are often employed (Farhana, 2012).

The customer-based brand equity model suggests that marketers should choose brand elements to enhance brand awareness; facilitate the formation of strong, favorable, and unique brand associations; or elicit positive brand judgments and feelings (Keller, 2013). According to Kotler and Keller (2006) there are six criteria for choosing brand elements: 1) *Memorable*: Easily recognized easily recalled, 2) *Meaningful*: Descriptive and Persuasive, 3) *Likable*: Fun and interesting, Rich visual and verbal imagery, aesthetically pleasing, 4) *Transferable*: Within and across product categories, across geographic boundaries and cultures, 5) *Adaptable*: Flexible and Updatable, and 6) *Protectable*: Legally and Competitively.

A. Brand Names

A brand name is the basis upon which the brand equity is built (Aaker, 1991). The name is a critical, core sign of the brand, the basis for awareness and communications effort (Aaker, 1991). Brand names need to be actively managed in order to influence external stakeholders. In a conventional branding perspective, the name is an instrument at the disposal of the marketing team, who can use symbolism in order to affect consumer perception of products or corporations attributes (Farhana, 2012). Brand names can be an extremely effective shorthand means of communication. Customers can notice the brand name and register its meaning or activate it in memory in just a few seconds. (Keller, 2013). The brand name is a fundamentally important choice because it often captures the central theme or key associations of a product in a very compact and economical fashion. Brand names can be an extremely effective shorthand means of communication. Whereas the time it takes, consumers to comprehend marketing communications can range from a half a minute (for an advertisement) to potentially hours (for a sales call), the brand name can be noticed and its meaning registered or activated in memory within just a few seconds (Keller, 2003).

From the very beginning of its birth, a brand name must convey message on its intriguing position, and inspiring and believable promise to grab consumers' attention within a competitive context. According to (Robertson, 1989) cited in Farhana (2012), Brand name needs to be simple and easy to pronounce or spell; familiar and meaningful; and different, distinctive and unusual to enhance brand recall and recognition process; and again being a compact form of communication, brand name often has to be memorable to reinforce an important benefit association that makes up its product positioning.

B. Logos and Symbols

Visual elements play a critical role in building brand equity and especially brand awareness. Logos have a long history as a means to indicate origin, ownership, or association (Keller, 2013). A visual interpretation of the brand promise that it will be possible to develop highly memorable, easily recognizable, and visual brand signals that trigger consumers to build associations between the brand itself and its chosen position. Logos are visual icons providing two basic, yet necessary, functions for brands: identification (a marker for finding a specific offering) and differentiation (how to tell that offering apart from others). Often logos are devised as symbols to reinforce or embellish the brand meaning in some ways. Some logos are literal representations of the brand name, enhancing brand awareness (Keler, 2013). Logos that convey meaning will be more readily remembered and recognized than will abstract logos. However, an abstract logo may be desirable, and even necessary, for multi-product companies that develop family or umbrella brands. Logos need not be as durable as brand names (Kohli and Leuthesser, 2001 cited in Farhana 2012).

C. Packaging

Package is the container for a product which encompasses the physical appearance of the container including design, color, shape, and labeling and materials used (Arens, 1996 cited in Farhana 2012). Packing refers to the activities of designing and producing containers or wrappers for a product. From the perspective of both the firm and consumers, packaging must achieve a number of objectives, identify the brand, convey descriptive and persuasive information, facilitate product transportation and protection, assist in at-home storage, and aid product consumption (Keller, 2013).

To achieve marketing objective as well as target consumers desires, both aesthetic and functional components of packaging must be chosen correctly. Aesthetic components relate to a packages size, shape, material, color, text and graphics where innovative printing process plays vital role to convey elaborate and colorful messages on the package at the moment of truth at the point of purchase (Serafin,1985 cited in Keller, 2003). Good packaging design that is both relevant and differentiated has the ability not only to create a successful brand, but also to become its flagship and even an icon, as exemplified consumers recall the color of package first, the shape of package second (if you have a proprietary or distinctive package structure), and the style of brand logo third (Regeviiciusa, 2014). Effective branding elevates a product from just being one commodity amongst many identical commodities, to become something with a unique promise (Farhana, 2012).

D. Characters

These represent a special symbol that takes on human or real life characteristics. In a crowded and competitive market, a character can create pure brand salience by becoming a shortcut reference to the brand and creates greater visibility than a static logo (Regeviiciusa, 2014). These are short phrases that describe and offer persuasive information about the brand (Keller, 2003). Phelan (2014) marks out that a slogan is crucial in order build a stronger bond between a brand and a customer.

E. Jingles

Musical messages written around the brand. Typically composed by professional songwriters, they often have enough catchy hooks and choruses to become almost permanently registered in the minds of listeners –sometimes whether they want them to or not! During the first half of the twentieth century, when broadcast advertising was confined primarily to radio, jingles were important branding devices (Farhana, 2012).

F. Combining brand elements

Brand is a mental game where each element tells a story about the brand itself and these stories are destined together to a single goal to draw a distinct image in the consumers mind. (Farhana, 2012). Each brand element can play a different role in building brand equity, so marketers “mix and match” to maximize brand equity. The entire set of brand elements

makes up the *brand identity*, the contribution of all brand elements to awareness and image. The cohesiveness of the brand identity depends on the extent to which the brand elements are consistent (Keller, 2013).

2.2.2. Integrated Brand Marketing

The marketing mix is a mixture of marketing tools that are used to please customers and company objectives. Customers frequently call the marketing mix "the offering". Basically offer is controlled by the following variables often referred as the four *Ps* in marketing. The term marketing mix is defined as main elements that thought to be attended to in order to correctly market a product. They are also well-known as *The 4 Ps of Marketing*. The marketing mix is very helpful, and is a guideline for understanding the fundamentals of what makes a good marketing campaign (Anusha, 2016).

Marketing activities and programs are the primary ways that firms use to build brand equity. In today's marketplace, there are many different means by which products and services and their corresponding marketing programs can build brand equity. Channel strategies, communication strategies, pricing strategies, and other marketing activities can all enhance or detract from brand equity. There are many different ways to build brand equity. Creative and original thinking is necessary to create fresh new marketing programs that break through the noise in the marketplace to connect with customers (Keller, 2013).

A variety of branding and marketing activities can be conducted to help achieve the desired brand positioning and build brand equity. Their ultimate success depends not only on how well they work singularly, but also on how they work in combination, such that synergistic results occur. In other words, marketing activities have interaction effects among themselves as well as main effects and interaction effects with brand equity (Keller and Lehmann, 2006).

A. Product Strategy

The product is at the heart of brand equity. Marketers must design, manufacture, market, sell, deliver, and service products in a way that creates a positive brand image with strong,

favorable, and unique brand associations; elicits favorable judgments and feelings about the brand; and fosters greater degrees of brand resonance (Kotler, 2005).

Product strategy entails choosing both tangible and intangible benefits the product will embody and marketing activities that consumer desire and the marketing program can deliver. A range of possible associations can become linked to the brand some functional and performance related, and some abstract and imagery related. Perceived quality and perceived value are particularly important brand associations that often drive consumer decisions (Keller, 2013).

The product itself is the primary influence on what consumers experience with a brand, what they hear about a brand from others, and what the firm can tell customers about the brand. At the heart of a great brand is invariably a great product. After considering how consumers form their opinions of the quality and value of a product, marketers can go beyond the actual product to enhance product experiences and add additional value before, during, and after product use (Keller, 2013).

Kotler (2002) presents many strategies to offer a product in the market, known as Product Branding Strategies. Manufacturer Brand is a product that sells under the name of the producer. This is the most common product branding strategy. The benefits and drawbacks of using this strategy directly affect the manufacturer. Benefits of this strategy can be customer loyalty and price premiums while drawbacks can be high cost and longtime taken for brand building (Kotler, 2000). When two or more brands unite in one product, it is known as Co-Branding. (Keller, 1998). Co-branding is done when joining the brands is likely to increase sales (Taboli *et al.*, 2017).

Perceived quality is customers' perception of the overall quality or superiority of a product or service compared to alternatives and with respect to its intended purpose, general dimensions: primary ingredients and supplementary features; product reliability, durability and repair ability; and style and design. Consumer beliefs about these characteristics often

define quality and, in turn, influence attitudes and behavior toward a brand (Kotler and Keller, 2005).

To achieve the desired brand image, product strategies should focus on both purchase and consumption. Much marketing activity is devoted to finding ways to encourage trial and repeat purchases by consumers however, they may only be necessary and not sufficient conditions for brand success, and marketers may need to use other means like user Manuals, Customer Service Programs, and Loyalty Programs, to enhance consumption experiences. (Keller, 2013). Interaction with customers, considering customer-based, and developing the culture of consumer protection should take particular attention (Taboli *et al.*, 2017).

B. Pricing Strategy

The price is the value that customers assign to a product or service. Therefore, pricing strategies of sellers are very important. Price is the only element in marketing mix that generates income competition on the product and pricing are the most important problem that marketing managers are encounter with them (Taboli *et al.*, 2017). There is always tension between lowering prices on the one hand and increasing consumer perceptions of product quality on the other (Keller, 2013).

- 1) *Cost-based pricing*: is the simplest pricing strategy. Using this strategy price is set by adding some mark-up to the cost of the product. This strategy works if firm's prices are not too high as compared to the competition (Kotler, 2005).
- 2) *Break-even pricing*: Another cost-oriented pricing strategy is break-even pricing. Firms determine the price at which they can recover manufacturing and marketing cost, or make targeted profit.
- 3) *Competition-based pricing*: is when a company sets prices in accordance with the competition. Prices are largely based on the prices of the competitors. (Kotler et al., 2005 cited in Riaz and Tanveer, 2017).
- 4) *Customer-value based pricing*: products are priced on the basis of perceived value of the product. Consumers often rank brands according to price tiers. In many categories, they may infer the quality of a product on the basis of its

price and use perceived quality and price to arrive at an assessment of perceived value. (Kotler and Keller 2005). Company shall find out what value customers assign to competitors' product and what value they perceive of company's product. Measuring perceived value is difficult and if the more prices are charged than the perceived value, sales will suffer (Kotler et al., 1999 cited in Riaz and Tanveer, 2017).

Combining these four components in the right way to create value is crucial. Just delivering good value, however, is necessary but not sufficient for achieving pricing success. Consumers have to actually understand and appreciate the value of the brand. Then marketers may need to engage in marketing communications to help consumers better recognize the value. In some cases, the solution may simply require straightforward communications that expand on the value equation for the brand, such as stressing quality for price (Keller, 2013).

C. Distribution Strategy

The manner by which a product is sold or distributed can have a profound impact on the equity and ultimate sales success of a brand. *Marketing channels* are defined as “sets of interdependent organizations involved in the process of making a product or service available for use or consumption. Channel strategy to build brand equity includes the design and management of intermediaries such as wholesalers, distributors, brokers, and retailers to build brand awareness and improve the brand image. Channel strategy can contribute to brand equity (Kotler and Keller, 2005).

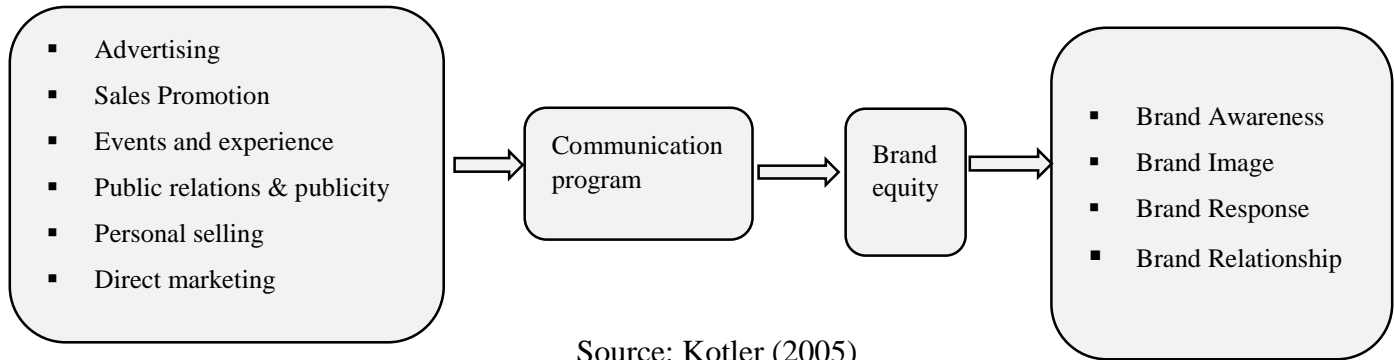
Direct channels to reach customers could be company owned stores, Store-within-a-Store. Phone and internet selling while indirect selling could be through intermediaries such as distributors or agents (Kotler et al., 2002). These vehicles not only help to sell products but also contribute to brand equity by increasing consumer awareness of the range of products associated with a brand and increasing consumer understanding of the key benefits of those products. Using indirect channels, a company has to give up control over distribution and selling (Kotler, 2000). The company also loses control over prices charged to end users, and how the product is being displayed, and therefore have the greatest opportunity to

affect brand equity (Keller, 2013). According to Keller (1993) indirect channels should be used because intermediaries have the experience of the market, they are may be specialized in a segment and may have scale of operations, therefore they can add value to the product. Kotler *et al.* (2002) calls the firms Multi- or Hybrid structures which use both direct and indirect channels for selling. A company having strong brand image is more likely to get qualified intermediaries, and middlemen work more enthusiastically to promote a product with a strong brand image and demand (Taboli *et al.*, 2017). From the viewpoint of consumer shopping and purchase behaviors, we can see channels as blending three key factors: information, entertainment, and experiences (Keller, 2013). More likely, the firm will choose a hybrid channel design with multiple channel types. Marketers must manage these channels carefully, the risk in designing a hybrid channel system is having too many channels may lead to conflict among channel members or a lack of support (Kotler, 2005) or too few channels, resulting in market opportunities being overlooked. The goal is to maximize channel coverage and effectiveness while minimizing channel cost and conflict (Keller, 2013).

2.2.3. Integrated communication strategy

Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers directly or indirectly about the brands they sell (Keller, 2006). In a sense, marketing communications represent the voice of the brand and are a means by which the brand can establish a dialogue and build relationships with consumers. Although advertising is often a central element of a marketing communications program, it is usually not the only element or even the most important one for building brand equity. Media advertising, direct response advertising, place advertising, point-of-purchase advertising, trade promotions, consumer promotions, interactive event marketing and sponsorship, Mobile, publicity and public relations, word-of-mouth, personal selling are the main means of advertising (Keller, 2013).

Figure 2-1: Integrating marketing communications to build brand equity



Stage of brand life cycle, objectives and budget of the firm, product characteristics, size of budget, and media strategy of competitors are main factors when considering to choose media. In the future there will be four vital ingredients to the best brand-building communication programs; advertising and promotion, interactive marketing, events and experiences, and direct marketing (Kotler, 2006).

Interactive marketing communications work well together. Attention-getting online ads and videos can drive consumers to a brand's websites, where they can learn and experience more about the brand. Company-managed bulletin boards and blogs may then help create more engagement. Interactive marketing communications reinforces other forms of marketing communications as well (Keller, 2013).

In development an integrated marketing communication program, the main theme is that marketers should "mix and match" communication options to build brand equity that is, choose a variety of different communication options that share common meaning and content but also offer different, complementary advantages so that the whole is greater than the sum of the parts (Kotler, 2006). The goal of integrated marketing Communication to create the most effective and efficient communication program possible. There are six relevant criteria: 1) Coverage, 2) Contribution, 3) Commonality, 4) Complementarity, 5) Conformability, and 6) Cost (Keller, 2013).

2.2.4. Leveraging secondary brand association

Linking the brand to some other entity, some source factor or related person, place, or thing may create a new set of associations from the brand to the entity, as well as affecting existing brand associations. These other entities include source factors such as the company that makes a product, where the product is made, and where it is purchased, as well as related people, places, or things. When they link the brand to other entities with their own set of associations, consumers may expect that some of these same associations also characterize the brand (Kotler, 2006).

Eight different ways to leverage secondary associations to build brand equity are linking the brand to the company making the product, the country or some other geographic location in which the product originates, retailers or other channel members that sell the product, other brands, including ingredient brands, licensed characters, famous spokespeople or endorsers, events, and third-party sources (Keller, 2015).

2.3. Empirical literature review

Dai and Zhang (2010) conducted a research on brand marketing strategy of Chinese clothing enterprises. The study tries to identify problems on development of Chinese clothing brand. The study find that brand development awareness problem of enterprises arises from lack of brand awareness, lack of accuracy on brand positioning and implementation of single marketing model to the whole enterprise, and lack of focus on the process of marketing.

Therefore, Dai and Zhang (2010) recommends that brand marketing is a key to enhance the core competencies of China's garment enterprises. It also points possible ways for brand building process. Apparel products have to be designed and marketed by innovative style, by applying "tastes" marketing strategy in the garment enterprise. Clothing companies shall also use "life style" marketing tactics (Dai and Zhang, 2010).

On the other hand, Yi-Ju and Po-Chung (2014) examined the perceptions of the country of origin and methods of communicating branding information of apparel brand in China.

Their research findings indicate that the respondents perceive the European apparel brands are more stylish than others and the communication tools are word of mouth and information provided by retailers. Consequently, the researchers recommend that Chinese consumers have bad perception about their country of origin apparel products, therefore, Chinese apparel producers should overcome this perception by using informal way of communication in order to build their own brand (Yi-Ju and Po-Chung, 2014).

Riaz (2015) looked at the impact of brand image on consumer and buyer behavior in clothing in Pakistan. The study indicates that consumer perception has more influence on consumer buying behavior instead of brand image. The research called for more study with more variables to know the influence of variables on consumer buying behavior. Similarly marketers can work to build strong perception of consumers about their brands by using multiple ways i.e. advertisement, quality, availability, and the likes (Riaz, 2015).

Another study by Wang (2014) evaluates the value of brand names on market performance on apparel products. It addresses commonly used value adding techniques in apparel industry including pricing, scarcity, advertisement, research and development and product quality. Accordingly, Wang (2014) points that quantifying brand image has to be the big concern despite the fact that there is no universally accepted model to quantify value of brands. According to Wang (2014), most companies are focusing on measuring the value of their brands not indicating the factors which helps to increase the value of a brand.

Islam and Khan (2013) conducted a research on branding of local apparel products in Bangladesh. As Bangladesh is the second largest clothe exporter of clothing after china by making 80% share of country exporter sector but it is difficult for Bangladeshi products to be competitively priced in either domestic or foreign markets due to lack of proper branding because Customers are more fashion-conscious and they prefer branded clothes to regular ones. The research recommended that all stake holders should be participated to the implementation of the branding process to accomplish the development of potential branding and sustainable business practices (Islam and Khan, 2013). Finally the researcher recommended a branding models to be applied to the sector which are Brand Identity

Planning Model, 4-D Model of Branding, The Pyramidal Model of a Brand, The Brand Strategy Doctrine Process, and Integrated Brand Model.

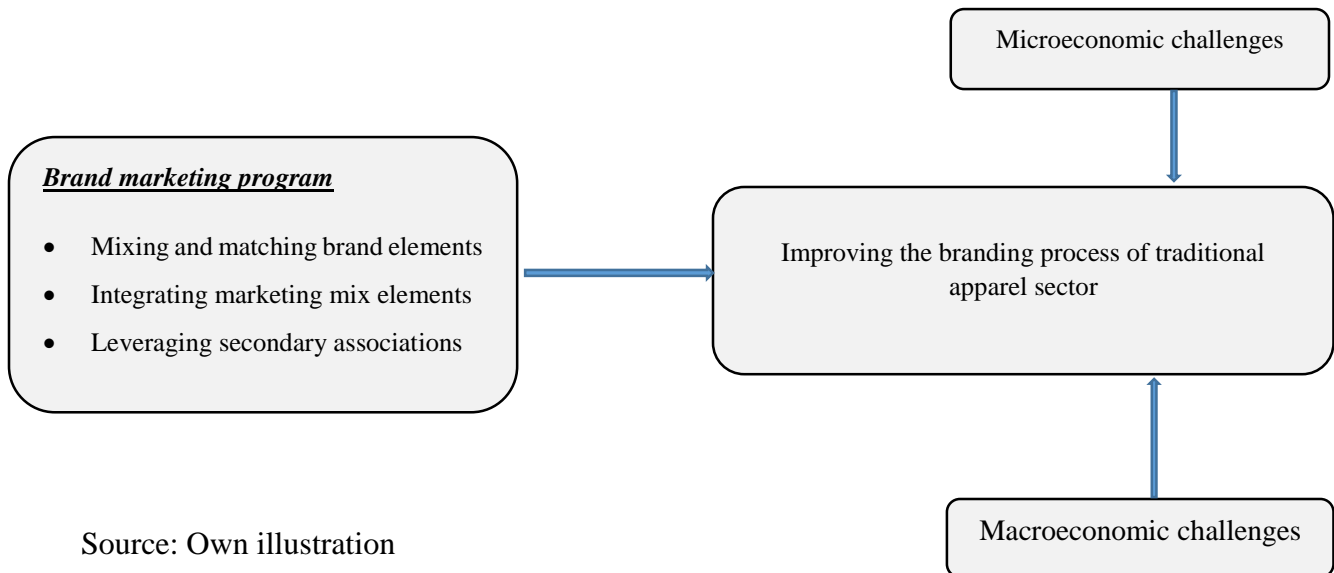
There are only few researches conducted in Ethiopia about the concept of branding. Shiferahu (2015) is among them. It examined the impacts and determinants of brand equity on brand preference of pharmaceutical products in Addis Ababa. Brand awareness, brand association, perceived quality, brand loyalty, availability, packaging, price, and promotion are included on the study and the research findings indicate that consumers are highly influenced by their information exposure. There is greater likelihood of preferring and rebuying a specific brand. Brand association promotion and packaging are significantly associated with brand preference and product quality is directly associated with country of origin. Finally the researcher recommended that pharmaceutical companies should focus on marketing program while the regulatory body should educate consumers about quality standards.

To summarize, the empirical literature in other developing countries show that the importance of branding, and consumers perception about branding. The studies also calls for further research in the topic.

2.4. Conceptual framework of the study

The conceptual framework of the study is summarized below.

Figure 2-2: Conceptual Framework of the Study



Source: Own illustration

2.5. Gaps in the Literature

It is obvious that research on branding in countries like Ethiopia would be very relevant given the country's future depend on manufacturing and service sectors. However in general, the Ethiopian textile industry is not researched well. Particularly, the traditional apparel sector in the country is rarely touched. To my best of knowledge, branding in the textile in general and in the Ethiopian traditional clothing sector is not researched yet. This research aims to fill this gap.

CHAPTER THREE

3. METHODOLOGY OF THE STUDY

This chapter presents an overview of the methods used in the study. It includes the topics of research design, population, sample and sampling techniques, data collection and analysis.

3.1. Description of the study scope

The study focus on traditional clothing sector. It focuses on white clothes which are customary in central and northern part of urban Ethiopia. The study focused on the process and ways of branding for such traditional clothes. It includes the perspective of both suppliers and purchasers on branding of traditional Ethiopian cloth.

3.2. Research approach and design

According to Shukla (2008) research design is the master plan, blueprint and even a sequence of research tasks and activities. The main aim of the present study is to assess the prospects and challenges of brand building process of Ethiopian traditional apparel sector. The relevant research design for this study is explanatory and descriptive research design as it aims to describe the trend and challenge of brand in marketing traditional clothing. To achieve the aforementioned objective, the study used qualitative and quantitative data collected data using questionnaire approach in analyzing the data and survey through administered questionnaires.

3.3. Population and sample design

The questionnaire is distributed to two main group. These are sellers and buyers of traditional women clothes in Addis Ababa. By buyers we are referring to females from age 20 and above, located in Addis Ababa who have experience in buying of traditional clothes. However, there is no recent data which directly set the number of traditional cloth suppliers and buyers in Addis Ababa. In absence of such accurate total population size, sample sizes are usually determined by the equation below which is taken from Krejcie and Morgan

(1970). For the commonly used margin of error (ME=5%), confidence level (CL=95%), population proportion (p=0.5), the same size (SS) for unknown population can be obtained as follows:

$$SS = \frac{Z^2 * p * (1 - p)}{ME^2}$$
$$SS = \frac{1.96^2 * 0.5 * (1 - 0.5)}{0.05^2}$$
$$SS = 384.16$$

Z-score is 1.96 for a 95% confidence level. Now the total sample size is 385 as it is common to round up to the next integer (Krejcie and Morgan, 1970). But, in this study as mentioned earlier there are two population groups. Therefore, total sample was divided into two sample sellers (200) and sample buyers (185). The greater proportion is given to sellers as this group is primary target of the thesis.

3.4. Data types, sources and collection procedures

The study used both primary and secondary data types. The primary data is collected through adopted structured questionnaire to both stake holders (sellers and buyers) which are located in Addis Ababa around *Shiro Meda*, *Shola* and *Haya Hulet* areas based on their convenience.

3.5. Method of data analysis and presentation

Descriptive statistics is used to summarize, analysis, and interpret the data. Uses summary statistics specifically (percentages, frequency, and mean standard deviation) and graphs (line graphs, tables, bar charts, and pie charts).

3.6. Validity and reliability test

3.6.1. Validity test

Content validity of a measuring instrument is the extent to which it provides adequate coverage of the investigative questions guiding the study, evaluation of how well the content represents the task (Shukla, 2008). In this study, content validity is determined by

consulting the research advisor. To improve the instruments, the research advisor and subject matter experts took a look at every question in the questionnaire and did their own analysis to ascertain that the questions answer research objectives of the area under study.

3.6.2. Reliability Test

Reliability refers to a condition in which similar results was achieved when an instrument designed for measuring variable is used in different places or at different time under similar conditions. The reliability of the questionnaires was statistically calculated using Cronbach's Alpha. If Chronbach's Alpha result is below than 0.7 the questionnaire showed be rejected (Julie, 2005). But, in this study, the result obtained from SPSS range between 0.856 and 0.998 for each variable. The Chronbach's Alpha result show that the whole questionnaire is a good in terms of its reliability. It can be said that it is proved that the questionnaire is valid, reliable, and ready for distribution for the population sample.

3.7. Ethical Consideration

Participation of respondents was fully based on voluntary basis. Participants were fully informed about the purpose of the study and consent verbally. All necessary measures are taken to ensure the respect, dignity and freedom of each individual participating in the study. In addition, participants are notified that the information they provide were kept confidential and have been disclosed to anyone else.

CHAPTER FOUR

4. RESULTS, DISCUSSIONS AND INTERPRETATION

This chapter focuses on the results of analysis and discusses and presents the findings in four main sections; the general information, overall brand element practice and their effectiveness according to brand element selection criteria, marketing mix practices and challenges of this sector.

The study is aimed at to assess the branding practice and challenge of Ethiopian traditional clothing business as area of the study using the information collected from both sellers and buyers. In order to address the research problem the study used a closed ended questionnaire. The data were collected from 200 sellers and 185 buyers. A total of three hundred eighty five (385) questionnaires were distributed to the sampled customers after reaching them based on convenience. However, only from 356 (92.4 %) which include 180 sellers and 176 buyers of the responses can be said complete. The remaining twenty nine (29) which accounts 7.5 % of the responses were rejected due to many omissions in fillings. So, the analysis in this Chapter is based on 356 completely filled questionnaires. The data was analyzed though descriptive statistics using a Microsoft Excel and SPSS statistical package (Version 20). Therefore, the study is descriptive by its design.

The variable were measured using five point Likert scale (1=strongly disagree to 5=strongly agree). According to Alhakim and Alhariry (2014), the interpretation of the Likert scale results are scores of 1 to 2.32 indicate low level, scores of 2.33 to 3.65 indicate medium level and scores of 3.66 to 5 indicate high level.

4.1. Sellers' Response

4.1.1. Demographic profile of respondents (sellers perspective)

To see what the general business profile of the sample of sellers look like, the questionnaire started with general profile of respondents' firms. Accordingly, the feedbacks of the respondents were summarized and described in the subsequent tables. These attributes

included; age of the firm, ownership of the business, number of employees, reasons for being in the business.

The study conducted a structured questionnaires with a total of 180 sellers. Of these total respondents, 57 (31.7%) were 1-3 years, 49 (27.2%), 4-5 years, 44 (24.4%), 6-10 years, 20 (11.1%), 11- 20 years, and the rest 10 (5.6%) are above 20 years of experience in business. From Table 4.1, we see that the number of business entities decrease as the number of years since establishment increases.

Table 4-1: Sellers’ general information

Characteristics	Parameters	Frequency	Percentage
Years Since Establishment	1–3	57	31.7
	4–5	49	27.2
	6–10	44	24.4
	11–20s	20	11.1
	>20	10	5.6
	Total	180	100
Ownership	Sole proprietorship	146	81.1
	Partnership	22	12.2
	Private limited company	12	6.7
	Share Company	0	0
	Total	180	100
Number of employees	1–5 employees	155	86.1
	6–10 employees	5	2.8
	11–20 employees	11	6.1
	Above 20 employees	9	5
	Total	180	100
Reason for being in business	Passion	114	63.3
	Financial return	24	13.3
	People insist me	18	10
	Coincidence	24	13
	Total	180	100

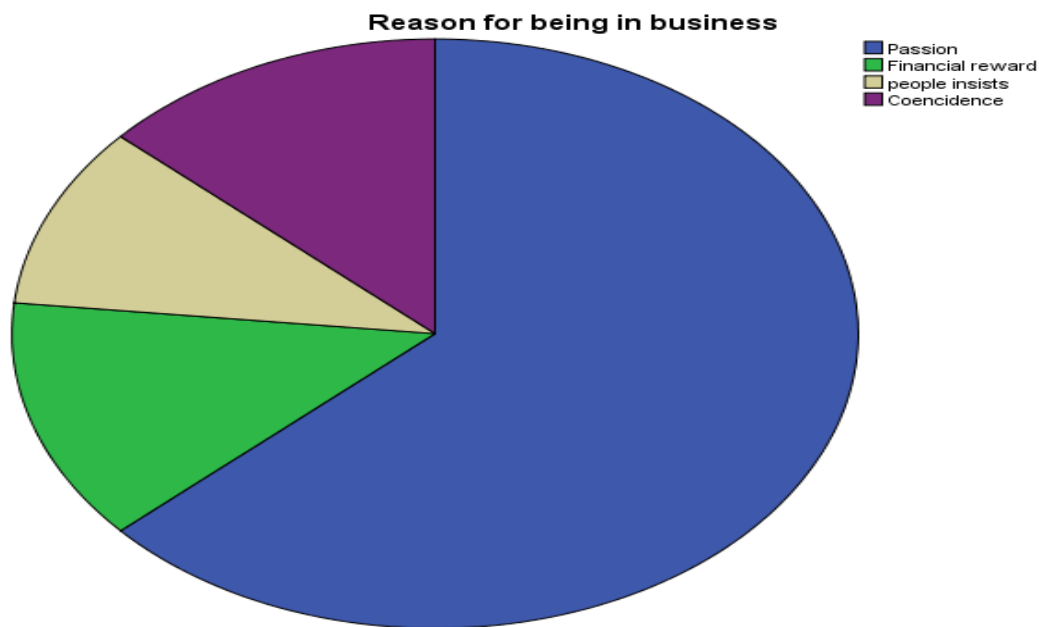
Source: Own Survey Results, 2018

With regards to ownership, about 146 (81%) of the businesses entities are sole proprietorship. While about 22 (12%) of the business entities are partnership type, the remaining 12 (6.7%) are private limited company (PLC) type. A sole proprietorship is the “most basic type of business to establish” individuals are the sole owner of the business; and, as such, are solely responsible for the assets and liabilities accrued by the business. This may be just the ticket for their brand new (Diazon, 2018). It is also important to note

here that, the survey results show no single traditional cloth business entity is registered as Share Company. These results suggested traditional cloth industry is dominated by small-scale firms. This argument is substantiated when we look at the number of employees. About 155 (86%) of the sellers have 1-5 employees, 5 (2.8%) of the sellers have 5 – 10 employees, 11 (6.1%) sellers have 11- 20 employees and the rest of the (9 (5%) of the sellers have above 20 employees.

The other variable concerning business profile in this study is their reason for being in the business. Accordingly, 114 (63.3%), 24(13.3%), 18 (10%) and 24 (13%) of respondents were passion, financial return, people insist me (peer and family pressure) and coincidence (spontaneous decision) respectively. clothing brands become successful in part because they're created by people who are passionate about clothing (Lundin, 2018).

Figure 4-1: Sellers' reason for being in business



Source: Own Survey Results, 2018

4.1.2. Sellers' view on key business strategies

Key business strategies in this section refer to sellers view on brand name choice, and distribution and communication mechanisms. For this section descriptive statistics is presented in the form of frequency and percentage. This helps to demonstrate the feedbacks of the respondents for the questions indicated.

Table 4-2: Sellers' key business strategies

Characteristics	Parameters	Frequency	Percentage
How do you choose your brand name	I like it	30	16.7
	Symbolize feature of the product	31	17.2
	Family member name	57	31.7
	Coincidence	6	3.3
	Doesn't have a name	56	31.1
	Total	180	100
How you distribute your product	Direct	154	85.6
	Indirect	12	6.7
	Both	14	7.8
	Total	180	100
What is your promotional media	Shop advertisement	113	62.8
	Internet/social media	6	3.3
	Shop and internet	46	25.6
	All means	15	8.3
	Total	180	100

Source: Own Survey Results, 2018

From the above Table 4.2 one can see that 56 (31.1%) of business entities do not have a brand name whereas 30 (16.7%) of the sellers choose brand name merely because of they liked the name. However, only 31 (17.2%) of the sellers choose their brand name because they think it symbolizes, or represents the feature of the product, and the rest 6 (3.3%) of the sellers give their name by coincidence.

Figure 4-2: Reasons of the brand name choice

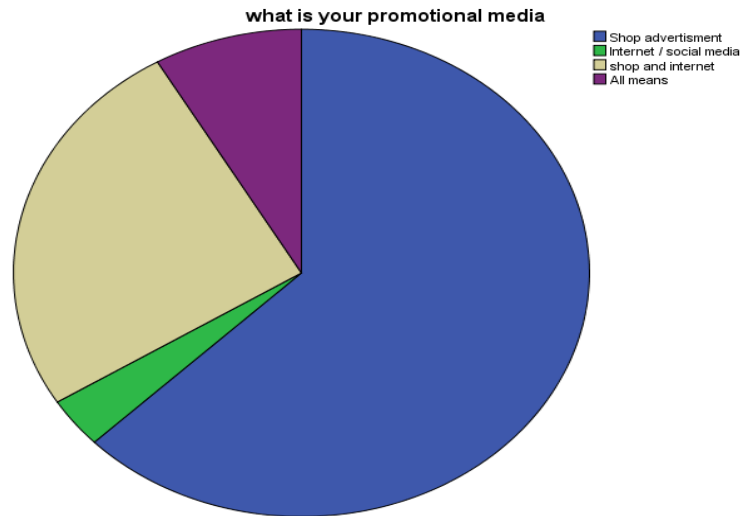


Source: Own Survey Results, 2018

It is also interesting to look at the distribution mechanisms commonly used by the sellers. About 154 (85%) of the sellers distribute their products directly, as the products are customized products most sellers prefer to sell them directly. Selling products directly contributes to the brand equity by increasing brand awareness and consumers' understanding of the key features of the products (Wang, 2015). About 12 (6.7%) distribute their products indirectly, and the rest 14 (7.8%) of sellers use both distribution means as indicated in Table 4.2.

With regards to the promotion media of the sample sellers usually use, 113 (62.8%) of the sellers say they use shop advertisement, and only 6 (3.3%) of them use internet/social media to promote their products. While 46 (25.6%) of the sellers practice both shop advertisement and social media promotion, 15 (8.3%) of the sellers use all media of promotion.

Figure 4-3: Promotion media by sellers



Source: Own Survey Results, 2018

4.1.3. Sellers' response on their brand element practice

A. On existence of brand element practices

This section discusses sellers' perception on their practice of brand elements. As indicated in Table 4.3, only 64 respondents expressed that they have a registered brand name and 60 respondents have a name but not legally registered but the rest 56 respondents does not have a brand name at all. From 180 respondents only 16 (8.9%) have their own registered logo and 12 (6.7%) have their logo without legal registration 84.4% the 180 don't practice logo and symbol element. And, 28 (15.6 %) of sellers have their own packaging the rest 152 (84.4%) does not have their own packaging 14 (7.8%) respondents have their own legally registered character another 14 (7.8%) have a character without legal agreement the rest 152% does not have a character. And there is no any company which is using jingle and slogan to represent the business.

Table 4-3: Sellers' practice of brand names

Characteristics	Parameter	Frequency	Percentage
I have a registered brand name	Yes	64	35.6
	No	116	64.4
	Total	180	100
I have a brand name without legal registration	Yes	60	33.3
	No	120	66.7
	Total	180	100
My business have a registered logo and symbol	Yes	20	11
	No	160	89
	Total	180	100
I have a logo and symbol without legal registration	Yes	12	6.7
	No	168	93.3
	Total	180	100
I sell my products by my own packaging	Yes	28	15.6
	No	152	84.4
	Total	180	100
My business have a registered character	Yes	14	7.8
	No	166	92.2
	Total	180	100
I have a brand character without legal registration	Yes	14	7.7
	No	166	92.3
	Total	180	100
I use slogan and jingle to represent my business	Yes	0	0
	No	180	100
	Total	180	100

Source: Own Survey Results, 2018

To sum up, the survey results show that only 35.6% of the sample sellers have a registered brand name which is actually their trade name. And, about a third of the sellers have a brand (trade) name but not yet legally registered. Therefore, we can say that part of the traditional clothes is informal sector. The number of sellers with logo (both with and without registering it) is only 32. Very limited number of sellers use their own packages. No single sellers stated they have a slogan and jingle to represent their products. These all shows the practice of branding in the sector is very limited and the marketing approach is yet underdeveloped.

B. Opinion on brand elements practice

Table 4-4: Sellers' opinion on brand name practice

Brand elements	Parameters	Strongly Disagree (1)	Disagree (2)	Not Sure (3)	Agree (4)	Strongly Agree (5)	Mean	SD
Brand name	My brand name describes the feature / function of my products	66 (36.7%)	76 (42.2%)	0 (0%)	24 (13.3%)	14 (7.8%)	2.13	1.261
	My brand name is familiar and meaningful	48 (26.7%)	22 (12.2%)	0 (0%)	88 (45.6%)	28 (15.6%)	3.11	1.505
	My brand name doesn't create compliance by other languages/communities	50 (27.8%)	8 (4.4%)	2 (1.1%)	52 (28.9%)	68 (37.8%)	3.44	1.665
	Average						2.89	1.47
Logo and Symbol	My logo and symbol can differentiate my offerings	146 (81.1%)	8 (4.4%)	0 (0%)	14 (7.8%)	12 (6.7%)	1.54	1.234
	My logo and symbol is easily memorable and identifiable	146 (81.1%)	8 (4.4%)	0 (0%)	12 (6.7%)	14 (7.8%)	1.55	1.260
	Average						1.54	1.247
Packaging	My consumers can identify my company easily by its packaging	146 (81.1%)	12 (6.4%)	0 (0%)	8 (4.4%)	14 (7.8%)	1.51	1.207
	My consumers can identify my company easily by its packaging	146 (81.1%)	12 (6.7%)	0 (0%)	6 (3.3%)	16 (8.9%)	1.52	1.234
	Average						1.51	1.220
Character	My character can differentiate my offerings	148 (82.2%)	4 (2.2%)	0 (0%)	14 (7.8%)	14 (7.8%)	1.56	1.286
	My character is easily memorable and identifiable	148 (82.2%)	4 (2.2%)	0 (0%)	14 (7.8%)	14 (7.8%)	1.56	1.286
	Average						1.56	1.28

Source: Own Survey Results, 2018

Sellers response on descriptive feature of their brand name is 14(7.8%) strongly agree, 24(13.3%) agree, 76(42.2%) disagree and 66(36.7%) strongly disagree respectively. The mean value is 2.13. This implies that majority of sellers give their brand name without considering how it will help to facilitate other marketing activities as the brand name is the central theme of the offering. In addition, 50 (27.8%) strongly disagree, and 8 (4.4%) disagree with the idea of their brand name does not create compliance by other languages or communities the rest 2 (1.1%) not sure, 52 (28.9%) agree, and 68 (37.8%) strongly agree respectively with the mean value of 3.11 This indicates that sellers have a medium agreement on considering their name effect by others communities. The rest 32.2% sellers know and use a brand name which creates compliance by other communities. Generally seller respondents have a medium agreement through their brand name practice as shown by the mean value of 2.89.

C. Opinion on logo and symbol practices

Sellers' opinion on the purpose of logos and symbols is very important as logos are representation of their brand name by enhancing brand awareness (Keller, 2013). Table 4.4 shows that about 90% of the sample sellers strongly disagree or disagree as they don't have the logo and element. These numbers are also similar to those who don't have logos and symbols at first place. Because they don't have logos and symbols, the same number of sellers simply mentioned their logos and symbols are not easily memorable and identifiable. Generally the practice of logo and symbol element is practiced by 15.6% of traditional cloth sellers. Generally sellers have low level agreement of their logo and symbol practice with the mean value of 1.54.

D. Sellers' opinions on packaging

The sellers were also asked their opinion using their own packages. Of the total sample sellers, 16 (7.8 %) strongly agree, 12 (4.4%) agree, 12 (6.7%) disagree, and 146 (81.1%) strongly disagree on using their own packaging. In other words, many of the sellers don't see the advantage of using own packaging as packaging is helps to achieve objectives of identifying the brand, transfer information, assist transportation and aid product consumption (Keller, 2013). Sellers have 1.51 mean value of their packaging practice which shows low level agreement on the element.

E. Sellers' opinion on their character practice

Brand character can be a brand salience by becoming a short cut reference. Many of the sellers do not see their character to differentiate their offers nor do they feel their character is easily memorable and identifiable by the mean value of 1.56.

4.1.4. Sellers' response about their marketing mix practice

Marketing mix refers to product, prices, distribution, and promotion aspects. Each aspects are presented in the following tables.

A. Sellers Product Practice

Product is at the heart of brand equity (Kotler, 2005).The first dimension is about products. About 131 (72.8%) of the respondents strongly believe that their customers think as they have quality products with mean value of 4.66. About 69.5% of the sellers feel that they can identify their own products if they see their products outside their shop. About 32% of the sample sellers think that their products cannot be copied by other competitors in the sector with the mean value of 2.73. The other important aspect is the perception of sellers one their customers could easily identify them as sellers and their products from others. For this question, of the total sample sellers, 13(7.2%) strongly agree, 52(28.9%) agree 29(16.1%) are not sure, 80 (44.3%) disagree, and 6 (3.3%) strongly disagree with the mean value of 2.92.

Table 4-5: Sellers' opinion on marketing mix practices

Marketing mix	Parameters	Strongly Disagree (1)	Disagree (2)	Not Sure (3)	Agree (4)	Strongly Agree (5)	Mean	SD
Product	My customers think I have quality product	0 (0%)	4 (2.2%)	4 (2.2%)	41 (22.7%)	131 (72.7%)	4.66	0.635
	I can identify my products by seeing anywhere out of my shop	6 (3%)	41 (22.7%)	8 (4.4%)	57 (31.6%)	68 (37.7%)	3.77	1.262
	My competitors cannot copy my products easily	19 (10.5%)	83 (46.1%)	20 (11.1%)	43 (23.8%)	15 (8.3%)	2.73	1.179
	My customers can identify my product easily	6 (3%)	80 (44.4%)	29 (16.1%)	52 (28.8%)	13 (7.2%)	2.92	1.075
	My products are different from other suppliers	4 (2.2%)	77 (42.7%)	10 (5.5%)	75 (41.6%)	15 (8.3%)	3.10	1.121
	I called and check my customers about their of satisfaction after purchase of products	20 (11.1%)	48 (26.6%)	0 (0%)	90 (50%)	22 (12.2%)	3.25	1.282
	Average							3.40
Price	I set my price by considering its effect on my brand	48 (26.7%)	57 (31.7%)	0 (0%)	75 (41.7%)	0 (0%)	2.56	1.273
	I set the price based on the market price	42 (23.3%)	50 (27.8%)	0 (0%)	88 (48.9%)	0 (0%)	2.74	1.282
	I set price based on my consumers' expectations	101 (56.1%)	53 (29.4%)	0 (0%)	20 (11.1%)	6 (3.3%)	1.76	1.120
	I set price based on my cost consideration	0 (0%)	0 (0%)	0 (0%)	12 (6.7%)	168 (93.3%)	4.93	0.250
	Average							2.99
Distribution	My distribution strategy is designed to protect my brand	20 (11.1%)	63 (35%)	0 (0%)	70 (38.9%)	27 (15%)	3.11	1.334
	My customers can find full information by my distribution channel	0 (0%)	0 (0%)	0 (0%)	118 (65.6%)	62 (34.4%)	4.34	0.476
	My customers can entertain by their shopping experience	0 (0%)	10 (5.6%)	6 (3.3%)	105 (58.3%)	59 (32.8%)	4.18	0.743
	Average							3.87
Promotion	My promotion media makes me to transfer information appropriately	0 (0%)	30 (16.7%)	6 (3.3%)	100 (55.6%)	44 (24.6%)	3.87	0.966
	My customers can fully receive the information that I transfer	0 (0%)	34 (18.9%)	49 (27.2%)	61 (33.9%)	36 (20%)	3.55	1.015
	The overall communication strategy designed strategically to contribute to the brand equity	29 (16.1%)	113 (62.8%)	4 (2.2%)	20 (11.1%)	14 (7.8%)	2.31	1.111
	Average							3.24

Source: Own Survey Results, 2018

On the other hand, 15 (8.3%) sellers strongly agree and 74 (41.1%) agree that their product is different from other suppliers. Besides, sellers were also asked their practice of following up and collecting feedbacks from their customers. Answering to this question, 22 (12.2%) respondents do strongly agree, 90(50%) agree, 48(26.7%) disagree and 20 (11.1%) strongly disagree. Therefore, this indicates that more than half of sellers have a habit of following up their customers after purchase of a product on the other hand 100% of buyers are not agreed with sellers after marketing practice. Generally, sellers have high level of agreement with their product quality, differentiation and after marketing offering program with the mean value of 3.40.

B. Sellers pricing practice

In general, the survey results shows price setting techniques practiced by the sample sellers include cost consideration, market prices, and consumer expectation (Kotler and Keller, 2005).

As shown in Table 4.5, the main criterion used by sellers in setting prices is costs of production and supply. About 93.3% with the mean value of 4.93 which is the highest mean value of the sellers clearly and strongly agree on their consideration of costs in setting their prices and the lowest mean value 1.76 parameter of 'I set price based on my consumers' expectations' . From the survey results, it seems there sellers have a medium agreement of 2.99 mean on their price consideration.

C. Sellers Distribution practice

The survey questions related to distribution include on whether the strategy is designed in such way to protect one's brand (trade) name, full information is provided through the distribution channel and the sellers 'perception on their customers experience during shopping their products (Taboli, 2017).

The results presented in Table 4.5 show that most of the sample sellers have positive feeling about their distribution strategies. Nearly 54% of them agree or strongly agree that their distribution strategy is designed to protect their brands. All of the sample sellers are confident on their distribution strategy can provide full information about their products to their customers, but 81.8 % of buyers have a doubt on receiving full information. Also, 91%

of the sellers perceived that their customers are satisfied with their shopping experience with them on the other hand 64.7% of buyers are not comfortable with their shopping experience. Generally sellers have high level agreement (mean 3.87) on their distribution practice.

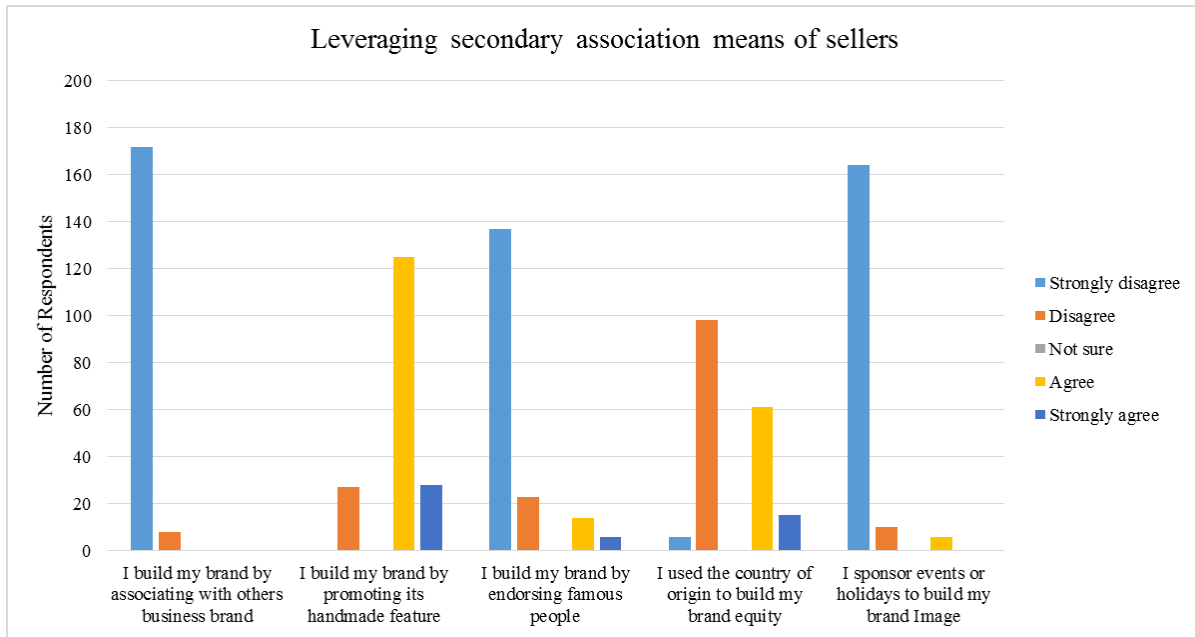
D. Sellers' promotion practice

The results presented in Table 4.5 show that 44 (24.6%) of seller respondents do strongly agree with the notion that their promotional media makes them to transfer information appropriately, and 100 (55.6%) of them agree. But, 6 (3.3%) of the sellers are not sure and 30 (16.7%) apparently disagree, they have a strong agreement with the mean value of 3.87. About 54% agree or strongly agree with the statement that their customers are able to fully receive information they transfer. In contrast many of them do not agree on whether their overall communication strategy designed strategically to contribute to their brand equity. Sellers have mean of 3.24 strong agreement on their promotion mix element practice.

4.1.5. Leveraging secondary association

Linking the brand to other entity, factor, place or person may create a new set of association to the brand (Kotler, 2005). The assessment of the practice of leveraging secondary association practice there is no any seller which associate its brand with others. The results are 28 (15.6%) sellers strongly agree and 125 (69.4%) agree with leveraging the products handmade feature, the rest 27 (15%) did not agree leverage the products feature .only 14(7.8%) sellers work by endorsing famous people, the rest 23(12.8%) disagree and 137(76.1%) strongly disagree. Whether the sellers associate their brand with country or land of origin, 15 (8.3 %) of the sellers said they strongly agree, 61 (33.9%) agree, 98 (54.4 %) disagree and 6(3.3%) strongly disagree. Only 6 (3.3%) of the suppliers sponsor special holidays and events to leverage. Of the majority of them 91.1 % strongly disagree with this notion. Overall, the traditional cloth sellers try to build their brand by leveraging with the products handmade feature, production place, endorsing famous people, and sponsoring holydays and events respectively.

Figure 4-4: Leveraging secondary association means of sellers



Source: Own Survey Results, 2018

4.1.6. Sellers’ response to the overall branding trend assessment

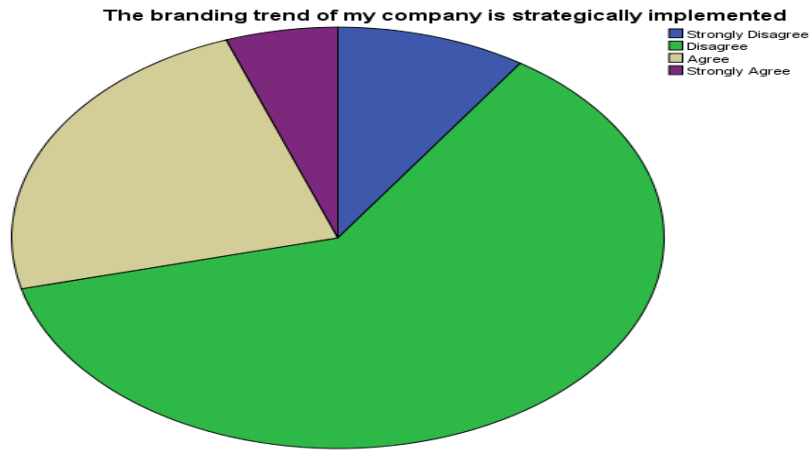
As shown in Table 4.6 on overall assessment of branding sellers have a medium agreement on the branding trend of their company is strategically implemented with the mean value of 2.53.and low level agreement of their brand element consistency (mean 2.16).generally respondents have a medium agreement on the brand trend of their business by mean value of (2.43).

Table 4-6: The overall branding trend of the business

Parameters	Strongly Disagree (1)	Disagree (2)	Not Sure (3)	Agree (4)	Strongly Agree (5)	Mean	SD
The branding trend of my business is strategically implemented	17	111	0	42	10	2.53	1.115
Branding elements of my business are consistent	31	118	7	18	6	2.16	0.942
All marketing programs are designed to assist the brand	21	97	3	51	18	2.60	1.146
Average						2.43	1.067

Source: Own Survey Results, 2018

Figure 4-5: The overall Branding trend of the business

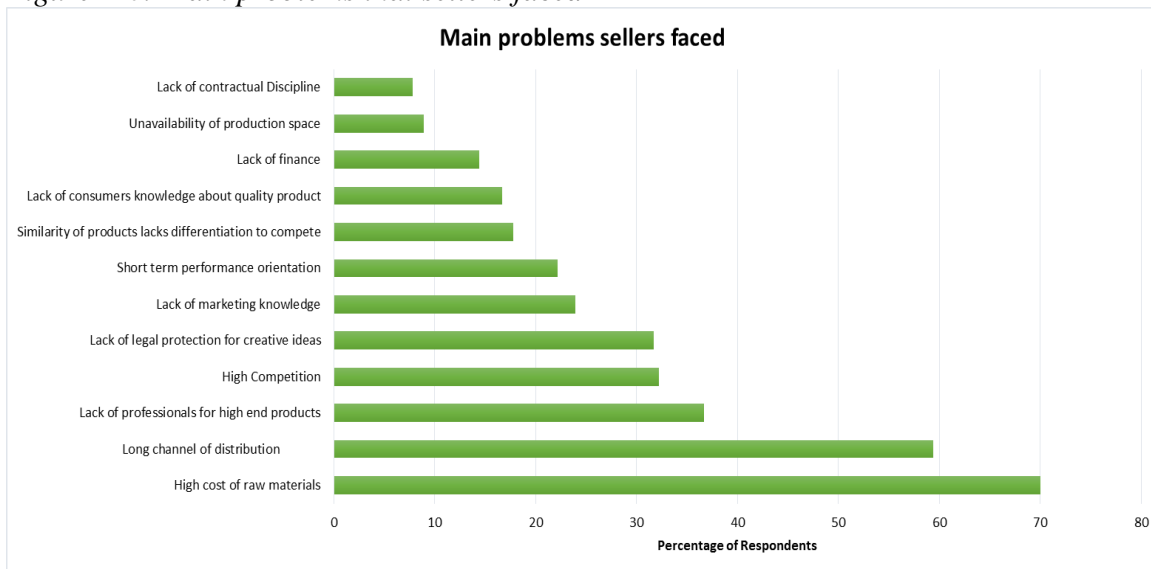


Source: Own Survey Results, 2018

4.1.7. Common challenges faced by the sellers

Sellers were asked to state the main challenges they do face while doing the business in traditional clothes. Their responses are ranked below based on the number of sellers mention it as their main problem.

Figure 4-6: Main problems that sellers faced



Source: Own Survey Results, 2018

Sellers mentioned that they are facing different problems in doing business in the traditional clothing sector. Broadly we can classify them as macro and micro challenges.

A. Macro-economic challenges

- *High cost of raw material:* Sellers are paying high price for the imported thread raw materials which is rising from time to time due to foreign exchange problem in the country.
- *Long channel of distribution:* The process of offering finished products, after collecting the processed raw materials passed through weavers, tailors decorators, and retailers this long process have impact on the quality of the product.
- *Lack of professionals for high end products:* As traditional dresses are an old tradition with an artistic feature and some of them inherited from their families those high professionals are becoming difficult to find and sellers are obliged to make by less trained professionals.
- *High competition:* This products are handmade which requires continuous creative ideas this creates high competition to copy each other.
- *Lack of legal protection:* The one who is creating new product and product design sometimes may not find the reward due to unavailability of legal protection for creative ideas.
- *Lack of consumer knowledge about quality products:* As these products are passed through generations some youth don't know the real value of artistic quality from professionals' perspective. This situation creates misunderstanding between sellers and young generation buyers even if 18% of the buyers are dependent on sellers' recommendation.
- *Lack of contractual discipline:* Mostly the marketing activities are made by verbal agreement including the financial transaction as such products passed through different steps. This creates problems of not implementing the desired output which creates compliance on consumers.

- *Unavailability of production place:* Production of such products are usually held on uncomfortable places sometimes on living areas this has also an impact on quality of products at the times of production and transportation

B. Microeconomic challenges

- *Lack of marketing knowledge:* Most sellers are familiar to the production process. Even though this is very rewarding commercializing those products is also necessary. The suppliers still lack marketing skills. This has an impact in becoming more effective on the field and on contributing to this sector as desired.
- *Short term performance orientation:* Most of the sellers are concerned and focused on their day to day sales. However, Fashionesta (2013) recommends that in branding clothing products one of the key is to be patient and not focusing on short term performance.
- *Lack of differentiation:* sellers are offering almost similar type of products this may vary on seasonal basis but the whole fashion trend will be applied to all sellers this creates difficulty for sellers to compete differently by product wise.
- *Lack of capital:* Some sellers mentioned that they do face financial problems to test and implement their new ideas and even to plan in the long run.

4.2. Buyers’ response

4.2.1. Demographic profile of respondents (Buyers perspective)

General information about the sample buyers is represented by the age of respondents, educational attainment, marital status and employment status. These background information is given in below.

Table 4-7: Background information of sample buyers

Background characteristics	Parameters	Frequency	Percentage
Age (in Years)	20-30	88	50
	31-40	72	40.9
	41-50	4	2.3
	50 +	12	6.8
	Total	176	100
	High school and below	62	35.2
	Diploma	38	21.6

Educational attainment	Bachelor	68	38.6
	Masters	8	4.5
	Total	176	100
Marital status	Single	66	37.5
	Married	88	50
	Divorced	22	12.5
	Total	176	100
Employment Status	House wife	42	23.9
	Employee	40	22.7
	Businesswoman	94	53.4
	Total	176	100

Source: Own Survey Results, 2018

As shown Table 4.7, about 91% of the sample buyers are aged 40 and below. The sample buyers are mainly bachelor degree holders (38.6%) followed by respondents whose highest educational attainment is high school (35.2%). With regard to marital status, about half of the sample buyers are married followed by single women (37.5%).

4.2.2. Product related information of buyer respondents

Majority of buyers indicate that they buy traditional clothes once in five years (29.5%) and once in two years (27.3%). This may indicate that the purchasing capacity of buyers and durability of the products (as traditional clothes are usually dressed only in limited number of occasions). The buyers also pointed that they look at the raw materials from which the cloth is made from (51%) and its design (37%) to identify the quality of the traditional cloth they are buying.

Table 4-8: Summary of buyers' purchasing habit

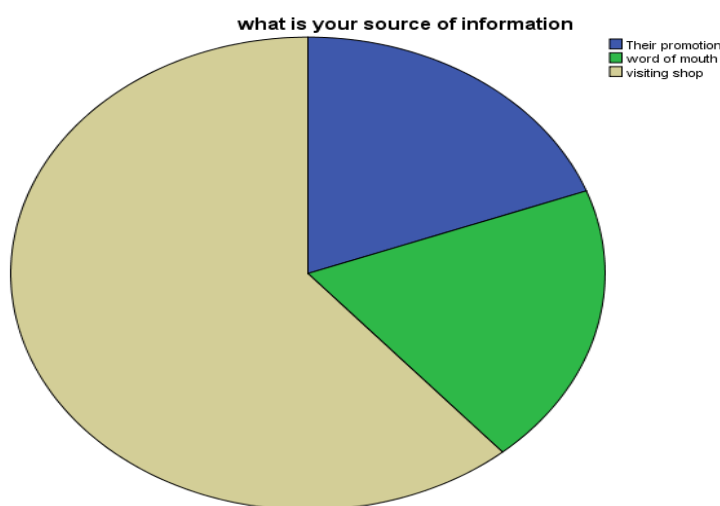
Characteristics	Parameters	Frequency	Percentage
Frequency of Purchase	Once in 3 months	16	9.1
	Once in 6 months	11.4	11.4
	Once in 1 year	40	22.7
	Once in 2 years	48	27.3
	Once in 5 years	52	29.5
	Total	176	100
Main criteria to identify quality of the product	Its raw material	90	51.1
	Its design	54	30.7
	Seller's recommendation	32	18.2
	Total	176	100
Source of information about the products	Their promotion	34	19.3
	Word of mouth	34	19.3
	Visiting their shops	108	61.4
	Total	176	100
	Don't know any promotion	36	20.5
	Shop advertisement	108	61.4
	Internet /social media	22	12.5

The promotion medium they heard from	Television/radio	2	1.1
	Other television/radio program	8	4.5
	Total	176	100

Source: Own Survey Results, 2018

Both Table 4.8 and Figure 4.7 shows that the vast majority of the buyers get to know about the availability, the variety, the quality, the prices, and other attributes of the product while they are purchasing through direct visit to the shops. Therefore, 61.4% of the sample buyers pointed that they get advertisement instantaneously at the shops.

Figure 4-7: Buyers' source of information



Source: Own Survey Results, 2018

4.2.3. Buyers' knowledge about different brand elements

The survey questionnaires also assessed buyers' knowledge about different brand elements of traditional clothes.

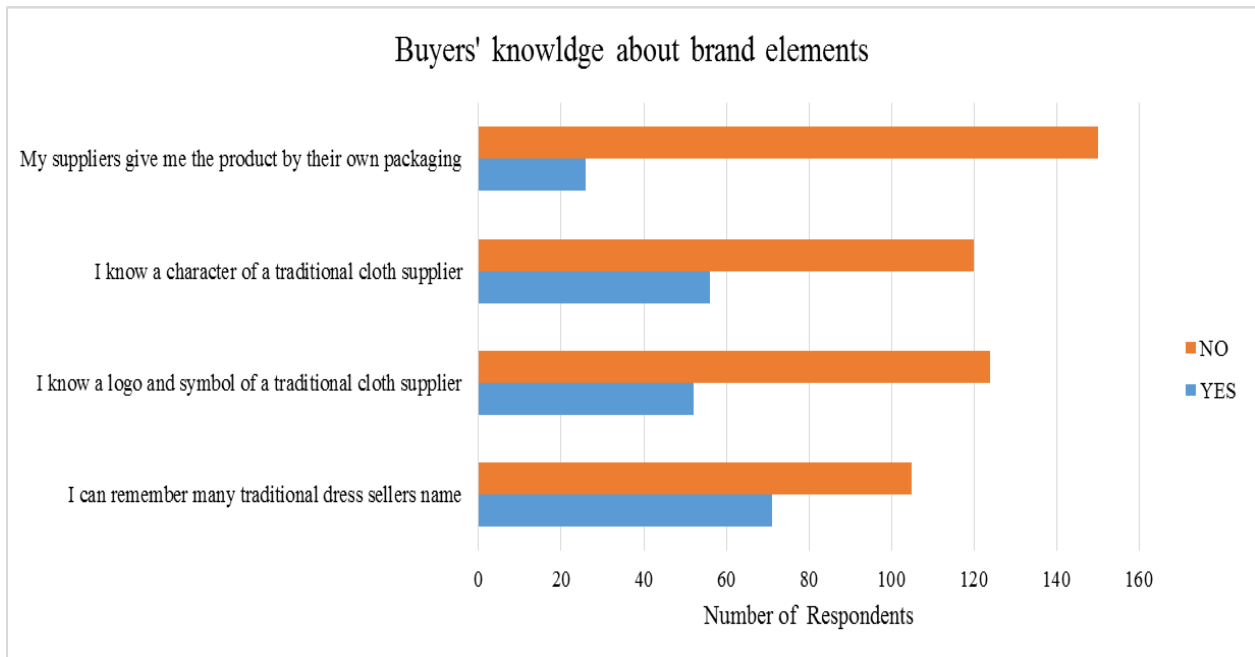
Table 4-9: Buyers' knowledge about different brand elements

Question on brand element	Answer	Frequency	Percentage
I can remember many traditional dress sellers name	Yes	72	40.3
	No	104	59.7
	Total	176	100
I know a logo and symbol of a traditional cloth supplier	Yes	52	29.5
	No	124	70.5
	Total	176	100
I know a character of a traditional cloth supplier	Yes	56	31.8
	No	120	68.2
	Total	176	100
	Yes	26	14.8

My sellers give me the product by their own packaging	No	150	85.2
	Total	176	100
I know Slogan and jingle of traditional cloth suppliers	Yes	-	0
	No	166	94.3
	Total	166	94.3

Source: Own Survey Results, 2018

Figure 4-8: Buyers' knowledge about brand elements



Source: Own Survey Results, 2018

4.2.4. Buyers' opinion about different brand elements and marketing mix

Assessing buyers' opinion helps to get information about the limitations and opportunities in the traditional cloth sector. Most of the sample buyers are not sure (38.6%) and disagree (21%) on most brand names in the market are describing the features and the purposes of the products. Besides, the majority of the respondents don't feel that the existing brand names are meaningful and familiar. Likewise, many of the sample buyers doubt the descriptive power of the logos and their identifiability and memorability. However, significant number of buyers (31.8%) indicated that their sellers contacted and seek their feedbacks on their products. Therefore, in general, the results indicate that much more shall be done in choosing brand names, and the design of logos.

About 85.2% of the buyers disagree that sellers of traditional products did contact them after purchase of products, and the rest 14.8 % not sure. To build a good brand image after marketing practices has to be made as buyers need to be encouraged for repeated purchase To enhance consumption experience.

Table 4-10: Buyers' opinion on price, distribution and promotion of traditional cloth suppliers

Marketing mix practice	Parameters	Strongly Disagree (1)	Disagree (2)	Not Sure (3)	Agree (4)	Strongly Agree (5)	Mean	SD
Product	I have the ability to identify quality product easily	32 (18.2%)	24 (13.6%)	32(18.2%)	64 (36.4%)	24(13.6%)	3.13	1.328
	I can identify a given product from which supplier it is	40 (22.7%)	54 (30.7%)	50 (28.4%)	14 (8 %)	18 (10.2%)	2.52	1.218
	My sellers contacted me after purchase of a product to ask me how I feel about the product.	94 (53.4%)	56(31.8%)	26 (14.8%)	0 (0%)	0 (0%)	1.61	0.731
	Average						2.42	1.092
Price	Price of traditional cloth is expensive	42 (23.9%)	12 (6.8%)	18 (10.2%)	60 (34.1%)	44 (25%)	3.29	1.513
	Price of traditional cloth is affordable	16 (9.1%)	38 (21.6%)	18 (10.2%)	80 (45.5%)	24 (13.6%)	3.23	1.216
	Price of traditional cloth is based on quality of products	60 (34.1%)	32 (18.2%)	32 (18.2%)	14 (8%)	38 (21.6%)	2.64	1.542
	Average						3.05	1.429
Distribution	Traditional clothes are easily accessible	70 (39.8%)	22 (12.5%)	6 (3.4%)	44 (25%)	34 (19.3%)	2.71	1.634
	I can find full information by my shopping experience	36 (20.5%)	44 (25%)	28 (15.9%)	56 (31.8%)	12 (6.8%)	2.79	1.275
	My shopping experience entertains me	54 (30.7%)	48 (27.3%)	12 (6.8%)	20 (11.4%)	42 (23.9%)	2.70	1.579
	Average						2.73	1.514
Promotion	I am exposed to promotion of traditional cloth suppliers	40 (22.7%)	46 (26.1%)	18 (10.2%)	68 (38.6%)	4 (2.3%)	2.71	1.255
	I am comfortable with promotion of such businesses	64 (36.4%)	22 (12.5%)	10 (5.7%)	74 (42%)	6 (3.4%)	2.63	1.419
	Promotion of such products have positive impact on my purchase decision	34 (19.2%)	40 (22.7%)	36 (20.5%)	52 (29.5%)	14 (4.5%)	2.84	1.263
	Average						2.72	1.312

Source: Own Survey Results, 2018

4.2.5. Buyers' Opinion about Prices of Traditional Clothes

Not only brand or trade names, logo designs, and promotion strategies do matter. In marketing, prices are also very important to attract new buyers as well as stay in the market. In this light, the survey examined buyers' feeling about the prices of the traditional clothes in the market. Table 4.10 shows that many of the sample buyers feel prices of traditional clothes are affordable (104 agree and strongly agree) with the mean value of 3.23 although they still feel that the prices are high (74 agree and strongly agree) with the mean value of 3.29. The feeling that they are affordable despite high prices may be because, as discussed earlier, the majority of them buy once in 2 or 5 years and the cultural and personal value they give to the product. Besides, only a third of the buyers (52) agree on the notion that prices of traditional clothes are based on the quality of the products with the mean value of 2.70 this sends message to the sellers to consider their pricing strategies.

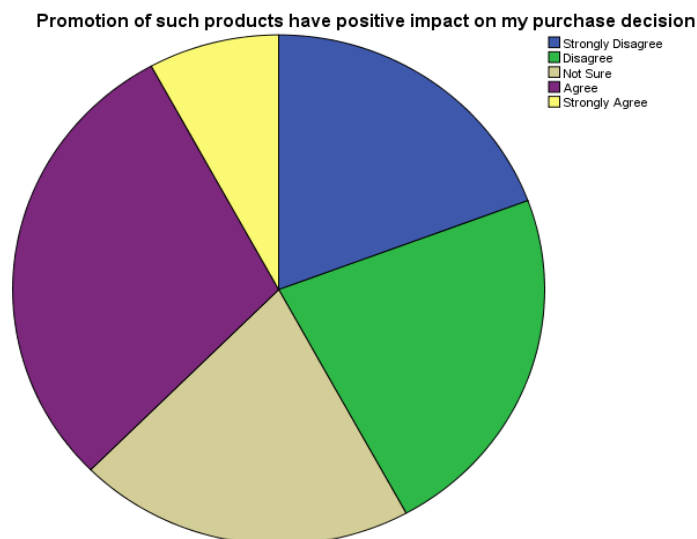
4.2.6. Buyers' perception of distribution of traditional clothes

About half of the sample buyers either strongly disagree or disagree on the ease accessibility of traditional clothes. Not only this, majority of them are not satisfied (strongly disagree, disagree or not sure) about the amount of information they get about the products during their shopping. In fact, about (102) of them find their shopping experience less entertaining. This is an indication of gaps in sales and marketing skills in sellers of the traditional clothes. Generally buyers have a medium level of agreement on the distribution of sellers with mean (2.73).

4.2.7. Buyers' opinion on promotion methods of traditional clothes

Only 40.9% (86) of buyers are exposed to the promotion of buyers the rest are not exposed and 37.5% (66) of buyers are influenced to purchase the products. This indicates that the more they are exposed the more they are influenced to purchase. From the survey results presented in Table 4.10. Therefore, in general, buyers have a medium agreement (mean, 2.72) to the promotion of traditional cloth suppliers.

Figure 4-9: Buyers' opinion on the influence of promotion on their purchasing decision



Source: Own Survey Results, 2018

2.2.8. Major problems of the traditional clothes identified by the buyers

It is also important to assess the major problems that buyers do mention about the traditional clothes. About 78% of the sample buyer have identified that high prices and 44% of the buyers complained about decreasing quality as two main problems of the traditional clothes they are buying and some number of buyers are having a problem of finding suitable designs these concerns shall be seriously taken by the existing sellers and possibly new entrants to the sector.

4.3. Brand Element Selection Effectiveness

According to Keller (2003) and Kotler (2005) there are six criteria's to choose a brand element memorable, likeable, meaningful, transferable, adaptable and protectable accordingly this research tries to examine the effectiveness of brand elements which are practiced in traditional branding practice.

4.3.1. Sellers' response about brand element selection

The branding elements are practiced by limited number of sellers accordingly the effectiveness measurement will be taken from those respondents,130 for brand name,32

for logo and symbol, 28 for character, and 22 for packaging and no respondent for jingle and slogan element due to unavailability of its practice. Sellers have high level of agreement towards their brand name practice with mean value of (3.57) brand name, (3.68) logo and symbol, (4.2), for character, and (3.7) for packaging. And also have some doubt on meaningfulness of brand name with mean value of (2.63) and protectibility of packaging (2.9). This indicates that sellers are being effective on selection of elements except unavailability of the practice by most of sellers.

Table 4-11: Sellers' opinion about brand element effectiveness

Characteristics Sellers	Parameters	Strongly Disagree (1)	Disagree (2)	Not Sure (3)	Agree (4)	Strongly Agree (5)	Total	mean	SD
Brand name	Memorable		12	0	86	32	130	4.06	0.785
	Likeable		12	4	82	32	130	4.03	0.806
	Meaningful	20	66	0	30	14	130	2.63	1.288
	Transferable		16	44	58	12	130	3.50	0.828
	Adaptable	2	10	8	100	10	130	3.81	0.744
	Protectable	2	36	24	44	24	130	3.40	1.124
	Average								3.57
Logo and Symbol	Memorable		6	0	20	6	32	3.81	0.965
	Likeable		6	0	16	10	32	3.93	1.045
	Meaningful		8	0	14	10	32	3.81	1.148
	Transferable	2	10	2	12	6	32	3.31	1.281
	Adaptable	2	4	0	20	6	32	3.75	1.107
	Protectable	2	8	2	12	8	32	3.50	1.295
	Average								3.685
Character	Memorable		4	0	9	15	28	4.25	1.040
	Likeable		5	0	9	12	28	4.07	1.086
	Meaningful		4	0	12	6	28	4.00	0.942
	Transferable		4	0	15	9	28	4.03	0.961
	Adaptable		5	0	14	9	28	3.96	1.035
	Protectable		5	0	17	6	28	3.85	0.970
	Average								4.02
Packaging	Memorable		4	0	12	6	22	3.90	1.019
	Likeable		4	0	12	6	22	3.90	1.019
	Meaningful		4	0	14	4	22	3.81	0.957
	Transferable		4	0	12	6	22	3.90	1.019
	Adaptable		4	0	14	4	22	3.81	0.957
	Protectable		12	0	10	0	22	2.90	1.019
	Average								3.70

Source: Own Survey Results, 2018

4.3.2. Buyers response about brand element selection effectiveness

Table 4-12: Buyers' opinion on brand element effectiveness

Buyer Characteristics	Parameters	Strongly Disagree (1)	Disagree (2)	Not Sure (3)	Agree (4)	Strongly Agree (5)	Total	Mean	SD
Brand name	Memorable	3	1	4	52	12	72	3.95	0.812
	Likeable	3	8	11	39	11	72	3.65	1.009
	Meaningful	5	22	6	27	12	72	3.26	1.255
	Transferable	13	8	18	29	4	72	3.04	1.215
	Adaptable	8	4	5	52	3	72	3.52	1.061
	Protectable	2	10	24	32	4	72	3.36	0.892
Average								3.46	1.040
Logo and Symbol	Memorable	1	0	1	50	0	52	3.92	0.435
	Likeable	7	11	4	30	0	52	3.09	1.159
	Meaningful	4	21	7	20	0	52	2.82	1.042
	Transferable	1	1	23	26	1	52	3.48	0.671
	Adaptable	4	2	21	19	6	52	3.40	1.014
	Protectable	4	4	34	8	2	52	3.00	0.840
Average								3.26	0.860
Character	Memorable	0	0	0	41	15	28	4.26	0.446
	Likeable	0	0	0	29	26	28	4.44	0.536
	Meaningful	0	0	2	34	20	28	4.32	0.542
	Transferable	0	1	1	38	16	28	4.23	0.571
	Adaptable	0	0	5	37	14	28	4.16	0.564
	Protectable	0	11	9	35	1	28	3.46	0.830
Average								4.14	0.581
Packaging	Memorable	0	0	0	26	0	26	4.00	1.019
	Likeable	0	0	1	20	5	26	4.15	0.464
	Meaningful	0	2	11	12	1	26	3.46	0.706
	Transferable	1	0	13	12	0	26	3.38	0.697
	Adaptable	1	5	3	17	0	26	3.38	0.941
	Protectable	4	8	13	1	0	26	2.42	0.808
Average								3.46	0.772

Source: Own Survey Results, 2018

As branding elements are practiced by limited number of sellers limited number of buyers are aware of those elements from total 176 buyer respondents,72 for brand name,52 for logo and symbol,28 for character, and 26 for packaging are requested slogan and jingle is omitted due to its unavailability. Accordingly effectiveness measurement will also take from buyer's perspective. Buyers have high level of agreement towards their brand name practice with mean value of (3.46) brand name, (3.26) logo and symbol, (4.14), for character, and (3.46) for packaging. Logo meaningfulness is the least mean value of (2.82).This indicates that sellers are being effective and noticed by buyers on selection of brand elements.

CHAPTER FIVE

5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter comprises three sections. These are summary of the research findings, conclusions and recommendations.

5.1. Summary of the study findings

The following are the summary of the main findings from the study based on survey questionnaires collected from sample sellers and buyers.

A. Brand element

- Only 35.6% of the sample sellers have a legally registered brand name and 33.3% of the sample sellers have brand names without legal registration.
- About 17.2% of the seller have descriptive brand name.
- Generally, brand name practice has more to be practiced and legality issue is among the concerned area of brand naming.
- Only 8.9 % of sellers have a registered logo and symbol, and only 6.7% have logo and symbol but without legal registration
- Only 15.6% sellers sell their products by their own packaging. Because packaging is not only to meant to ease handling products but also one way of advertising one's own brand which in long-run helps brand recognition
- Buyers usually have a tendency to be influenced by human characters. But, only 7.8 % of the sample sellers have a legal character and the other 7.7% have a character without legal agreement. The rest of the sellers do not practice a character element.
- There is no single seller that uses slogan and jingle to build its own brand.
- Brand elements are mostly effective except their limited practice

B. Product

- The heart of branding is quality and differentiated product, protection in terms of physical and legal even though the legal one doesn't belong to sellers physically is under control of sellers. But, 67.7% of sellers know their products can be copied easily at the same time 81.8% of the sample buyers do not know which product belongs to which supplier.
- Most importantly, 75% of buyers are complaining about decreasing quality of traditional clothes. Besides, 27.3 % buyers are facing a problem of finding suitable design.
- Sellers themselves pointed that they are facing a problem of offering differentiated product which creates a problem to be competent differently.

C. Price

- All of the sample sellers agree that they set price mainly based on their cost of production and supply with of course other considerations.
- Majority of the sellers have a problem of high cost of raw materials
- On the other hand, 77. % of the buyers have a doubt on price of traditional clothes. Therefore, sellers shall come up with a value adding strategy to address such dissatisfactions.

D. Promotion

- 78.8% of the sellers did not commit their communication strategy to support their brand even if they promote their products they are not doing consciously.
- Only 40.9% of the buyer are exposed to promotion by sellers and 34% of buyers are influenced to make a purchase decision. This implies sellers shall do more on their promotional efforts to reach to larger number of buyers as only 33.8% of the sellers are making promotion of their products out of their shop.

E. Distribution

- 85.6% of the sellers distribute their products directly due to customized feature of products. This has a greater tendency of contacting customers directly.
- And, 61.4% of buyers find information from sellers shop. This creates a great opportunity to be visited by the buyers.
- Unfortunately, 61.4% of the buyers are not finding full information at the time of their shopping and 64.7% found their shopping experience is not entertaining. The whole buyer respondents are not followed up after purchase experience by their sellers.
- Therefore, sellers shall pay attention to their customer service experience with the consent of giving attention to their brand image.

F. Branding Trend

- About 71.1% of the sellers are not working strategically to build their brand and 67.2% of the sellers do not design their marketing strategies to assist their brand building. This indicates that sellers are not much concerned on the concept branding and its practices.
- Most of the buyers mentioned price and decreasing product quality as two main problems.
- Sellers also pointed that they do face different problems in process of practicing brand building which include: long channel of distribution, high cost of raw materials, legal protection, lack of contractual discipline, lack of marketing knowledge, unavailability of production place, short term performance orientation, financial problem, and high skilled man power.

5.2. Conclusions

As a developing country, the textile industry is one of the fastest growing industries in Ethiopia. Traditional fabrics are one segments of textile sector which tries to thrive on the market with its offerings and values in order to sustain in the market. The results in this study indicate the sector requires a modern marketing practice and brand building processes in order to exploit much more from this growing market potential in the country. In general, branding element practices are very limited with many of the sellers are not even serious taking branding issues. No single seller was found to use slogans for their products. Many of them do not put effort to design their marketing strategies to help build their own brand. Most importantly, sellers see the high costs of materials used in producing traditional clothes for women as their main challenge. These effects are also felt by the buyers. Many of the buyers feel that traditional clothes are very expensive. An understanding of branding can provide better foundation for developing a more effective marketing program.

5.3. Recommendations

From the results and conclusions discussed above, the sellers in traditional clothes shall be supported to build and practice their brand. This would help to achieve their desired business goal and to sustain in the in the market in the long-run. It will further help to make their products to market globally. The following are some specific recommendations:

- Naming products and businesses shall be the primary concern of traditional cloth suppliers. Logo and symbol practices shall be practiced as they are the easiest form of recognizing a firm's brand. Brand character element has to be practiced as they are a short cut reference of a given product. Packaging brand element has to be more practiced as they can give more on brand recognition.
- Sellers shall develop a marketing strategy which can increase the value of their brand equity. Other marketing program practices luxury branding program, runway, scarcity, shall be made in order to encourage the use of traditional clothing products.

- The government and other concerned stakeholders shall arrange and help traditional dress tailors to access the imported raw materials with appropriate price or make them to import by the traditional cloth making trade associations.
- The government shall support them by arranging a production place which can bring the whole participants close to each other this can decrease the problems arises from quality of the product and fostering competition among the suppliers.
- The sellers shall try to make unique and differentiated products to be protected, and the government shall protect the ideas of such sellers who come up with creative ideas.
- The success of branding did not come up within short period of time. Therefore, sellers who are involved in the sector with passion shall understand how to build their carrier on everyday basis.

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APPENDICES

Appendix 1. Questionnaire to Sellers (English version)

STRUCTURED QUESTIONNAIRE
ST. MARY'S UNIVERSITY SCHOOL OF GRADUATES STUDIES DEPARTMENT
OF MARKETING MANAGEMENT

Dear Sir/Madam,

This questionnaire is intended to collect primary data for Master's thesis of my MA in marketing management at St Mary's University on "Brand Building in Ethiopian Traditional Clothing Sector Practices and Challenges". As you are a seller of those products, your participation in this study will be valuable and greatly appreciated. Information gathered will be treated with utmost confidentiality and will not be used for any other purpose. If you have any question you can contact me with the following address:-

Danayt Afera

Tel-+251-911052097

E-mail: queen_sheba93@yahoo.com

Thank you in advance for your cooperation, dedication and sparing your time and energy in filling this questionnaire.

Instruction for filling the questionnaire Please read each statement carefully and put the tick (✓) mark under the choice, write your opinion on the blank space.

Part I:

General Information

1. Age of your Company

- 0-3 years
- 4-5 years
- 6-10 years
- 10-20 years
- More than 20 years

2. Ownership of the business

- Sole proprietorship
- Partnership
- Private Limited Company
- Share Company

3. Number of Employees

- 1-5 employees
- 6-10 employees

- 11-20 employees
- Above 20 employees

4. Reason for being in this business?

- It is my passion
- For Its financial Return
- People insist me
- Coincidence

Part II:

Brand element and marketing mix practices of your company

5. How do You Choose your brand name?

- I like the Name
- It symbolizes the feature of product
- It's my Family member Name
- By coincidence
- Does not a have name

6. What kind of strategy you are using to distribute your product

Direct Indirect

7. What is your promotion media?

- Shop advertisement
- Internet/social media
- Radio /television
- Shop and internet
- All means

Part III

Brand element existence

No.	Brand element existence	Yes	No
1	I have a registered brand name		
2	I have a brand name without legal registration		
3	My business have a registered logo and symbol		
4	I have a logo and symbol without legal registration		
5	I sell my products by my own packaging		
6	My business have a registered character		
7	I have a brand character without legal registration		
8	I use slogan and jingle to represent my business		

Part IV:

Brand element and marketing mix practices of traditional clothing products

Respondents level of agreement on the issues below; this part is kindly requires you to express your view on the issue being asked appropriately: Strongly disagree (SD=1), Disagree (D=2), Not sure (NS=3), Agree (AG=4), Strongly Agree (SA=5).

No.	Items	SD (1)	DA (2)	NS (3)	AG (4)	SA (5)
	Brand elements					
	Brand name					
1.	My brand name describes the feature / function of my products					
2.	My brand name is familiar and meaningful					
3.	My brand name doesn't create compliance by other languages/communities					
	Logo and symbol					
4.	My logo and symbol can differentiate my offerings					
5.	My logo and symbol is easily memorable and identifiable					
	packaging					
6.	My packaging assist product consumption					
7.	My consumers can identify my company easily by its packaging					
	characters					
7.	My character can differentiate my offerings					
9.	My character is easily memorable and identifiable					
	Marketing mix					
	Product					
10.	My customers assume that I have quality product					
11.	I believe I can identify my products by seeing anywhere out of my shop					
12.	My competitors cannot copy my products easily					
13.	My customers can identify my product easily					
14.	My products are different from other suppliers					

15.	I check my customers about their of satisfaction after purchase of products					
	Price					
16.	I set my price by considering its effect on my brand					
17.	I set the price based on the market price					
18.	I set price based on my consumers' expectations					
19.	I set price based on my cost consideration					
	Distribution					
20.	My distribution strategy is designed to protect my brand					
21.	My customers can find full information by my distribution channel					
22.	My customers can entertain by their shopping experience					
	Promotion					
23.	My promotion media makes me to transfer information appropriately					
24.	My consumers can fully receive the information that I transfer					
25.	The overall communication strategy designed strategically to contribute to the brand equity					
	Leveraging Secondary brand associations					
26.	I build my brand by associating with other company brand					
27.	I build my brand by promoting its handmade feature					
28.	I build my brand by endorsing famous people					
29.	I used the country of origin to build my brand equity					
30.	I sponsor events or holidays to build my brand Image					
	Brand trend					
31.	The branding trend of my company is strategically implemented					
32.	Branding elements of my company are consistent					
33.	All marketing programs are designed to assist the brand					

Part V:

The effectiveness of brand elements in terms of brand element selection criteria

No.	Items	SD (1)	DA (2)	N (3)	A (4)	SA (5)
	Brand elements					
	Brand name					
1	My brand name is easily Memorable by customers					
2	My customers like my brand name					
3	My brand name has a meaning to the product I sell					
4	The brand name can be used to other products and out of country					
5	My brand name is easy to adopt and improve					
6	My brand name cannot be copied easily					
	Logo and symbols					
1	My logo and symbol are easily memorable by customers					
2	My logo and symbol are Likeable my customers					
3	My logo and symbol are Meaningful					
4	My logo and symbol can be used to other products and out of country					
5	My logo and symbol is easy to adopt and improve					
6	My logo and symbol cannot be copied easily					
	Packaging					
1	My packaging is easily memorable by customers					
2	My customers like my packaging					
3	My packaging can describe my clothes feature					
4	My packaging can be used to other related products and other areas					
5	My packaging is easy to adopt and improve					
6	My packaging cannot be copied easily					
	Slogans and jingles					
1	Consumers can easily remember my slogan and jingle					
2	My customers like my slogan and jingle					
3	My slogan and jingle can describe my what my products stands for					
4	My slogans and jingle can be used in other areas and other products					
5	My slogan and jingle is easy to adopt and improve					
6	My slogan and jingle cannot be copied easily					
	Character					
1	Consumers can easily remember my brand character					
2	My customers like my brand character					
3	My brand character can describe what my products stands for					
4	My brand character can be used in other areas and other products					
5	My brand character is easy to adopt and improve					
6	My brand character cannot be copied easily					

Part V:

Factors challenging branding of traditional clothing

What kind of challenges this sector is facing in branding traditional clothes please tick Yes or No on the idea which challenges you.

Items	Yes	No
Lack of legal protection for creative ideas		
Long channel of distribution		
Lack of marketing knowledge		
Lack of consumers knowledge about quality product		
Similarity of products lacks differentiation to compete		
High cost of raw materials		
Lack of professionals for high end products		
Lack of finance		
High Competition		
Short term performance orientation		
Lack of contractual discipline		
Unavailability of Production space		

Appendix 2. Questionnaire for buyers (English version)

STRUCTURED QUESTIONNAIRE
ST. MARY'S UNIVERSITY SCHOOL OF GRADUATES STUDIES DEPARTMENT
OF MARKETING MANAGEMENT

Dear Sir/Madam,

This questionnaire is intended to collect primary data for master's thesis of my MA in marketing management at St. Mary's University on "Brand Building in Ethiopian Traditional Clothing Sector Practices and Challenges". As you are a consumer of those products, your participation in this study will be valuable and greatly appreciated. Information gathered will be treated with utmost confidentiality and will not be used for any other purpose.

If you have any question you can contact me with the following address:-

Danayt Afera

Tel+251-911052097

E-mail: queen_sheba93@yahoo.com

Thank you in advance for your cooperation, dedication and sparing your time and energy in filling this questionnaire.

Instruction for filling the questionnaire Please read each statement carefully and put the tick (✓) mark under the choice, write your opinion on the blank space.

Part I:

General information

1. Age

- 20-30
- 31-40
- 41-50
- More than 50

2. Educational level

- High school and below
- Diploma
- Bachelor degree
- Master or higher

3. Marital status

- Single
- Married
- Divorced

4. How frequently you purchase traditional cloth?

- Once in three month
- Once in six month
- Once in a year
- Within two years
- Within five years

5. What type of job you are participated in?

- House wife
- Employed
- Business owner

Part II:

Brand elements and marketing mix elements of traditional clothing products

6. How you Identify quality product from the market?

- By raw material
- By its design
- By sellers guide
- By its price

7. How you find an information about traditional cloth supplier product?

- By their promotion
- By word of mouth
- By visiting their shop

8. If it is by promotion, what kind of promotional media?

- I don't know any promotion media
- Shop advertisement
- Internet/social media
- Radio /television advertisement
- Other television / radio programs

Part III:

Brand element existence

Respondents agreement on the issues below; this part is kindly requires you to express your view on the issue being asked to mark (×) on the issue you agreed.

No.	Items	Yes	No
1	I can remember many traditional dress sellers name		
2	I know a logo and symbol of traditional cloth supplier		
3	I know a character of traditional cloth supplier		
4	My customers give me the product by their own packaging		
5	I know Slogan and jingle of traditional cloth suppliers		

Part IV:

Brand Elements and marketing mix practices

Respondents level of agreement on the issues below; this part is kindly requires you to express your view on the issue being asked appropriately: Strongly disagree (SD=1), Disagree (D=2), Not sure (NS=3), Agree (AG=4), Strongly Agree (SA=5).

No.	Items	SD (1)	DA (2)	NS (3)	AG (4)	SA (5)
	Brand elements					
	Brand Names					
1.	Most brand names describe the feature / function of products					
2.	Most brand names are familiar and meaningful					
	Logo and symbol					
3.	The logos and symbols can describe the company easily					
4.	The logos and symbols are easily memorable and identifiable					
	Character					
5.	The characters can describe the company easily					
6.	The character are easily memorable and identifiable					
	Packaging					
7.	I have a good feeling when I hold their packaging					
8.	I can identify my sellers company easily by its packaging					
	Marketing Mix					
	Product					
9.	I have the ability to identify quality product easily					
10.	I can identify a given product from which supplier it is					
11.	My sellers contacted me after purchase of a product to ask me how I feel about the product.					
	Price					
12.	Price of traditional cloth is expensive					
13.	Price of traditional cloth is affordable					
14.	Price of traditional cloth is based on quality of products					
	Distribution					
15.	traditional clothes are easily accessible					

16.	I can find full information by my shopping experience					
17.	My shopping experience entertains me					
	Promotion					
18.	I am exposed to promotion of traditional cloth suppliers					
19.	I am comfortable with promotion of such companies					
20.	Promotion of such products have positive impact on my purchase decision					

Part V:

The effectiveness of brand elements in brand element selection criteria

No.	Items	SD (1)	DA (2)	NS (3)	AG (4)	SA (5)
	Brand elements					
	Brand name					
1	brand names of traditional cloth suppliers is easily Memorable					
2	We like most of traditional cloth suppliers brand name					
3	Most brand names are meaning full					
4	The brand names can be used in other countries or other related products					
5	the brand names are easy to adopt					
6	If the brand names are copied I can identify the difference easily					
	Logo and symbol					
1	I can remember logos and symbols of traditional cloth suppliers					
2	I like logos and symbols of traditional cloth suppliers					
3	Logos and symbols are Meaningful					
4	The logos and symbols can be used to other products and out of country					
5	I adopted with the logos and symbols are easily					
6	I can easily identify if it is copied					
	Packaging					
1	I can easily remember packaging of traditional cloth sellers					
2	I like most of traditional cloth packaging					
3	The packaging describe me the feature of products					
4	The packaging can be used to other related products and other areas					
5	The packaging is easy to adopt and improve					
6	I can identify easily if one packaging is copied					
	Slogans					
1	I can remember slogan of traditional cloth suppliers					
2	I like most of slogans of traditional cloth suppliers					
3	I can understand what the products are stands for					
4	The slogans can be used in other areas and other products					
5	The slogan are easy to adopt and improve					
6	The slogans cannot be copied easily					
	Characters					

1	I can remember Characters of traditional cloth suppliers					
2	I like most Characters of traditional cloth suppliers					
3	By their characters I can understand what the products are stands for					
4	The Characters can be used in other areas and other products					
5	The Characters are easy to adopt and improve					
6	The Characters cannot be copied easily					

Part VI:

Problems buyers' faced

Respondents agreement on the issues below; this part is kindly requires you to express your view on the issue being asked to mark (x) on the issue you agreed

Problems	Yes	No
Expensive		
Not fully representing the culture		
Does not exist with suitable designs		
Trend of decreasing quality		

Appendix 3: Questionnaire for Sellers (Amharic Version)

መጠይቅ

ቅድስት ማርያም ዩኒቨርሲቲ የድህረ ምረቃ መርሃ ግብር ማርኬቲንግ ማኔጅመንት ትምህርት ክፍል በባህል ልብስ አቅራቢዎች የሚሞላ መጠይቅ

ይህ መጠይቅ የተዘጋጀው በቅድስት ማርያም ዩኒቨርሲቲ የማርኬቲንግ ማኔጅመንት የድህረ ምረቃ ተማሪ ሲሆን አላማው የብራንድ ግንባታ እና አስተዳደር ሂደትና ተግዳሮቶች በኢትዮጵያ የባህል ልብስ የንግድ ዘርፍ በሚል ርዕስ ለሚደረግ ጥናት መጀመሪያ ደረጃ መረጃ ለመሰብሰብ ነው። እርሶም የእነዚህ ምርቶች አቅራቢ እንደመሆንዎት መጠን የሚሰጡት መልስ የሚወለወው ልዚህ ጥናት አላማ ብቻ ነው። ስለሆነም ከዚህ በታች ለቀረቡት ጥያቄዎች ትክክል ነው የሚሉትን መልስ ይሰጡ ዘንድ በትህትና እጠይቃለሁ። ስለ መጠይቁ ማንኛውም ጥያቄ ካልዎት እባክዎ ከዚህ በታች በተጠቀሰው አድራሻ ይጠቀሙ፡-

ዳናይት አፈራ

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በቅድሚያ ጊዜዎትን ና ጉልበትዎትን ሰውተው ይህን መጠየቅ ለመሙላት ፈቃደኛ በመሆንዎ አመስግናለሁ መመሪያ

- ስምዎን መጥቀስ አያስፈልግም
- ትክክል ነው የሚሉትን መልስ በተዘጋጀው ሳጥን ውስጥ () ምልክት ያስቀምጡ

ክፍል አንድ:

ጠቅላላ መረጃ

1. የድርጅቱ የስራ ዘመን

- 0-3 አመታት
- 4-5 አመታት
- 6-10 አመታት
- 10-20 አመታት
- ከ20 አመታት በላይ

2. የድርጅቱ የባለቤትነት ይዘታ

- የግለሰብ ነጋዴ
- ሽርክና ማህበር
- ሓላፊነቱ የተወሰነ የግል ማህበር
- አክሲዮን ማህበር

3. የሰራተኞች ብዛት

- 1-5 ሰራተኞች
- 6-10 ሰራተኞች
- 11-20 ሰራተኞች

- ከ 20 በላይ ሰራተኞች

4. ለምን ወደ እዚህ የንግድ ስራ ተቀላቀሉ?

- ዝንባሌዬ ስለሆነ
- ትርፍ ጥሩ ስለሆነ
- ሰዎች መከረወኝ
- በኢጋጣሚ

ክፍል ሁለት፣

የድርጅትዎ የብራንድ አካላት እና የገበያ ፕሮግራም

5. የንግድ ስምዎን እንዴት መረጡት?

- ስለምወደው
- የምርቶቼን ገጽታ ስለሚገልጽልኝ
- የቤተሰብ አባሌ ስም ነው
- በኢጋጣሚ ነው

6. ምርቶችዎን ወደ ገበያ የሚያሰራጩበት መንገድ ምን አይነት መንገድ ነው?

- በቀጥታ በተዘዋዋሪ

7. ምርትዎን ለማስተዋወቅ ምን አይነት የማስታወቂያ ዘዴ ይጠቀማሉ?

- በመሸጫ ቦታዬ ላይ ማስታወቂያ በመስቀል
- በኢንተርኔት/ማህበራዊ ሚዲያ
- በሬድዮ /ቴሌቪዥን
- በልዩ የሬድዮ /ቴሌቪዥን መርሃ ግብር

ክፍል ሶስት

የብራንድ መንገዲያ አካላት ስለመኖር

ከዚህ ቅጥሉ ለቀረበው ሃሳብ የንግድ ድርጅትዎት የሚጥቀመው ከሆነ አዎ የማይጠቀም ከሆነ ደግሞ አይደለም የሚለው ላይ (x) ያድርጉ

ተ/ቁ	የብራንድ መንገዲያ አካላት ስለመኖር	አዎ	አይደለም
1	በህጋዊ መንገድ የተመዘገበ የንግድ ስም አለኝ		
2	በህጋዊ መንገድ ባይመዘገብም ድርጅቴን የሚወክል ስም አለኝ		
3	በህጋዊ መንገድ የተመዘገበ የንግድ ምልክት ወይም ሎጎ አለኝ		
4	በህጋዊ መንገድ ባይመዘገብም ድርጅቴን የሚወክል ሎጎ ወይም የንግድ ምልክት አለኝ		
5	እቃዎቼን የምሸጠው በድርጅቴ ስም በተዘጋጀ ማሸጊያ ነው		
6	በህጋዊ መንገድ የተመዘገበ ገጽ-ባህሪ አለኝ		
7	በህጋዊ መንገድ ባይመዘገብም መረቶቼን የሚወክል ገጽ-ባህሪ አለኝ		
8	የንግድ ድርጅቴን የሚወክል መፈክር እና መዝሙር አለኝ		

ክፍል አራት:

ስለ ባህላዊ ልብስ ግብይት ቃለ መጠይቅ የተደረገላቸው የሰጡት አስተያየት የሚሞላበት መላሾች ቀጥሎ በተመለከተው መሰረት መልሳቸውን በተፈለገው እና አግባብነት ባለው መንገድ ቀጥሎ ከተሰጡት አማራጮች የሚሞሉበት ሲሆን ይህንንም፡ በጣም አላምንበትም (=1), አላምንበትም (=2), እርግጠኛ አይደለሁም (=3), አምንበታለሁ (=4), በጣም አምንበታለሁ (=5).

ተ.ቁ	ነጥቦች	በጣም አላምን በትም (1)	አላምን በትም (2)	እርግጠኛ አይደለሁም (3)	አምንበታለሁ (4)	በጣም አምን በታለሁ (5)
	የብራንድ አካላት					
	የንግድ ስም					
1	የንግድ ስም የምርቶቹን ገጽታ ወይም ተግባር ይገልጻል					
2	የንግድ ስም በማህበረሰቡ ዘንድ የተለመደ እና ትርጉም ያለው ነው					
3.	የንግድ ስም በሌሎች ማህበረሰቦች ቋንቋ ዘንድ ቅሬታ የማይፈጥር ነው					
	ሎጎ እና የንግድ ምልክት					
4.	የንግድ ምልክቱ የማቀርበውን ምርት ልዩነት ይገልጻል					
5.	የንግድ ምልክቱ መስታወስ በቀላሉ የሚችል እና መለየት የሚቻል ነው					
	ማሸጊያ					
6.	ማሸጊያዬ የደንበኞቼን የምርት አጠቃቀምን እንዲረዳ ተደርጎ የተዘጋጀ ነው					
7.	ደንበኞቼ ማሸጊያዬን በማየት የእኔ ድርጅት መሆኑን ይለዩታል					
	ገጸ ባህሪ					
8.	ገጸ ባህሪዬ ድርጅቱ የሚያቀርበውን ምርት በልዩነት ይገልጻል					
9.	ገጸ ባህሪዬ በቀላሉ የሚለይ እና የሚስታወስ ነው					
	የገበያ ፕሮግራም					
	ምርት					
10.	ደንበኞቼ ጥራት ያለው ምርት እንደማቀርብ ያስባሉ					
11.	የራሴን ምርት ከመሸጫ በታዩ ውጭ ባየው እንኳን መለየት እችላለሁ					
12.	ተፎካካሪዎቼ የእኔን ምርት በቀላሉ ደግመው መስራት አይችሉም					
13.	ደንበኞቼ ምርቴን በቀላሉ መለየት ይችላሉ					
14.	የእኔ ምርቶች ከሌሎቹ አቅራቢዎች ይለያሉ					
15.	ደንበኞቼ እቃ ከገዙኝ በህዋላ ደውሎ ስለ እርካታ መጠናቸው እጠይቃቸዋለሁ					
	ዋጋ					
16.	ዋጋ የምተምነው ገበያ ውስጥ ባለው ዋጋ መነሻነት ነው					
17.	ዋጋ የምተምነው የደንበኞቼን የዋጋ ግምት መሰረት በማድረግ ነው					
18.	ዋጋ የምተምነው በገበያው ውስጥ ያለኝን የገበያ ዝና ታሳቢ በማድረግ ነው					
19.	ዋጋ የምተምነው ወጪዎቼን ና ትርፌን በማስላት ነው					
	የምርት ስርጭት					
20.	የምርት ስርጭት ስልቴ የተዘጋጀው ያለኝን የገበያ ዝና ለመጠበቅ ነው					
21.	ደንበኞች በቂ መረጃ ስለ ድርጅቱ እንዲሁም ስለ ምርቱ በቂ መረጃ እንዲያገኙ ያደርጋል					
22.	ደንበኞቼ በግብይት ጊዜአቸው እንዲዝናኑ ያደርጋቸዋል					
	ማስታወቂያ					
23.	የማስታወቂያ ስልቴ የምፈልገውን መረጃ በትክክል እንዳስተላልፍ አድርጎኛል					
24.	ደንበኞቼ ማስተላለፍ የፈለኩትን መረጃ በሙሉ ይቀበሉኛል					
25.	የምጠቀማቸው የማስታወቂያ ስልቶች የብራንድ ፕሮግራሜን ለመደገፍ የተዘጋጁ ናቸው					

ሁለተኛ ዝምድናዎችን ስለመጠቀም						
26.	ብራንዴን የገነባሁት ክለሎች ታዋቂ ብራንዶች ጋር በማዋሃድ ነው					
27.	ብራንዴን የምገነባው በእጅ የተሰራ መሆኑን በመግለጽ ነው					
28.	ታዋቂ ሰዎች ከእኔ ጋር እንዲሰሩ በማድረግ ብራንዴን እገነባለሁ					
29.	በኢትዮጵያ ወይም ከሌሎች በዚህ ሞያ ልዩ ዝና ካላቸው ክልሎች እቃዎቼ መምጣታቸውን መሰረት በማድረግ ነው					
	የተለያዩ ዝግጅቶችን ወይም በአላትን ስፖንሰር በማድረግ ግራንዴን እገነባለሁ					
ብራንድ ግንባታ						
30.	ብራንዴን ለመገንባት በእቅድ እና በፕሮግራም ነው የምሰራው					
31.	የብራንድ መገንቢያ አካላቶች እርስ በእርስ የሚናበቡ ናቸው					
32.	ሁሉም የገበያ ፕሮግራሞች ብራንዱን ለመገንባት እና ለማገዝ የተነደፉ ናቸው					

ክፍል አምስት:-

ይህ ዘርፍ ጠንካራ ብራንድ ከመገንባት ረገድ ምን ዓይነት ተግዳሮቶች አሉብት? ከታች በተመለከተው ሳጥን ላይ ከተቀመጡት ነጥቦች ውስጥ አዎ ወይም አይደለም የሚለው ላይ (x) መልክት ያስቀምጡ

አይነት	አዎ	አይደለም
የአዳዲስ ፈጠራ ሃሳቦች ማነስ		
ሰፊ የገበያ ስንሰለት መኖር		
የዘመናዊ የገበያ አስተዳደር እውቀት ማነስ		
በምርቶች ጥራት ላይ የደንበኞች እውቀት ማነስ		
በገበያ ውስጥ ያሉ ምርቶች አንድ ዓይነት መሆን ይህም በልዩነት ውድድር እንዳይፈጠር አድርገዋል		
የጥሬ እቃ ዋጋ መጨመር		
አጨራረሳቸው እጅግ ያማረ ልብሶችን ለማምረት የባለሞያ እጥረት መኖር		
የገንዘብ እጥረት		
ከፍተኛ ፉክክር መኖር		
የአጭር ጊዜ ሽያጭ ፍላጎት ላይ ማተኮር		
የማምረቻ ቦታ ያለመኖር		
የውል ሰነድ - ምግባር ያለማክበር		

ክፍል ስድስት :

የብራንድ መገንቢያ አካትን መረጣ ውጤታማነት

ተቁ	ነጥቦች	በጣም አላምን በትም (1)	አላምን በትም (2)	እርግጠኛ አይደለም (3)	አምን በትም (4)	በጣም አምን በትም (5)
	የብራንድ አካላት					
	የንግድ ስም					
1.	የንግድ ስሜ በደንበኞች በቀላሉ መስታወስ የሚችል ነው					
2.	ደንበኞች የንግድ ስሜን ይወዱታል					
3.	የንግድ ስሜ የምሽጠውን እቃ መግለጽ የሚችል ነው					
4.	የንግድ ስሜ በሌሎች አገሮች ለሌሎች ተዛማጅ ምርቶች ላይ መጠቀም የሚችል ነው					
5.	የንግድ ስሜ በቀላሉ መልመድና መሻሻል የሚችል ነው					

6.	የንግድ ስሜ በቀላሉ የሚኮረጅ አይደለም					
	ሎጎ እና የንግድ ምልክት					
1	የንግድ ምልክቱ በደንበኞች በቀላሉ መታወስ የሚችል ነው					
2	የንግድ ምልክቱ በደንበኞች የሚወደድ ነው					
3	የንግድ ምልክቱ የምሽጠውን እቃ መግለጽ የሚችል ነው					
4	የንግድ ምልክቱ በሌሎች አገሮች ለሌሎች ተዛማጅ ምርቶች ላይ መጠቀም የሚቻል ነው					
5	የንግድ ምልክቱ በቀላሉ መልመድና መሻሻል የሚችል ነው					
6	የንግድ ምልክቱ በቀላሉ መኮረጅ የማይቻል ነው					
	ማሸጊያ					
1.	ማሸጊያዬ በደንበኞች በቀላሉ መስታወስ የሚችል ነው					
2.	ደንበኞች ማሸጊያዬን ይወዱታል					
3.	ማሸጊያዬ ለምሽጠውን እቃ መግለጽ የሚችል ነው					
4.	ማሸጊያዬ በሌሎች አገሮች ለሌሎች ተዛማጅ ምርቶች ላይ መጠቀም የሚቻል ነው					
5.	ማሸጊያዬ በቀላሉ መልመድና መሻሻል የሚቻል ነው					
6.	ማሸጊያዬ በቀላሉ የሚኮረጅ አይደለም					
	መፈክር/jinge					
1.	መፈክሪ በደንበኞች በቀላሉ መስታወስ የሚችል ነው					
2.	ደንበኞች መፈክሪን ይወዱታል					
3.	መፈክሪ ለምሽጠውን እቃ መግለጽ የሚችል ነው					
4.	መፈክሪ በሌሎች አገሮች ለሌሎች ተዛማጅ ምርቶች ላይ መጠቀም የሚቻል ነው					
5.	መፈክሪ በቀላሉ መልመድና መሻሻል የሚቻል ነው					
6.	መፈክሪ በቀላሉ የሚኮረጅ አይደለም					
	ገጸ - ባህሪ					
1.	ገጸ - ባህሪዬ በደንበኞች በቀላሉ መስታወስ የሚችል ነው					
2.	ደንበኞች ገጸ - ባህሪዬን ይወዱታል					
3.	ገጸ - ባህሪዬ ለምሽጠውን እቃ መግለጽ የሚችል ነው					
4.	ገጸ - ባህሪዬ በሌሎች አገሮች ለሌሎች ተዛማጅ ምርቶች ላይ መጠቀም የሚቻል ነው					
5.	ገጸ - ባህሪዬ በቀላሉ መልመድና መሻሻል የሚቻል ነው					
6.	ገጸ - ባህሪዬ በቀላሉ የሚኮረጅ አይደለም					

Appendix 4: Questionnaire for Buyers (Amharic Version)

መጠይቅ

ቅድስት ማርያም ዩኒቨርሲቲ የድህረ ምረቃ መርሃ ግብር ማርኬቲንግ ማኔጅመንት ትምህርት ክፍል በባህል ልብስ ገዢዎች የሚሞላ መጠይቅ

ይህ መጠይቅ የተዘጋጀው በቅድስት ማርያም ዩኒቨርሲቲ የማርኬቲንግ ማኔጅመንት የድህረ ምረቃ ተማሪ ሲሆን አላማው የብራንድ ግንባታ እና አስተዳደር ሂደትና ተግዳሮቶች በኢትዮጵያ የባህል ልብስ የንግድ ዘርፍ በሚል ርዕስ ለሚደረግ ጥናት መጀመሪያ ደረጃ መረጃ ለመሰብሰብ ነው። እርሶም የአንዚህ ምርቶች ሸማች እንደመሆንዎ መጠን የሚሰጡት መልስ የሚወለወው ልዚህ ጥናት አላማ ብቻ ነው። ስለሆነም ከዚህ በታች ለቀረቡት ጥያቄዎች ትክክል ነው የሚሉትን መልስ ይሰጡ ዘንድ በትህትና እጠይቃለሁ። ስለ መጠይቁ ማንኛውም ጥያቄ ካልዎት እባክዎ ከዚህ በታች በተጠቀሰው አድራሻ ይጠቀሙ፡-

ዳናይት አፈራ

ስልክ: +251-911052097

ኢሜል : queen_sheba93@yahoo.com

በቅድሚያ ጊዜዎትን ና ጉልበትዎትን ሰውተው ይህን መጠየቅ ለመሙላት ፈቃደኛ በመሆንዎ አመሰግናለሁ መመሪያ

- ስምዎን መጥቀስ አያስፈልግም
- ትክክል ነው የሚሉትን መልስ በተዘጋጀው ሳጥን ወስጥ () ምልክት ያስቀምጡ

ክፍል አንድ :

ጠቅላላ መረጃ

1. እድሜ

- 20-30
- 31-40
- 41-50
- ከ 50 አመት በላይ

2. የትምህርት ደረጃ

- 12ኛ እና ከዛ በታች
- ዲፕሎማ
- ዲግሪ
- ማስተርስ

3. የጋብቻ ሁኔታ

- ያላገባች
- ያገባች
- በፍቺ የተለያዩች

4. በምን ያህል ጊዜ ልዩነት የባህል ልብስ ይገዛሉ?

- በየ ሶስት ወሩ
- በየ ስድስት ወሩ
- በአመት አንድ ጊዜ

- በሁለት አመት አንድ ጊዜ
- በአምስት አመት አንድ ጊዜ

5. በምን ስራ ላይ ነው የተሰማሩት?

- የቤት እመቤት
- ተቀጣሪ ሰራተኛ
- ነጋዴ

6. ጥራት ያለውን ምርት ከገበያ ውስጥ እንዴት የለያሉ?

- በጥሬ እቃው
- በዲዛይኑ
- ሻጮች በሚነገሩኝ
- በዋጋው

7. ስለ ባህል ልብስ አቅራቢዎች መረጃ ከየት ያገኛሉ?

- በሚለቁት ማስታወቂያ
- ሰዎች በሚነገሩኝ
- ሰቆቻቸው ድረስ በመሄድ

8. በማስታወቂያ ከሆነ ምን አይነት ማስታወቂያ ዘዴ ይጠቀማሉ?

- ምንም አይነት ማስታወቂያ አላውቅም
- ሰቆቻቸው ላይ በሚለጠፍ ማስታወቂያ
- በኢንተርኔት/ማህበራዊ ሚዲያ
- በሬድዮ ና ቴሌቪዥን ማስታወቂያ
- ሌሎች የሬድዮና ቴሌቪዥን ፕሮግራሞች

ክፍል 3:-

የብራንድ መገንቢያ አካላት ስለመኖር

ስለ ባህላዊ ልብስ ግብይት ቃለ መጠይቅ የተደረገላቸው ገዢዎች የሰጡት አስተያየት የሚሞሊበት ቃለ መጠይቅ ቀጥሎ በተመለከተው መሰረት መልሳቸውን በተፈለገው እና አግባብነት ባለው መንገድ ከተሰጡት አማራጮች የሚሞሉበት ሲሆን ይህም አዎ ወይም አይደለም

ተቁ.		አዎ	አይደለም
1	ብዙ የባህል ልብስ አቅራቢዎች የንግድ ስም አውቃለሁ		
2	ብዙ የባህል ልብስ አቅራቢዎች ሎጎ ና የንግድ ምልክት አውቃለሁ		
3	ብዙ የባህል ልብስ አቅራቢዎች ገጹ-ባህሪ አውቃለሁ		
4	ደንበኞቼ አቃዎቼን የሚሸጡልኝ በራሳቸው ማሸጊያ ነው		
5	ብዙ የባህል ልብስ አቅራቢዎች መፈክር ና መዝሙር አውቃለሁ		

ክፍል አራት :

ስለ ባህላዊ ልብስ ግብይት ቃለ መጠይቅ የተደረገላቸው ገዢዎች የሰጡት አስተያየት የሚሞላበት ቃለ መጠይቅ ቀጥሎ በተመለከተው መሰረት መልሳቸውን በተፈለገው እና አግባብነት ባለው መንገድ ከተሰጡት አማራጮች የሚሞሉበት ሲሆን ይህንንም በጣም አላምንበትም (=1), አላምንበትም (=2), አርግጠኛ አይደለም (=3), አምንበታለሁ (=4), በጣም አምንበታለሁ (=5).

ተ.ቁ	ነጥቦች	በጣም አላምን በትም (1)	አላምን በትም (2)	አርግጠኛ አይደለም (3)	አምንበታለሁ (4)	በጣም አምንበታለሁ (5)
	የብራንድ አካላት					
	የንግድ ስም					
1.	ብዙ የባህል ልብስ አቅራቢዎችን የንግድ ስም አውቃለሁ					
2.	ብዙዎቹ የንግድ ስሞች የምርቶቹን ገጽታ ወይም ተግባር ይገልጻሉ					
3.	ብዙዎቹ የንግድ ስሞች በማህበረሰቡ ዘንድ የተለመደ እና ትርጉም ያለው ነው					
	ሎጎ እና የንግድ ምልክት					
5.	የንግድ ምልክቶቹ ድርጅቶቹን በቀላሉ ይገልጻሉ					
6.	የንግድ ምልክቶቹ በቀላሉ መስታወስ እና መለየት የሚቻሉ ናቸው					
	ማሸጊያ					
8.	ማሸጊያዎቹን ስይዘቸው ጥሩ ስሜት ይፈጥሩብኛል					
9.	ማሸጊያን በማየት ብቻ የማን ድርጅት መሆኑን መለየት እችላለሁ					
	ገጽ ባህሪ/ምስል/ ስው/					
11.	ገጽ ባህሪዎችሁ ድርጅቱ የሚያቀርበውን ምርት ልዩነት ይገልጻሉ					
12.	ገጽ ባህሪዎቹ በቀላሉ የሚለዩ እና የሚስታወሱ ናቸው					
	የገበያ ፕሮግራም					
	ምርት					
14.	የባህል ልብስ ምርቶችን ከመሸጫ በታቸው ውጭ ባያቸው እንክዋን የየትኛው አቅራቢ መሆናቸውን መለየት እችላለሁ					
15.	ደንበኞቼ እቃ ከገዛሁቸው በህዋላ ደውለው ስለ እርካታ መጠኔ ይጠይቁኛል					
	ዋጋ					
16.	የባህል ልብሶች ዋጋ ወድ ነው					
17.	የባህል ልብሶች ዋጋ እኔ መግዛት የምችለው ነው					
18.	የባህል ልብሶች ዋጋ የምርቱን ጥራት መሰረት ያደረገ ነው					
	የምርት ስርጭት					
19.	የባህል ልብሶችን በቀላሉ በቅርብ ቦታ ማግኘት እችላለሁ					
20.	ለግዢ በምወጣበት ጊዜ ስለ ድርጅቶቹ ምርቶች በቂ መረጃ አገኛለሁ					
21.	ለግብይት በምወጣበት ጊዜ የግብይት ልምዴ ያዝናናኛል					
	ማስታወቂያ					
22.	የባህል ልብስ አቅራቢዎች ለሚያስተላለፉት ማስታወቂያ ተጋላጭ ነኝ					
23.	የባህል ልብስ አቅራቢዎች በሚያስተላልፍባቸው ማስታወቂያዎች ደስተኛ ነኝ					
24.	የባህል ልብሶች ማስታወቂያ በግዥ ውሳኔዬ ላይ አሉታዊ ተጽእኖ አለው					
	ሁለተኛ ዝምድናዎችን ስለመጠቀም					
25.	የባህል ልብስ አቅራቢዎች ከታዋቂ ሰዎች ጋር በመስራት ብራንዳቸውን ይገነባሉ ብዬ አስባለሁ					
26.	በኢትዮጵያ ወይም ከሌሎች በዚህ ሞያ ልዩ ዝና ካላቸው ክልሎች እቃዎቹ መምጣታቸውን መሰረት በማድረግ ያስተዋውቃሉ					
	ብራንድ ግንባታ					
27.	የባህል ልብስ አቅራቢዎች ብራንዳቸውን ለመገንባት በእቅድ እና በፕሮግራም ይሰራሉ ብዬ አስባለሁ					

28.	የብራንድ መገንቢያ አካላት እርስ በእርስ የሚናበቡ ናቸው አስባለሁ					
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ክፍል አምስት : የብራንድ መገንቢያ አካላት መረጣ ውጤታማነት

ተቁ	ነጥቦች	በጣም አላምን በትም	አላምን በትም	እርግጠኛ አይደለም	አምንበ ታላሁ	በጣም አምንበታ ለሁ
	የብራንድ አካላት					
	የንግድ ስም					
1.	የንግድ ስያሜዎቹ በደንበኞች በቀላሉ መስታወስ የሚችል ነው					
2.	የንግድ ስያሜዎቹ በደንበኞች የሚወደዱ ናቸው					
3.	የንግድ ስያሜዎቹ የባህል አልባሳትን ይገልጻሉ					
4.	የንግድ ስያሜዎቹ በለሎች አገሮች ለሎች ተዛማጅ ምርቶች ላይ መጠቀም የሚችሉ ናቸው					
5.	የንግድ ስያሜዎቹ በቀላሉ መለመድና መሻሻል የሚችሉ ናቸው					
6.	የንግድ ስያሜዎቹ በቀላሉ የሚኮረጁ አይደሉም					
	ሎጎ እና የንግድ ምልክት					
1	የንግድ ምልክቶቹ በደንበኞች በቀላሉ መስታወስ የሚችሉ ናቸው					
2	የንግድ ምልክቶቹ በደንበኞች የሚወደዱ ናቸው					
3	የንግድ ምልክቶቹ የሚሸጠውን እቃ መግለጽ የሚችሉ ናቸው					
4	የንግድ ምልክቶቹን በለሎች አገሮች ለሎች ተዛማጅ ምርቶች ላይ መጠቀም የሚችል ነው					
5	የንግድ ምልክቶቹ በቀላሉ መለመድና መሻሻል የሚችሉ ናቸው					
6	የንግድ ምልክቶቹ በቀላሉ መኮረጅ የማይችሉ ናቸው					
	ማሸጊያ					
1.	ማሸጊያዎቹ በደንበኞች በቀላሉ መስታወስ የሚችሉ ናቸው					
2.	ማሸጊያዎቹ የሚወደዱ ናቸው					
3.	ማሸጊያዎቹ ለሚሸጠውን እቃ መግለጽ የሚችሉ ናቸው					
4.	ማሸጊያዎቹ በለሎች አገሮች ለሎች ተዛማጅ ምርቶች ላይ መጠቀም የሚችሉ ናቸው					
5.	ማሸጊያዎቹ በቀላሉ መለመድና መሻሻል የሚችሉ ናቸው					
6.	ማሸጊያዎቹ በቀላሉ የሚኮረጁ አይደሉም					
	መፈክር					
1.	መፈክሮቹ በደንበኞች በቀላሉ መስታወስ የሚችሉ ናቸው					
2.	ደንበኞች መፈክሮቹን ይወዱአቸዋል					
3.	መፈክሮቹ ለሚሸጠውን እቃ መግለጽ የሚችሉ ናቸው					
4.	መፈክሮቹ በለሎች አገሮች ለሎች ተዛማጅ ምርቶች ላይ መጠቀም የሚችል ነው					
5.	መፈክሮቹ በቀላሉ መለመድና መሻሻል የማይችሉ ናቸው					
6.	መፈክሮቹ በቀላሉ የሚኮረጁ አይደሉም					
	ገጸ - ባህሪ/መስል/ሰው/					
1.	ገጸ - ባህሪዎቹ በደንበኞች በቀላሉ መስታወስ የሚችል ነው					
2.	ደንበኞች ገጸ - ባህሪዎቹን ይወዱአቸዋል					
3.	ገጸ - ባህሪዎቹ የሚሸጠውን እቃ መግለጽ የሚችሉ ናቸው					
4.	ገጸ - ባህሪዎቹን በለሎች አገሮች ለሎች ተዛማጅ ምርቶች ላይ መጠቀም የሚችል ነው					
5.	ገጸ - ባህሪዎቹ በቀላሉ መለመድና መሻሻል የሚችሉ ናቸው					
6.	ገጸ - ባህሪዎቹ በቀላሉ የሚኮረጁ አይደሉም					

ክፍል ስድስት: በባህል ልብስ ግብይት ልምዶች የሚያጋጥሙ ችግሮች

ችግሮች	አዎ	አይደለም
የባህል ልብሶች ዋጋ መወደድ		
ባህሉን በበቂ ሁኔታ አለመግለጽ		
ምቹ ዲዛይን አለመግኘት		
ጥራት እየቀነሰ መምጣት		