ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

THE ROLE OF PRODUCT LABEL AND ADVERTISING ON

*BRAND EQUITY: THE CASE OF HABESHA
BEER*

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JUN, 2019
ADDIS ABABA, ETHIOPIA

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THESIS TITLE

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APPROVED BY BOARD OF EXAMINERS

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External Examiner   Signature   Date

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Internal Examiner   Signature   Date

DECLARATION

I, Tewodros Dessalegne, hereby declare that this thesis titled, 'The Role of product and advertising on Brand Equity is my original work. I have carried out the present study independently with the guidance and support of the research advisor, Adanech Gedefaw (Asst.Prof.) Any other research or academic sources used here in this study have been duly acknowledged.

Moreover, this study has not been submitted for the award of any Masters or Degree program in this or any other institution.

Tewodros Dessalegne   _____   _____

                                    Signature   Date

Confirmation by Advisor   _____   _____

Adanech Gedefaw (Asst.Prof.)   Signature   Date

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THANK YOU ALL

Tewodros Dessalegne

ACRONYMS

CBBE – Customer Based Brand Equity

SEM – Structural Equation Modeling

CFA – Confirmatory Factor Analysis

LV – Latent Variable

RMSEA – Root mean squared error of approximation

AIC – Akaike's information criterion

BIC – Bayesian information criterion

CFI – Comparative fit index

TLI – Tucker-Lewis index

SRMR – Standardized root mean squared residual

CD – Coefficient of determination

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ABSTRACT

The study focuses on the Ethiopian beer Industry especially Habesha beer in Addis Ababa which aimed to examine the role of product and advertising on brand equity so, to find out the impact of these two selected marketing mix elements the most common and widely used modern of Aaker was used. The model consists of four dimensions of brand equity namely brand awareness, brand association, perceived quality and brand loyalty which affects the general brand equity of the beer brand. For this study, 384 structured questionnaires distributed to respondents of Habesha beer consumer which conveniently selected and out of that 351 or 91.40% response rate were collected. Data analysis mainly took place in STATA 13.0 through Structural Equation Modeling (SEM) to test hypothesized causal relationships. The study found out that actual product had a significant positive impact on perceived quality; the study also revealed that advertising had a positive role in the dimensions of brand equity and from this brand awareness and association had the highest positive impact from the dimensions. Although all the dimensions of Customer-Based Brand Equity had a positive impact on the general brand equity of consumers except brand association and as many researches in the case, brand loyalty had the strongest impact in the Ethiopian beer industry too. Thus marketing practitioners should exert their efforts to increase and maintain brand loyalty along with other dimensions for that reason the general brand equity would be increase.

Keywords: *Product, Advertising, Brand Awareness, Brand Associations, Perceived Quality, Brand Loyalty and Brand Equity*

CHAPTER ONE
INTRODUCTION

1.1. Background of the Study

Brand is one of the most valuable intangible assets of any organization therefore building and properly managing brand equity has become a priority for companies of all sizes, in all types of industries and market (Lehmann, Keller, and Farley 2008) for this reason organizations do their best to create a successful brand by different marketing activity linked with the brand tries to influence the customer's mind towards the brand but the value is determined by consumer perception and experiences with the brand

An attempt to define the relationship between customers and brands produced the term "brand equity" in the marketing literature (Wood, 2000). The brand equity generates a type of added value for products which help with companies' long term interests and capabilities (Chen, 2008). Over the past two decades, a great deal of research has addressed various aspects of brand equity; brand equity is generally accepted as a critical success factor to differentiate companies and service providers from its competitors. Brands with high levels of equity are associated with outstanding performance including sustained advertisement, high market shares, and successful expansion into new businesses, competitive cost structures and high profitability all contributing to companies' competitive advantage (Keller and Lehmann 2003;Vazquez, Rio, Belen and Iglesias. 2002).

This becomes more evident in a world where competition is becoming intense and where several choices are available to consumers. Product offerings are also becoming comparable in terms of product design, which puts companies and products, which have built strong brands through years of product experience and marketing activity in a strong position to gain competitive advantage (Kotler & Keller, 2012). This competitive advantage of having superior brand equity will result in benefits such as greater loyalty, less vulnerability to competitors marketing actions, larger margins and opportunities to expand growth from brand extensions (Leone, Rao, Keller, Luo and Mc Alister, 2006).

As a result, Brands have been increasingly considered as primary capital for many businesses, and building strong brand is critical to companies' success (Wood, 2000, p. 662). However, the value of brands and its equity is derived from the words and actions of customers. It is consumers that decide which brand is preferred than the other, or which brands have more equity than other brands (Hoeffler & Keller, 2003). As a result, the source of brand equity is customer perception (Keller, 1993). Furthermore, when marketers

use the term "brand equity" to measure brand strength, it often refers to as "customer -based brand equity" (Wood, 2000).

Brand equity is significant in assisting consumers to process information, especially, when the information is overloaded (Krishan and Hartline, 2001). For firms, growing brand equity is a key objective to be achieved by gaining more favorable associations and feelings of target consumers (Falkenberg 1996). In otherworld, financial meaning from the perspective of the value of the brand to the firm and customer-based meaning from the perspective of the value of the brand to the customer which both come from a marketing decision-making context (Kim, and An 2003). In addition, Yoo, at el (2000) states that understanding the dimensions of brand equity and investing to its growth raises competitive barriers and drives brand wealth. The subject of brand equity is very rich in the context of definitions, models and measurement issue; several brand equity measurement methods have been suggested by different researches.

Different authors attempted to define and examine brand equity from different perspectives. Aaker (1991) defined brand equity in terms of assets and liabilities linked to a brand and its elements that will affect the value provided by a product or a service. In its definition of customer based brand equity, Kevin L. Keller defined brand equity as "the differential effect that brand knowledge has on consumer response to the marketing of that brand" (Keller, 2013). Other authors focused on defining brand equity from the financial point of view. (Simon & Sullivan 1993) defined brand equity as the difference between incremental cash flows from branded products and unbranded products.

Brand equity is described as multidimensional in its nature (Aaker, 1996; Keller, 2013). (Keller 2013) treated customer based brand equity in a pyramid model through six building blocks of brand equity. These are brand salience, brand performance, brand imagery, brand judgment, brand feelings and brand resonance. Brand resonance refers to the level of attachment the customers have with the brand and the extent of their loyalty (Keller, 2013).

According to Aaker (1996), brand equity consists of brand awareness, perceived quality, brand loyalty, brand associations and other proprietary brand assets. The first four dimensions; brand awareness, perceived quality, brand loyalty and brand associations make up Aaker's customer based brand equity model which forms the basis of subsequent discussions in this paper. The identification of these dimensions is a vital step in building strong brand equity. Brand equity can be created, maintained, and expanded

through the enhancement of the dimensions of brand equity (Yoo et al., 2000). It is in this process of creating, maintaining and expanding brand equity that a marketing strategy employed by a firm plays a prominent role.

So as to build strong brand equity firms device their marketing strategies and employ a combination of marketing mix elements to elicit favorable reaction from the consumer towards a brand. Marketing activities are said to create value for the brand through enhancing consumers' ability to recall or recognize the brand and creating a favorable, strong and unique brand association (Keller, 1993). Several researchers took interest in finding out the impact of marketing mix elements such as price, distribution, advertising, sponsorship store image and price deals on brand equity dimensions (Sivesan, 2013; Nezami, 2013; Yoo et al., 2000). Kapferer (2008) stated that product and advertising can be a source of brand equity by creating value associations which will long be held in the consumer's memory. Yoo, et al. (2000), through their examination of the relationship between marketing mix elements and brand equity dimensions, concluded that advertising plays a prominent role in increasing brand awareness and creating strong brand associations. They further explained advertising has an impact on brand loyalty as it shapes consumers' attitude towards the brand. How consumers perceive the level of price is also found to be linked with perceived quality of the product (Chattopadhyay et al., 2010).

1.1.1 <u>Ethiopia Beer Industry</u>

The beginning of brewery marketing in Ethiopia can be traced back to the establishment of St.George brewery in 1922 with the primary objective of satisfying the desires of the royal family towards modern alcoholic drink. This trend was followed by the establishment of another brewery called Melotti in 1939 in Asmara, the then province of Ethiopia. There are currently nine breweries in Ethiopia that produce and sell to the market. These are St.George, Meta, Harrar, Bedele , Dashen, Habesha, Raya and Zebidar breweries and United Beverage (under establishment stages) Kegna Beverage Share Company (under construction)

The study is the case of Habesha Breweries. Habesha Breweries was established by 8,000 Ethiopian shareholders including traditional associations like equbs, idirs and Ethiopians in the Diaspora who contributed 4,000 birr to 5 million birr. Habesha built its beer manufacturing plant in Debre Birhan city, 120km north of Addis Ababa, which has a production capacity of 1.5 million hectoliters. The second largest brewery in the Netherlands, Bavaria, holds 40 percent stake on Habesha Breweries. Habesha Beer joined the local market in July 2015, has become a popular beer brand. The beer has five percent alcohol

content. Habesha has partnered with Ethiopian Airlines and began supplying canned Habesha Beer to Ethiopian Catering since July 2016. Habesha, has a motto to "Reach and connect", has an ambition to reach Ethiopians in the Diaspora. [1]

1.2. Statement of the problem

Achieving a sustainable competitive advantage is a main important tool in the business world. With growing economy, Ethiopia is having a huge consumer market in recent years due to dramatic replacement from traditional beverages to beer. According to Asoko's Insights (2018) Ethiopian beer market is highly growing by 15% over the last seven year. The trend is set to continue predicting annual growth of 12% over the next five year However, there is also a brutal competition among the beer companies and almost all key industry player companies continuously working in expansion of production capacity as well as acquisition of big share from small or loss beer companies.

Compared to other product categories according to (Kotler, 2003 cited in Eriksen, 2012) and (Aaker 1996) brand loyalty in beer market is relatively higher. which is a core dimension to brand equity so as to this reason companies need to give much emphasize to build brand equity starting from entrance and should keep it as long as their existence. Therefore, it is very important to examine how beer brands in to the market can use the product and advertising to build brand equity and hence, achieve their business objectives.

Advertising is one of marketing mix which has received significant attention over the years from several researchers because it can be a source of competitive advantage through the creation and maintenance of product differentiation and brand equity (Belch & Belch, 2003). Consumers' perception about the level of advertising and frequency of advertisement seen on various media outlets was found to be significantly related to perceived quality of the product, brand loyalty, brand awareness and associations (Yoo et al., 2000). Kapferer (2008), mentioned advertising as one of the tools to build brand image and associations where consumers judgment about the reliability and quality of products they use.

Although managerial focus toward actual product has increased of late, a review of the marketing literature reveals relatively little theoretical work in the area of actual product, and specifically, few efforts examining its impact on consumer attention. If brands gain attention and consideration on the base of the point of purchase appearance, an understanding of the impact of package, design, brand name and features

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[1] (https://addisfortune.net/articles/habesha-beer-enters-market-with-production-capacity-of-650000hl/)

is crucial to enhance point of purchase. Underwoodet al, (2001) with appearance, it is generally accepted that the visual aspects of a product or its package have an important effect on consumer choice at the purchase (Garber, 1995). And yet, as important as actual product is, there is no comprehensive theory available to account for its influence on consideration at the brand equity (ibid).

Therefore this study intended to bridge the gaps observed: lack of theoretical and empirical evidences that can be used as an insight by examine the consumer's perception of actual product and advertising on brand equity dimensions of Habesha beer plus it will help beer companies' to achieving a sustainable competitive advantage by improve their knowledge about the efforts of advertisement and actual product contribution to brand equity.

1.3. Basic Research Questions

In order to achieve the purpose of the study, from the statement of the problem the following research questions are raised. Therefore, the research questions for this study are as follows:-

1) What is the impact of actual product on perceived quality for Habesha beer?
2) What is the impact of advertising on brand awareness, brand associations, perceived quality and brand loyalty for Habesha beer?
3) What is the impact of brand awareness, brand associations, quality perception and brand loyalty on brand equity?
4) What is the overall impact of consumer perceived actual product and advertising on brand equity mediated through brand equity dimensions?

1.4. Objectives of the Study

1.4.1 General objective

The general objective of the study is to examine the role of product and advertising on brand equity through the mediating effect brand equity dimensions.

1.4.2 Specific Objective

- To figure out the effect of perceived actual product on the quality perception for Habesha beer.
- To examine the effect of perceived advertising on brand awareness for Habesha beer.
- To examine the effect of perceived advertising on brand associations for Habesha beer.

- To examine the effect of perceived advertising on quality perception for Habesha beer.
- To examine the effect of perceived advertising on brand loyalty for Habesha beer.
- To examine the effect of consumer perceived actual product and advertising on brand equity mediated through brand equity dimensions?

1.5. Hypothesis

The study will propose the following hypothesis based on the research questions mentioned in the previous section. The hypotheses mentioned below are divided in to 3 sets. The first H1a will deal with the relationship between product and perceived quality dimensions and brand equity. The second set ranges from H2a – H2d and it will deal with the effect of advertising on various brand equity dimensions and the third is ranges from H3a – H3d where as it will deal with the dimensions of brand equity on general brand equity.

1- *H1a: Perceived Actual product significantly and positively affects perceived quality of Habesha Beer.*

2- *H2a: Perceived Advertising significantly and positively affects brand awareness of Habesha Beer.*
   H2b: Perceived Advertising significantly and positively affects brand loyalty of Habesha Beer.
   H2c: Perceived Advertising significantly and positively affects perceived quality of Habesha Beer.
   H2d: Perceived Advertising significantly and positively affects brand associations of Habesha Beer.

3- *H3a: Brand awareness significantly and positively affects brand equity.*
   H3b: Brand associations or image significantly and positively affects brand equity
   H3c: Perceived quality significantly and positively affects brand equity.
   H3d: Brand loyalty significantly and positively affects brand equity.

1.6. Significance of the Study

This study aimed at identifying the contribution of actual product and advertisement on brand equity of Habesha beer.

Companies involved in the beer market use these kind findings to know what different people think about their product and advertisement and how it affects their brand equity. So, the result of this study helps to figure out the existing gaps, which will lead the company to profitability.

Again there are a number of thesis works done in the past in relation to the impact of marketing and promotion mix elements and brand equity in the beer industry. However, this study by looking an actual product role will also add to existing body of knowledge in the area and it can also be a starting point for other researchers seeking to examine brand equity efforts of other existing and future or newly introduce beer brands.

1.7. Scope of the Study

The scope of this study was limited conceptually, geographically and methodologically as follows.

The study is based on Habesha beer S.Co and will take in to account the perception of consumers on actual product (Brand name, Packaging, Design and Features) and advertising elements of the marketing mix and their impact on brand equity

Habesha breweries S.Co has only one product currently thus, the study is on the Habesha beer target customers. A study undertaken in a country wide scale will have a far more well structure result but it requires more resources. However, due to financial and time constraints the study was geographically confined in Addis Ababa as result the questionnaires were distributed to collect the intended data in Addis Ababa.

The study will focus on David Aaker's brand equity models which constitute brand loyalty, brand awareness, perceived quality, brand association and other proprietary assets. For the purpose of this study the fifth dimension is not found relevant for the study by the researcher. So the other proprietary dimension will be omitted. The researcher will employ a quantitative research approach and non probability convenience sampling technique due to the nature of the title under study and the population is infinite.

1.8 Limitations of the study

Although it's believed that this study will make several significance and important contributions, there were some limitations which the researcher found to be a problem. There is a limited research done on the relationship between actual products to brand equity which may lead to lack of literature. Inability to find strong supporting reference documents plus still hard to get unpublished internal data from beer companies due to the competitive market.

1.9. Definition of Terms

A clear understanding of major concepts in any study goes a long way in revealing the reader's views by engendering better understanding. The major variables of this study were defined as:

Actual Product: is how the core customer benefit is manifested or made available for consumption. Various features, design characteristics, and elements, the brand name, level of quality, and packaging, along with other attributes, comprise the actual product. In essence, the actual product is made from a collection of attributes (i.e., features, functions, and benefits) (Crawford and Anthony di Benedetto, 2008).

Advertising: Any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor via print media, broadcast media, network media, electronic media, and display media (Kotler & Keller, 2012).

Brand Equity: David Aaker defined brand equity as "a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers" (Aaker, 1991).

Customer Based Brand Equity: Brand equity is defined "the differential effect that brand knowledge has on consumer response to the marketing of that brand" (Keller, 2013).

Brand Awareness: It is the customers' ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory (Keller, 2003).

Perceived quality: Perceived quality as defined by Aaker (1991) is a customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives. Perceived quality is a perception by customers about the quality of the product hence, it differs from actual quality of the product.

Brand Association: It is about brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes and is anything linked in memory to a brand (Kotler & Keller, 2006).

Brand Loyalty: Brand loyalty is a core dimension of brand equity measured by the level of attachment the consumer has with a brand (Aaker, 1991).

1.10. Organization of the Research Report

Chapter-1:-Introduction:- This chapter will contain background of the study, statement of the problem, basic research questions, objectives of the study, definition of terms, significance of the study, and delimitation/scope of the study.

Chapter-2*:*-Literature reviews: - This chapter discusses literatures relevant to the study. It will have theoretical review, empirical review and the conceptual framework of the study.

Chapter-3:- Research Methodology:- Under this chapter, the type and design of the research; the subjects/participant of the study; the sources of data; the data collection tools/instruments employed; the procedures of data collection; and the methods of data analysis used are described.

Chaper-4:-Results and discussion/Data presentation, analysis & interpretation: - This chapter summarizes the findings of the study, and interprets and discusses the findings.

Chapter Five: - Conclusion and Recommendation: - Under this chapter conclusions, recommendation and areas for further researches are presented.

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CHAPTER TWO
REVIEW OF RELATED LITERATURES

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2.1. Introduction

This chapter will look at the theories and suggested models related to product, advertising and brand equity and its dimensions and empirical findings from other studies. The development of hypothesis for the study is also discusses with relation to the review. Finally the conceptual framework of the study is presented.

2.2 Theoretical Literature

Brand Equity

Brand equity is significant in assisting consumers to process information especially, when the information is overloaded (Krishan and Hartline, 2001). For firms, growing brand equity is a key objective to be achieved by gaining more favorable associations and feelings of target consumers. In other words, financial meaning from the perspective of the value of the brand to the firm and customer-based meaning from the perspective of the value of the brand to the customer which both come from a marketing decision-making context (Kim, and An 2003). In addition, Yoo, Donthu and Lee (2000) state that understanding the dimensions of brand equity and investing to its growth raises competitive barriers and drives brand wealth. The subject of brand equity is very rich in the context of definitions, models and measurement issue; several brand equity measurement methods have been suggested by different researches.

In different literatures there are many brand equity models depending on the purpose of the outcome and the approach employed. Among the different brand equity models, this study will give highlights on the models developed by Aaker (1991) and Keller (1993) and Yoo and Donthu's (2001). However the study concentrates on Aaker's model and the three customer based brand equity models are

2.2.1 Aaker's brand equity model

Aaker (1991) provided the most comprehensive brand equity model which consists of five different assets that are the source of the value creation. These assets include: brand loyalty; brand name awareness; perceived brand quality; brand associations in addition to perceived quality; and other proprietary brand assets e.g., patents, trademarks, and channel relationships. However, the study focused only on the first four dimensions of the model. Aaker (1996) also provided brand equity model which consist four different assets: Brand loyalty, perceived quality, Brand Awareness and brand associations. These dimensions of

brand equity represent customer perceptions of the brand and could be applied across markets and products. Moreover, brand equity model provided by Aaker (1991) has dominated the literature on consumer perceptions which comprises the first four dimensions: Brand Awareness, perceived quality, brand associations and brand loyalty (Ha *et al.,* 2010).
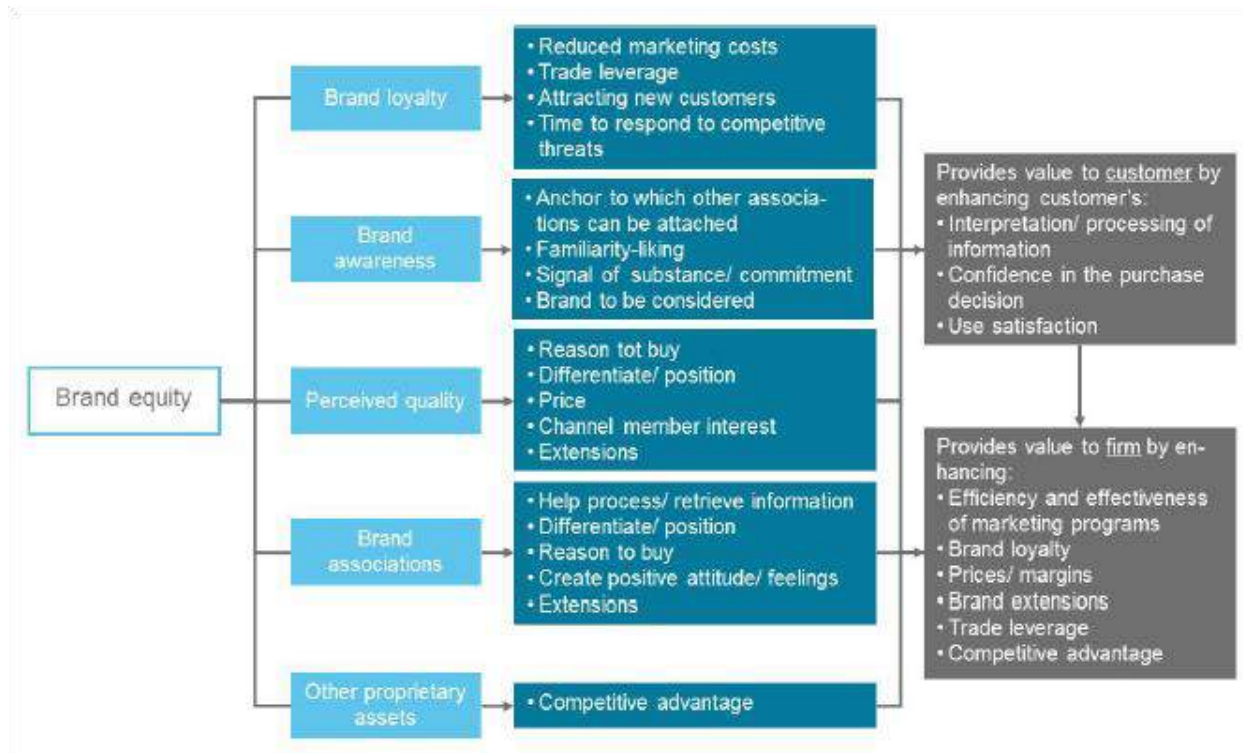
Figure 2.1: David A. Aaker's Brand Equity Model
Source: (Aaker, 1991)

The brand equity dimensions are explain as follows

Brand awareness

Brand awareness is a key and essential element of brand equity which is often overlooked (Aaker, 1996). Brand awareness refers to "the ability of a potential buyer to recognize or recall that a brand is a member of a certain product category" (Aaker, 1991). Brand awareness has different level; at the recognition level, it can provide the brand with a sense of the familiarity as well as a signal of substance, commitment and awareness and at the recall level, it further affects choice by influencing what brands get considered and selected. For many companies, brand awareness is pivotal and it underlies the strength of successful brands

(Aaker, 1992). Awareness plays an important role in most of conceptual models of brand equity. Brand awareness generates a high level of purchase, mainly because consumers are likely to buy those brands they are familiar with enhancing the firm's profitability and sales.

Brand loyalty

Based on Aaker's model, Ovidiu (2005) discussed that Brand loyalty generates value by reducing marketing costs and leveraging trade. Loyal customers expect the brand to be always available and entice others advising them to use it. Retaining existing customers is much less costly than attracting new ones. Even if there are low switching costs, there is a significant inertia among customers. It is also difficult for competitors to communicate to satisfied brand users because they have little motivation to learn about alternatives. Therefore, competitors may be discouraged from spending resources to attract satisfied and loyal customers and even if they do so, this requires a long time. Aaker (1992) believes that focusing on brand loyalty is often an effective way to manage equity.

Brand Associations

Brand associations or brand image is perhaps the most accepted aspect of brand equity. In fact, it is anything linked in customers' memory to a brand. Brand association includes product attributes, customer benefits, uses, users, life-styles, product classes, competitors and countries. Associations can help customers process or retrieve information, be the basis for differentiation and extensions, provide a reason to buy, and create positive feelings. Consumers use brand associations to process, organize, and retrieve information in memory and this helps them to make purchase decisions (Aaker, 1991, 1992). When there is a higher level of brand association, there is a higher tendency for brand extension to become relevant to customers.

Perceived Brand Quality

Aaker (1992) explained that perceived quality provides value by providing a reason to buy, differentiating the brand, attracting channel member interest, being the basis for line extensions, and supporting a higher price. In other words, perceived quality is the consumer's judgment about a product's overall excellence or superiority (Zeithaml, 1988). Perceived quality is included as an asset distinct from brand. It has become an important business thrust for many firms and can be the motivation for programs designed to enhance brand equity. Perceived quality is a sufficiently important and accepted strategic consideration (Aaker, 1992).

Other Proprietary Brand Assets

It refers to patents, trademarks and channel relationships which can provide strong competitive advantage. A trademark will protect brand equity from competitors who might want to confuse customers by using a similar name, symbol or package. A patent can prevent direct competition if strong and relevant to the purchase decision process. Finally, a distribution channel can be indirectly controlled by a brand as customers expect the brand to be available.

2.2.2 Keller's brand equity model

Keller (1993) defines brand equity as "The differential effect of brand knowledge on consumer response to the marketing of the brand". He suggests comparing the assessments by a consumer of a product with a brand name on the one hand and an unnamed product (without brand) on the other hand. The result this comparison can explain the preference, or intention to buy, or even the final consumer choice. Keller considers two general components: Brand Awareness and brand image. Keller's model is known as a basic conceptualization of brand equity even though its primary components of brand equity are subject to critics in recent works (Yoo *et al.,* 2000; Netemeyer *et al.,* 2004).
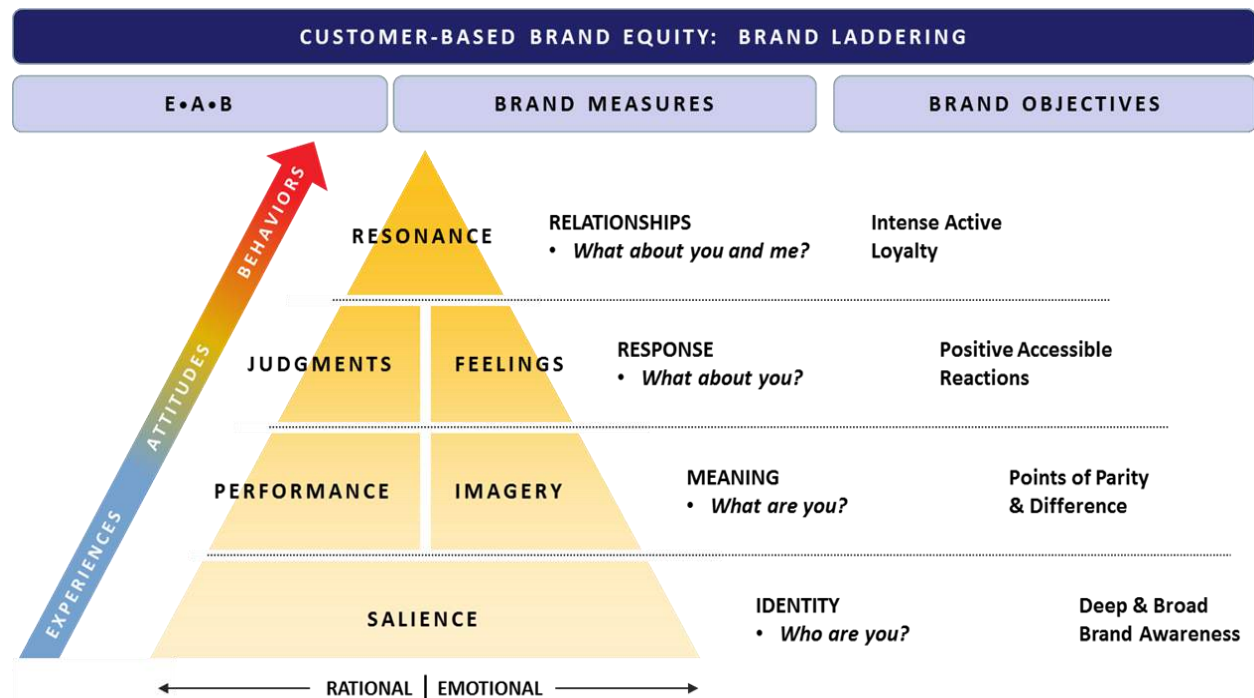
Figure 2.2: Keller's Customer Based Brand Equity (CBBE) Model
Source: (Keller, 2002)

As shown in the figure 2.2 above Keller (2013), approached brand equity as a collection of four consecutive stages that needs to be passed to achieve strong brand equity. These four steps of building

brand equity move from Identity, Meaning, and Response to Relationships. Here below is given the definitions for the elements of the CBBE model as described by Keller (2009).

- Brand salience is how easily and often customers think of the brand under various purchase or consumption situations.
- Brand performance is how well the product or service meets customers' functional needs.
- Brand imagery describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs.
- Brand judgments focus on customers' own personal opinions and evaluations.
- Brand feelings are customers' emotional responses and reactions with respect to the brand.
- Brand resonance refers to the nature of the relationship customers have with the brand and the extent to which they feel they're 'in sync' with the brand.

Brand Identity (Who are you?): It requires creating brand salience with customers. Brand salience relates to aspects of Brand Awareness. Brand Awareness refers to the customers' ability to recall and recognize the brand. Building Brand Awareness means ensuring that customers understand the product or service category where the brand competes and creating clear links to products and services sold under the brand name.

Brand Meaning (What are you?): It is important to create a brand image and establish what the brand is characterized by and should stand for in customers' minds. Keller divided brand meaning in brand performance and brand imagery.

Brand Performance: It is the way the product or service attempts to meet customers' more functional needs. It refers to the intrinsic properties of the brand.

Brand Imagery: It deals with the extrinsic properties of the product or service, including the ways the brand attempts to meet customers' more abstract psychological needs.

Brand responses (How about you?): It refers to how customers respond to the brand, its marketing activity, and sources of information. Keller divided it in to two components.
Brand Judgments: It focuses on customers' personal opinions about the brand based on how they put together different brand performance and brand imagery associations.

Brand Feelings: It describes the customers' emotional reactions to the brand relate to the social currency the brand evokes.

Brand Relationships (What about you and me?): It focuses on the relationship and level of personal identification the customer has with the brand and requires creating brand resonance characterized by the depth of the psychological bond customers have with the brands as well as how much activity this loyalty engenders. The strongest brands excel in all six of the brand-building blocks. The most valuable building block, brand resonance, occurs when all the other brand building blocks are completely.

2.2.3 Yoo and Donthu (2002) brand equity model

Yoo et al (2000) structural model of brand equity formation consists of three components: Marketing mix elements selected from the traditional "4p" marketing activity (i.e. price store, image, distribution intensity, advertising spending, and price deals), brand equity dimensions (i.e. perceived product quality, brand loyalty, and brand awareness/associations) and overall brand equity. According to the model, marketing managerial efforts can be classified into two types: brand -building activity and brand-harming activity. These authors extend Aaker's (1991) model by placing brand equity as a separate construct between the dimensions of brand equity and the value for the customer and the firm. In addition, Yoo and Donthu (2001) developed and validated cross-culturally invariant multidimensional consumer-based brand equity. They tried to extend the brand equity concept; for instance brand loyalty in their research refers to the tendency to be loyal to a focal brand, which is demonstrated by the intention to buy the brand as a primary choice, in contrast other researches that relied on behavioral aspects of brand loyalty. They combined brand awareness and brand associations into one group and focused on three of assets; brand awareness/associations, perceived quality and brand loyalty. By mapping the assets of brand equity it is possible to determine if some aspects of brand equity seen to be more important than others for the consumer, or if a brand is lagging behind in one or many dimensions. In order for a brand to maintain high brand equity and be the preferred choice of consumers, it is important that it stays in tune with how the brand is perceived by firm's customer base.
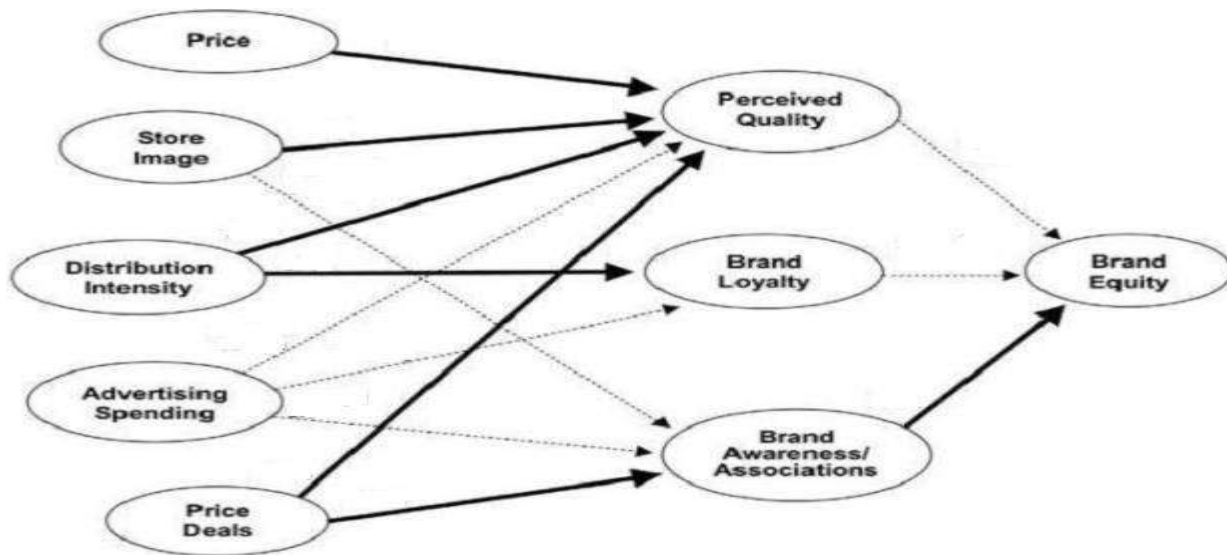
Figure 2.3: Brand Equity Formation Process
Source: (Yoo et al., 2002)

2.3 Empirical Literature

2.3.1 Perceived product and brand equity dimensions

In essence, the term "product" refers to anything offered to provide customer satisfaction, be it tangible or intangible. It can be a single product, a combination of products, a product-service combination, or several related products and services. Although a product is normally defined from the perspective of the manufacturer, it is also important to note two other points-of-view those of the consumer and other relevant publics (Burnett, 2008).

Marketers define a product as being a bundle of benefits. This means that the product is more than just the sum of its physical characteristics; it includes Various features, design, characteristics and elements, the brand name, level of quality, and packaging, along with other attributes when the core product is available for consumption.. In essence, the actual product is made from a collection of attributes (i.e., features, functions, and benefits) (Crawford and Anthony di Benedetto, 2008).

According to Quain (2012) primary characteristics are those core benefits of the product that it has in common with its competitors; auxiliary characteristics are the features and benefits that are unique to the product. For instance, consider the contrast between a pizza from a delivery service and a pizza from the

supermarket freezer. The primary characteristics of each are the same: a dough base with tomato sauce and cheese on top, with other ingredients included. The primary benefit is that each provides a tasty and filling meal; the auxiliary characteristics are where the two products diverge

When we come to product quality vary only in wording but typically involve determining whether perceived product delivered meets, exceeds or fails to meet customer expectation (Cronin and Taylor, 1992). Zepiel (2000) defines it as a customer perception of how well the product meets or exceed their expectation.

Boshoff and Gray (2004) are what makes an organization differs from other organizations and gaining a last competitive advantage. Turban, (2002) defines product quality as when the price and other cost elements are held constant. Sachdev and Verma, (2004) product quality can be measured in terms of customer perception, customer expectation, customer satisfaction, and customer attitude. Ekinci, (2005) indicates that the evaluation of product quality leads to customer satisfaction.

Product is defined in the current study as customer's perceptions about actual product. Hence, the present study adapted examining by assumes consumers' perception of an actual product: Brand name, Packaging, Design and Features have a positive influence on brand equity dimensions of perceived quality. Accordingly, the study proposed the following relationships.

2.3.2 Perceived advertising and brand equity dimensions

Scholars indicated that advertising is a powerful way of communicating a brand's functional and emotional benefits and values (de Chernatony, 2006), and consumers' perception of advertising spending has a great effect on marketing success. When consumers' perceive high spending on advertising, it will increase their level of confidence in the brand (Kirmani & Wright, 1989). Besides, advertising researchers have found that advertising intensity is very successful in generating brand equity (Boulding, Eunkyu, & Richard, 1994) because the frequency within which a consumer sees the advertising affects the effectiveness of the communication tools (Batra, Myers, & Aaker, 1996; Kotler P. 2000).

Aaker (1991) also indicated that brand equity is the long-term outcome of advertising spending. Furthermore, studies indicated frequent advertising exposure on creating brand equity (Cobb-Walgren, Ruble, & Donthu, 1995; Yoo, Donthu, & Lee, 2000; Keller K. L., 2007; Tong & Hawley, 2009). Yoo,

Donthu, and Lee (2000) also indicated perceptions of high advertising exposure contribute to developing a more positive perception of brand quality.

However, advertising may not always create brand equity. As Keller and Lehmann(2006) have stated that the amount of financial investment in marketing does not guarantee success in terms of brand equity creation. The main reason can be advertising may reach a saturation point, the erosion of traditional advertising and over advertising (Chu & Keh, 2006; Wang, Zhang, & Ouyang, 2009).

In the current study advertising is defined as customer's perceptions about advertising intensity on television, radio, print and outdoor (Cobb-Walgren, Ruble, & Donthu, 1995; Yoo, Donthu, & Lee, 2000). Hence, the present study examining consumers' perception of a brand's advertising has a positive influence on brand equity dimensions, thereby affecting the creation of consumer-based brand equity in the Ethiopia beer market. Accordingly, the study proposed the following relationships.

2.3.2 Relationship between brand equity dimensions and brand equity

Brand Awareness and Brand Equity

Brand awareness entails the capability of consumers to recognize and recall the brand in a clutter (Aaker 1991). Brand awareness describes the likelihood that a brand will come to mind in different situations, and the ease with which it does so given different types of cues (Keller, 2013). Brand awareness is critical in the building of brand equity in the sense that it precedes all other variables. Consumers should be aware of a brand in order to develop a set of positive brand associations and this should be attained through aggressive marketing communications. Awareness may lead to consumers developing positive perceptions of the brand which usually results in loyalty (Oliver, 1999).

Salelaw and Gashaw (2015) on the study the effects of advertising spending and event sponsorship on brand equity in the Ethiopian brewery industry concluded that brand awareness has a significant positive effect on brand equity. Hossien (2012) studied The Customer Based Brand Equity in the Chocolate industry of Iran with the intention of identifying which factors are influential in building brand equity and also to measure the relationship among the dimensions of CBBE in the Iranian chocolate industry. After employing Aaker's CBBE model, the researcher found out that the brand equity of chocolate products is directly made up of two dimensions, namely brand loyalty and brand image. These two dimensions have a medium direct impact on brand equity while brand awareness has a very small impact on brand equity.

Tong and Hawley (2009), researched about measuring Customer Based Brand Equity in the Sportswear market in China. Based on Aaker's conceptual framework of brand equity, they employed structural equation modeling to investigate the causal relationships among the four dimensions of brand equity and overall brand equity in the sportswear industry. The research's findings concluded that, brand awareness has a weak impact on brand equity.

Brand Association and Brand Equity

A brand association is anything "linked" in memory to a brand. The association not only exists but has a level of strength. A link to a brand will be stronger when it is based on many experiences or exposures to communications, rather than few. It will also be stronger when it is supported by a network of other links. (Aaker, 1996) Brand associations are characteristics that consumers attribute to the brand. These associations may enrich the brand with new perceived characteristics to generate additional benefit, providing customers with a positive feeling of, say, security, confidence or exclusivity, which in turn will boost brand equity. A brand association is the most accepted aspect of brand equity. (Aaker, 1992) Associations represent the basis for purchase decision and for brand loyalty. (Aaker, 1991) Brand associations consist of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes and is anything linked in memory to a brand. (Kotler and Keller, 2006)

A study undertaken on the soft drinks category using structural equation modeling has revealed that brand image has a positive significant impact on brand equity and suggested companies engaged in the soft drinks business should strive to build brand image (Alhaddad, 2014). Other researcher, Bezawit (2014) and Salelaw (2016) also concluded brand association has positive effect on brand equity.

Perceived Quality and Brand Equity

Perceived quality is valuable in several ways. In many contexts, the perceived quality of a brand provides a pivotal reason to buy. It is influencing which brands are included and excluded from the consideration set and which brand is to be selected. A principal positioning characteristic of a brand is its location within the dimension of perceived quality. A perceived quality advantage provides the option of charging a premium price. The price premium can increase profits and/or provide resources with which to reinvest in the brand. Perceived quality can also be meaningful to retailers, distributors and other channel members and thus aid in gaining distribution. Channel members are motivated to carry brands that are well regarded. In addition, the perceived quality can be exploited by introducing brand extensions, using the brand name to enter new

product categories. A strong brand with respect to perceived quality will be able to extend further, and will find a higher success probability than a weak brand. (Aaker , 1991)

Several studies focusing on examining the impact of perceived quality on brand equity exist (Yab et al., 2014; Yoo et al., 2000; Atilagn et al., 2005). Atilagn et al. (2005) in their study of the beverage industry in Turkey found out that perceived quality is a significant predictor of brand equity. Similarly Salelaw et al (2016), in his study on the beer market industry also found perceived quality as a strong support for brand equity. Ephrem (2015) in the study the Ethiopian bottled water market also concluded the positive effect of perceived quality among the other dimensions

Brand Loyalty and Brand Equity

Brand loyalty – which can reflect a range from the habitual buyer to the satisfied buyer to those that like the brand to the truly committed – generates value mainly by reducing marketing costs: retaining existing customers is much less costly than attracting new ones. It is also difficult for competitors to communicate to satisfied brand users because they have little motivation to learn about alternatives. The burden on the competitor brand is substantial. A common mistake is to grow sales by enticing new customers to the brand while neglecting existing ones. Loyal customers, in some cases, can also entice others by using the product or advising others to use it. (Aaker , 1992)

The brand loyalty of the customer base is often the core of a brand's equity. It reflects how likely a customer will be ready to switch to another brand, especially when that brand makes a change, either in price or in product features. As brand loyalty increases, the vulnerability of the customer base to competitive action is reduced. (Aaker , 1991)

Semhal (2017) study measuring the dimensions of consumer-based brand equity a case of coca-cola in the Ethiopian context concluded that brand loyalty has a positive impact on brand equity and also Bezawit's (2014) study on the CBBE measurement of Ethiopian airlines concluded that strong support was found for brand loyalty.

Rahil shams (2004) reviewed the relationship among selected marketing mix components and brand equity of mobiles in young age group of Tehran city. In conceptual framework which is proposed in the study, the dimensions are linked to brand equity. The results indicated positive effects of brand loyalty on brand equity.

2.4 Conceptual Framework of the study

The main purpose of this research is to study the role of product and advertising on Brand Equity in the Ethiopian beer Industry. By adopting Aaker (1991) and Yoo *et al.* (2000) CBBE model the following conceptual frame work is developed by adding product by researcher for this study and it is illustrate on Figure 2.4 as follow, based on the above related literature review.
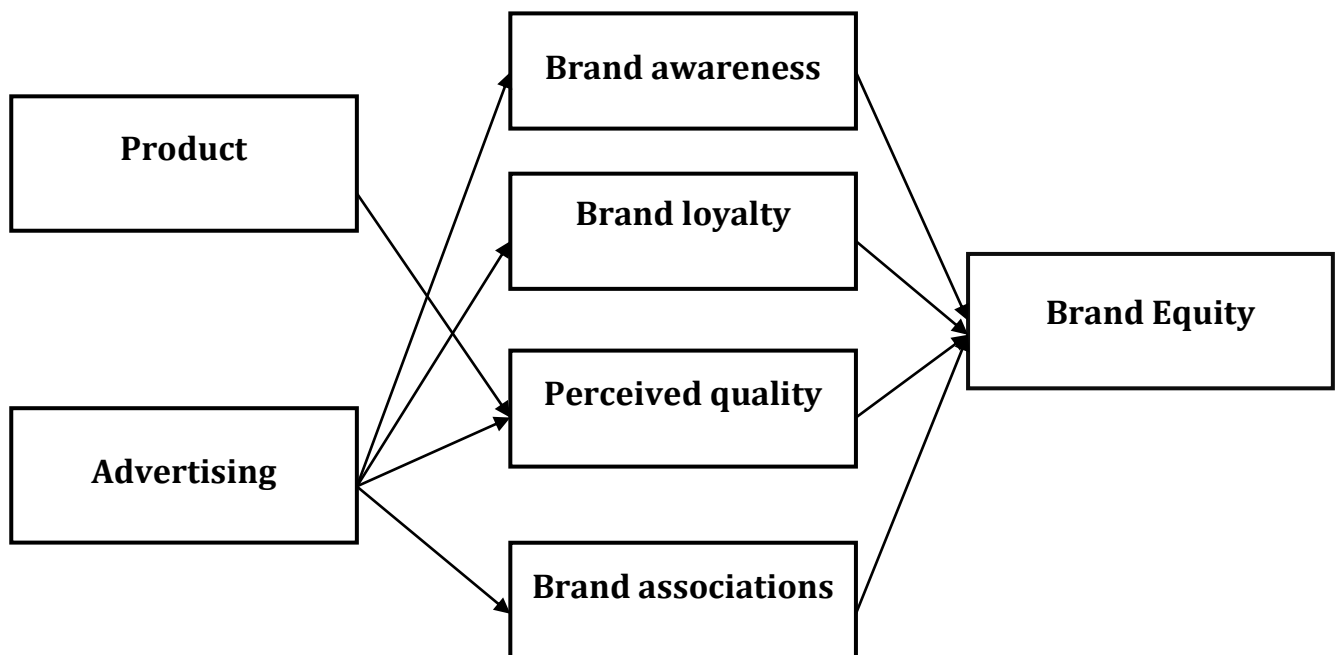
Figure 2.4: Conceptual Framework of the study
Source: Adopted from Yoo et al. (2000), Aaker (1991) & Own researcher

CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction

This chapter clearly defines the research methods that use to conduct the study. The sampling method and the sample size are also described clearly. Similarly data sources, data collection and the data analysis method of the research are discussed. In the same way, the ethical procedures that will be practically followed and kept during the conduction of this research are stated.
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3.2 Research approach

There are two basic research approaches: the first one is qualitative research which involves studies that do not attempt to quantify their results through statistical summary or analysis. In qualitative research data are often in the form of descriptions not in numbers whereas the quantitative research is engages in systematic and scientific investigation of quantitative properties and phenomenon and their relationships. Quantitative research is the systematic and scientific investigation of quantitative properties and phenomena and their relationships (Kothari, 2005) and its objective is to develop and employee mathematical models, theories and hypothesis pertaining to natural phenomena.

There is also mixed type approach which consisted of both qualitative and quantitative approach. In this study, quantitative research approach was used in order to achieve the designed objectives with the use of statistical tools and numbers to address the mentioned research questions. The study was designed to explain, understand, predict and control the relationship between variables (Abiy *et al.,* 2009).), to achieve this research objective statistical analysis will be applied to obtain the findings; therefore the design for this research is quantitative research approach.

3.3 Research Design

Explanatory research method was used to analyze the data collected from consumers about actual product, advertising and brand dimension variables. This study used explanatory study design, for explaining, understanding and predicting the relationship between variables. The study was also cross sectional in the sense that relevant data was collected at one point of time at Habesha beer customers' in Addis Ababa.

3.4 Population and Sampling

3.4.1 Target Population

Target population is the specific population about which information is desired. According to Sekeran (2003), the targets populations of the study are volunteer people, who consume Habesha Beer. To make the samples representative of the population, samples drawn from different hotels, bars, restaurants and groceries found in the sample frame of the study.

3.4.2 Sampling Size

To undertake this consumer survey, the sample size for the study must be defined first. An estimation of appropriate sample size will be calculated by using a formula stated in below.

$$n = \frac{z^2 . p.q}{e^2}$$

n = Sample size
e = Acceptable error
p = Proportion of success
q = Proportion of failure
z = Standard variant at a given confidence level

Adopted from Cochran (2004)

Figure 3.1 Cochran's Sample Size Formula

Where, n=stands for the sample size which was drawn; e = level of precision or sometimes called sampling error (is ranges in which the true value of the population would be estimated; p= population proportion; q= 1-p; Z= level of confidence (1.96). The sample was drawn from maximum variability of the population (p=0.5) with 95% level of confidence with 5% precision level and the resulted of sample size become 384 and the designed questioner will be administered to these respondents and their responses will be analyzed and presented in a matter which represents the target population.

3.4.3 Sampling Technique

Several hundreds and even thousands of elements involving in research investigation, it would be practically impossible to collect data from, or examine every element because either for an individual researcher or the company itself, knowing the exact number of customer in a particular market is unlikely possible. This is because customers move in and out of the market and they are very large in number. Even if it were possible, it would be very difficult to achieve it due to limitation in terms of time, cost, and other human resources. Study of a sample rather than the entire population is also sometimes likely to produce

more reliable results (Sekaran, 2003). From sampling frames of 10 sub cities of Addis Ababa, randomly Bole, Lideta and Arada sub cities was selected and from the listed three sub cities in terms of selecting respondents the study used a non-probability convenience sampling technique for the reason that the entire population is unknown and the samples are geographically convenient.

3.5 Data Collection Instrument

For this study structured questionnaire were used as main tool to collect the data needed through survey. The questionnaire was developed by the researcher in order to test the different factors involved in the study. The questionnaire had two sections. The first section covered the general information of the study participants. Sex, age, educational and professional background and level of consumption were collected in this section. The second specific information section is structured by likert scale of 1-5 wherein 1 represented strong disagreement with the indicated question while 5 indicated strong agreement with the question which generally focus on actual product, advertising and brand equity dimension and the questionnaires were distributed and collected from Mach 05, 2019 up to April 22, 2019 for all the sample size.

3.6 Data Analysis Technique

After data was collected and organized, descriptive analysis took place to present the respondents demographic characteristics. Descriptive statistic such as percentages and frequency distributions, were prepared before a deeper analysis of data.

The major statistical methodology that was used in this study is the Structural Equation Modeling (SEM) which is a general statistical modeling technique use to establish relationships between variables. According to Robert Ho (2006) structural equation model is used to describe a large number of statistical models used to evaluate the validity of substantive theories with empirical data. A key characteristic of SEM is that observed variables are conceptualized as representing a number of latent variables. These latent variables cannot be directly measured but only inferred from the relationships between measured variables. The vast majority of marketing constructs are latent variables by their nature so, the hypothesis developed by this study were tested by in this model.

3.7 Validity and Reliability

3.7.1 Validity

In order to ensure the quality of this research design content and construct validity of the study was checked. The content validity will be verified by the advisor of this research, who looks into the appropriateness of questions and the scales of measurement. Moreover, the pilot test was conducted prior to the actual data collection which helps to get valuable comments.

3.7.2 Reliability

Reliability refers to the stability of the results that is how accurately the study or measuring has been carried out. It refers to whether a measurement instrument is able to yield consistent results each time it is applied. It is also the property of measurement device that causes it yield similar outcomes for similar inputs in this case Cronbach's alpha is the most commonly used test of internal reliability (Bryman and Bell, 2007). Therefore, Cronbach's alpha was used to assess the internal consistency of variables with the acceptable value of 0.70.

3.8 Ethical Considerations

While conducting this study ethical considerations will be taken in to consideration. Adequate care will be taken to select appropriate time to distribute questionnaires, Circumstances such as busy and late night times will be avoided so that respondents can give answer to the questions in a relaxed and not drunk manner and also the respondents were also above the age of 21 since the study is engages alcoholic beverage reflection.

The results or a report of the study is used for academic purpose only and response of the participants is confidential and analyzed in aggregate without any change by the researcher. In addition, the researcher respects the work of previous investigations or study and cited appropriately those works that has been taken as a basis.

CHAPTER FOUR
RESULTS AND DISCUSSIONS

This chapter covers the data analysis and finding part of the study which was collected over 1 month and 2 weeks' time from March 05, 2019 - April 22, 2019 using the questionnaire on the appendix I. Out of distributed copies of questionnaires 364 questionnaires were collected. Out of 364 questionnaires only 351 (91.4%) were usable: 13 questionnaires were discarded and considered unusable because of missing data the hypothesized relationships between the independent and dependant variables are presented and discussed using with the help of STATA 13.0 software using Structural Equation Model (SEM). Eventually, the discussion of the findings is presented in this part.

4.1 Demographic Profile of the Respondents

This section summarizes the demographic characteristics of the sample, which includes gender of the respondent, age; education-level, occupation and the frequency of beer drinking behavior of respondents were presented. The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the number of respondents, proportion of males and females in the sample, range of age, education level, and, consumption frequency so that the analysis could be more meaningful for readers.

Table 4.1- Demographic profile of Respondents

Respondent's Profile	Frequency	Percentage	Cumulative
Gender			
Male	288	82.05 %	82.05
Female	63	17.95 %	100.00
Total	**351**	**100 %**	
Age			
21-29	151	43.02 %	43.02
30-39	137	39.03 %	82.05
40-49	50	14.25 %	96.30
50+	13	3.70 %	100.00
Total	**351**	**100 %**	

Education			
12th Grade & Under	73	20.80 %	20.80
Certificate	18	5.13 %	25.93
Diploma	109	31.05 %	56.98
Degree & above	151	43.02 %	100.00
Total	**351**	**100 %**	
Occupation			
Salaried	177	50.43 %	50.43
Self-employment	131	37.32 %	87.75
Retired	7	1.99 %	89.74
Student	36	10.26 %	100.00
Total	**351**	**100 %**	
Consumption Frequency			
Once in every couple of weeks	49	13.96 %	13.96
1 - 2 days a week	122	34.76 %	48.72
3 - 4 days a week	109	31.05 %	79.77
5 - 6 days a week	71	20.23 %	100.00
Total	**351**	**100 %**	

Source: survey result, 2019

From the data collected 288 (82.05 %) from the total of 351 respondents are males where as the rest 63 (17.95 %) respondents are females. This indicates that the male respondents have the greater part than female.

Regarding the age structure of respondents 151 (43.02 %) are from 21-29 years of age, 137 (39.03 %) are in the age 30-39, respondents in age of 40-49 count to be 50 in number (14.25 %) and 13 (3.70 %) of respondents found to be in the age of 50 and above. Based on the age result 21-29 years dominate the total sample and followed by 30-39 therefore the sample groups are youngsters.

Based on the education categories out of the total samples 73 (20.80%) respondents were 12th Grade & Under, 18 (5.13%) Certificate, 109 (31.05%) of the total represents diploma holders and 151 (43.02 %) were degree and above.

The respondents were in different occupations, and were categorized into four main groups the survey sample show that 177 (50.43 %) of the respondents were salaried, 131(37.32 %) self employee, 7 (1.99 %) retired and 36 (10.26 %) were student.

Finally as indicated in Table 4.1 the most of the consumers surveyed are 1 - 2 days a week beer drinkers (34.76%). The second significant portions of the respondents drink beer 3-4 days a week (31.05%) and beer consumption of 5-6 days a week and once in every couple of weeks is 71 (20.23%) and 49 (13.96%) respectively. This indicates that above 65% of the respondents in average drink beer 1 up to 4 days per week.

4.2 Measures of Normality, Reliability and Validity

4.2.1. Normality Test

Shukla (2009) stated that skewness and Kurtosis test, the low difference between mean and median is the basic ways to check the normality of the data. (Shukla, 2009) positive skewness values suggest clustering of data points on the low value (left hand side of the bell curve) and negative skewness values suggest clustering of data points on the high values (right hand side of the bell curve). The data in the study suggest the response is clustering of the high values (right hand side of the bell curve) .Positive kurtosis value suggests that the data points have peaked at (gathered in the center) with long thin tails. The data set is of a thin bell shape value. Kurtosis below zero (0) suggests that the distribution of data points is relatively flat (Shukla, 2009).

Table 4.2 below describes the level of skewness and kurtosis for the seven constructs. The general rule-of-thumb for test of normality varies depending on the nature of the research. The common one mostly suggested mentioned in literature for both kurtosis and Skewness to be between -1.96 and +1.96 (George & Mallery, 2010). As indicated in the table below, skew and kurtosis measures for this study are well within that range. Therefore, from the results shown below we can say that the data was normally distributed among the sample population. This was a good signal to start with the subsequent analyses since the data are normally distributed

Table 4.2 - Skewness and Kurtosis Normality Test

Variable	Obs	Pr(Skewness)	Pr(Kurtosis)	adj chi2(2)	Prob>chi2
Actualprod~t	351	0.0000	0.0081	28.76	0.0000
Advertising	351	0.0000	0.0000	.	0.0000
Brandaware~s	351	0.0000	0.0025	36.13	0.0000
Brandassoc~n	351	0.0000	0.0003	35.26	0.0000
Percevedqu~y	351	0.0000	0.4497	24.25	0.0000
Brandloyalty	351	0.0001	0.3387	14.87	0.0006
Brandequity	351	0.0000	0.1380	22.38	0.0000

Source: survey result, 2019

4.2.2. Reliability and Validity Test

Validity and reliability are the two important characteristics of every measure of materials such as questionnaire. Reliability is fundamentally concerned with issues of consistency of measures whereas validity is the degree to which an instrument measures what it is supposed to measure.

According to Kothari (2004) Content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. Based on this definition the content validity was verified by the advisor of this research, who looked into the appropriateness of the questions and the scales of measurement. In addition, as mention in above a pilot survey conducted on 26 respondents who were seen as similar to the population for the study and exceed acceptable standard of Cronbachs's Alpha. This was another way of checking the appropriateness of the questions.

According to Hair, et al., (2010), if α is greater than 0.7, it means that it has high reliability and if α is smaller than 0.3, then it implies that there is low reliability. The purpose of the pre-testing was to refine the questionnaire and to assess the validity of measures in Ethiopian context. Based on the test shown in table below, with the reliability Cronbach''s Alpha statistics of individual constructs ranges from 0.7678 up to 0.823. Thus, based on the test of the scales and constructs included, it is revealed that each scale represents a reliable and valid construct in another way all the independent variables and dependent variable, met the above requirement and the alpha value is identified and summarized in the above table.

Table 4.3 - Cronbach's Alpha Reliability Measurement

Item	Obs	Sign	item-test correlation	item-rest correlation	average interitem covariance	alpha
Actualprod~t	351	+	0.6784	0.5610	.1667216	0.7945
Advertising	351	+	0.5427	0.3759	.1802159	0.8232
Brandaware~s	351	+	0.6266	0.5297	.1806895	0.8032
Brandassoc~n	351	+	0.5960	0.4551	.1755214	0.8100
Percevedqu~y	351	+	0.7719	0.6738	.152962	0.7756
Brandloyalty	351	+	0.8113	0.6823	.1315004	0.7719
Brandequity	351	+	0.8145	0.6957	.1334785	0.7678
Test scale					.1601556	0.8181

Source: survey result, 2019

4.3 Structural Equation Model (SEM)

Structural equation model is used to describe a large number of statistical models used to evaluate the validity of substantive theories with empirical data (Robert Ho 2006). Mainly SEM consists of two parts: the measurement model and the structural model. The measurement model specifies how the latent variables or the hypothetical constructs are measured in terms of the observed variables and describes the measurement properties through Confirmatory Factor Analysis (CFA) on the other hand the structural equation model specifies the causal relationships among the latent variables and describes the causal effects through Path Analysis. (Robert Ho, 2006)

4.3.1 Measurement Model Testing (Confirmatory Factor Analysis)

According to Wu, Pvi-wa and Quing (2007) confirmatory factor analysis was carried out in order to validate the reliability and statistical validity of the measurement model and maximum likelihood method was used to examine each construct and its standardized loadings plus it is useful for testing a measurement model as it allows for correlated errors of measurement (Hair, et al., 1998).

The Fit the Measurement Model

Absolute fit indices determine how well a prior model fits the sample data (McDonald and Ho. 2002) and demonstrate which proposed model has the most superior fit. These measures provide the most

fundamental indication of how well the proposed theory fits the data and the category are the Likelihood ratio, Population error, Information criteria, Baseline comparison and Size of residuals.

Hair, Black, Babin, Anderson and Tatham (2010) suggest in likelihood ratio chi-square p value become below 0.05 when we move toward to the baseline comparison CFI and TLI value above 0.90 in population error and size of residuals a value of RMSEA below 0.10 and value of SRMR below 0.08 these are the indicators of a good fit and generally interpreted as representing a good fitness of the model.

According to the STATA guide book (2013) whereas the other unspecified criteria in the categories like bound and Pclose in population error part most interpreters of this are check whether the lower bound is below 0.05 and the upper bound is above 0.10 but even if the values do not meet the expected value the hypothesis is not rejected rather it show as the model's fit is not close, and in upper limit being considered as a poor fit. When we move to Pclose is a commonly used word in reference to this test in this part the main required is RMSEA value. Under information criteria are reported AIC and BIC, which contain little information by themselves but are often, used to compare models. Smaller values are considered better in general there is no stated criteria.

So, in the next interpretation I will focus on selected fit measures and established criteria which is stated in below table 4.4

Table 4.4 - Selected Fit Measures and Established Criteria

Type	Name of GOF statistics	Acceptable level	Reference
Likelihood Ratio	Chi-square	$P <= 0.05$	(Hair et al. 2010, 666; Holmes-Smith 2010, 5, 7)
Population Error	Root mean-square error of approximation (RMSEA)	Values $<$ 0.08/0.10	(Lewis et al. 2005; Hair et al. 2006, 748; Hair et al. 2010, 672)
Baseline Comparison	Tucker Lewis index (TLI) , Comparative fit index (CFI)	Values $>= 0.90$	(Hair et al. 2010, 595)
Size of Residuals	Standardize root mean residual (SRMR)	Values < 0.08	(Hair et al. 2010, 595)
	Coefficient of Determination (CD) [like R2 for the whole model]	Close to 1	(STATA guide book.2013,177)

4.3.1.1 Measurement Model of Product

Product construct was proposed to be measured by 5 items. Table 4.5 presents the CFA result.
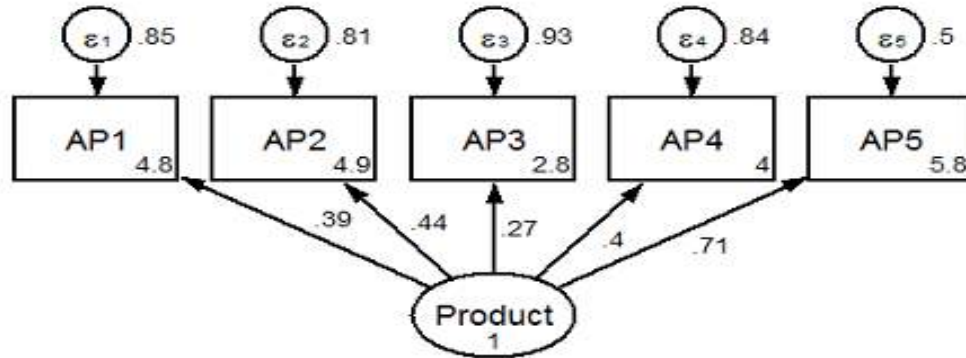
Figure 4.1: Measurement model of product

Table 4.5 - Reported value of model fit for the measurement model of Product

Fit statistic	Value	Description
Likelihood ratio		
chi2_ms(5)	13.866	model vs. saturated
p > chi2	0.016	
chi2_bs(10)	129.662	baseline vs. saturated
p > chi2	0.000	
Population error		
RMSEA	0.071	Root mean squared error of approximation
90% CI, lower bound	0.028	
upper bound	0.117	
pclose	0.180	Probability RMSEA <= 0.05
Information criteria		
AIC	4654.162	Akaike's information criterion
BIC	4712.074	Bayesian information criterion
Baseline comparison		
CFI	0.926	Comparative fit index
TLI	0.852	Tucker-Lewis index
Size of residuals		
SRMR	0.036	Standardized root mean squared residual
CD	0.628	Coefficient of determination

Assessment of the GOF statistics in Table 4.5 reveal that the items show accepted value in each selected fit measurement except TLI (0.852) but still it is tolerable because one it's close to 0.90 and next is all other criteria meet the acceptable level. Under chi-square the result of P value is less than 0.05 which is 0.016.

Population error which holds RMSEA, lower and upper bound also meet the accepted value RMSEA in this model is 0.71 which less than 0.10 and lower bond is 0.028 and upper bound 0.117 which show both of them are in exactly accepted range.

Baseline Comparison except TLI (0.852) which contain CFI (0.92,) meets the recommended value and size of residuals which contain SRMR and CD also accepted because SRMR is less than 0.08 which is (0.036) and the last criteria CD (R2) shows how much is the good is good or goodness of fit it lay as $0 \leq R^2 \leq 1$; therefore 0.628 near to one (1) indicated as the model is good.

4.3.1.2 Measurement Model of Advertising

Advertising construct was proposed to be measured by 4 items. Table 4.6 presents the CFA result.
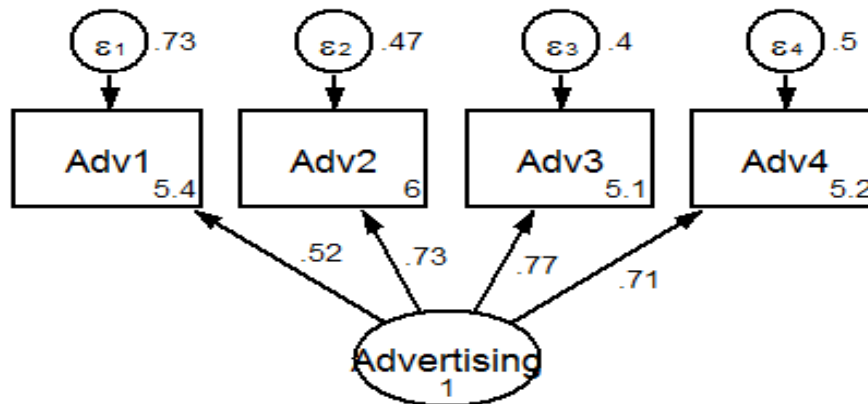
Figure 4.2: Measurement model of Advertising

Table 4.6 - Reported value of model fit for the measurement model of Advertising

Fit statistic	Value	Description
Likelihood ratio		
chi2_ms(2)	5.931	model vs. saturated
p > chi2	0.052	
chi2_bs(6)	381.136	baseline vs. saturated
p > chi2	0.000	
Population error		
RMSEA	0.075	Root mean squared error of approximation
90% CI, lower bound	0.000	
upper bound	0.148	
pclose	0.206	Probability RMSEA <= 0.05
Information criteria		
AIC	3028.321	Akaike's information criterion
BIC	3074.650	Bayesian information criterion
Baseline comparison		
CFI	0.990	Comparative fit index
TLI	0.969	Tucker-Lewis index
Size of residuals		
SRMR	0.019	Standardized root mean squared residual
CD	0.799	Coefficient of determination

In table 4.6 we can see that, all criteria met the recommended values suggested. However, it was accepted that in chi square the P value is 0.052, RMSEA is less than 0.1 which is 0.075, lower bound less than 0.05 which is 0.000, upper bound above 0.100 which is 0.148, CFI and TLI are above 0.900 which is 0.990 and 0.969 respectively, SRMR less than 0.080 which is 0.019, CD close to one (1) which is 0.799.

4.3.1.3 Measurement Model of Brand Awareness

Awareness construct was proposed to be measured by 5 items. Table 4.7 presents the CFA result.

Figure 4.3: Measurement model of Brand Awareness

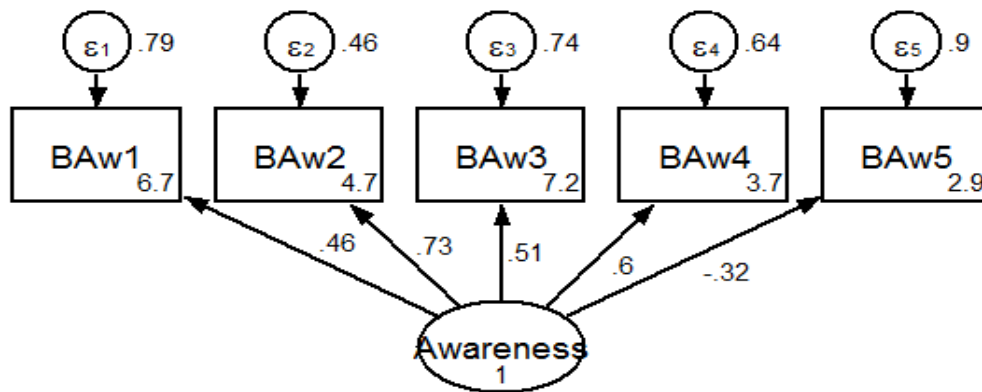*Table 4.7 - Reported value of model fit for the measurement model of Brand Awareness*

Fit statistic	Value	Description
Likelihood ratio		
chi2_ms(5)	8.887	model vs. saturated
p > chi2	0.114	
chi2_bs(10)	228.567	baseline vs. saturated
p > chi2	0.000	
Population error		
RMSEA	0.047	Root mean squared error of approximation
90% CI, lower bound	0.000	
upper bound	0.097	
pclose	0.470	Probability RMSEA <= 0.05
Information criteria		
AIC	3722.177	Akaike's information criterion
BIC	3780.089	Bayesian information criterion
Baseline comparison		
CFI	0.982	Comparative fit index
TLI	0.964	Tucker-Lewis index
Size of residuals		
SRMR	0.026	Standardized root mean squared residual
CD	0.712	Coefficient of determination

In table 4.7 we can see that all criteria met the recommended values suggested except P value (0.114) which is above 0.05 so, cause of the P value is the pillar criteria we cannot conclude or can't say the model is fit.

In addition, BAw5 "*I have difficulty in imagining Habesha beer brand in my mind*" the reveres question (observation) shows a lower value relative to others. In such circumstance, the literature (Brown 2006,

Hair, JF, Black, WC, Babin, BJ 2010) suggested identifying such a variable as confounding and considering it for removal from the measurement model. The model was re run after removing item BAw5 and the result is shown below.

Figure 4.4: Revised Measurement model of Brand Awareness

Table 4.8 - Revised value of model fit for the measurement model of Brand Awareness

Fit statistic	Value	Description
Likelihood ratio		
chi2_ms(2)	6.931	model vs. saturated
p > chi2	0.031	
chi2_bs(6)	201.180	baseline vs. saturated
p > chi2	0.000	
Population error		
RMSEA	0.084	Root mean squared error of approximation
90% CI, lower bound	0.022	
upper bound	0.156	
pclose	0.151	Probability RMSEA <= 0.05
Information criteria		
AIC	3078.028	Akaike's information criterion
BIC	3124.358	Bayesian information criterion
Baseline comparison		
CFI	0.975	Comparative fit index
TLI	0.924	Tucker-Lewis index
Size of residuals		
SRMR	0.026	Standardized root mean squared residual
CD	0.700	Coefficient of determination

In table 4.8 we can see that the revised measurement met all criteria of suggested recommended values. P value is <0.05, RMSEA <0.1, lower bound <0.05, upper bound >0.1, both CFI and TLI >0.9, SRMR <0.08 and CD 0.700 which is close to one (1)

4.3.1.4 Measurement Model of Brand Association

Association construct was proposed to be measured by 4 items. Table 4.9 presents the CFA result
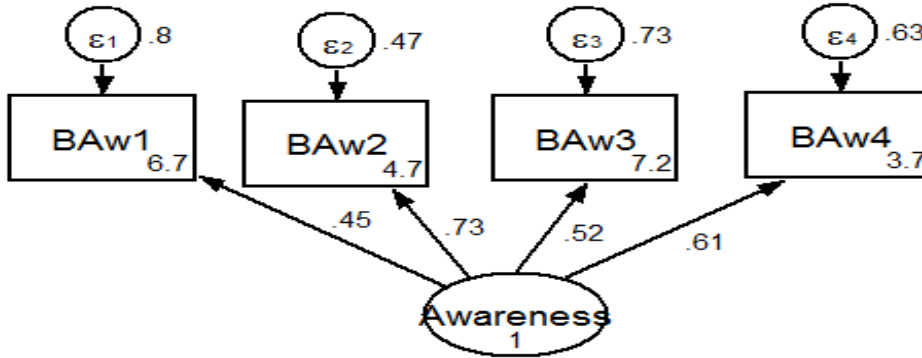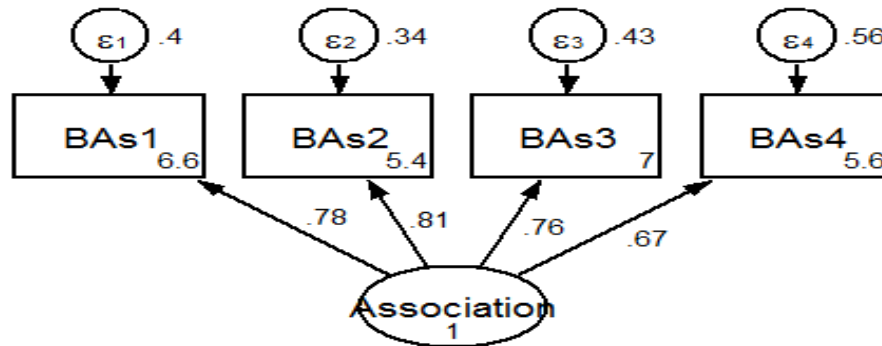

Figure 4.5: Measurement model of Brand Association

Table 4.9 - Reported value of model fit for the measurement model of Brand Association

Fit statistic	Value	Description
Likelihood ratio		
chi2_ms(2)	8.145	model vs. saturated
p > chi2	0.017	
chi2_bs(6)	552.401	baseline vs. saturated
p > chi2	0.000	
Population error		
RMSEA	0.094	Root mean squared error of approximation
90% CI, lower bound	0.034	
upper bound	0.164	
pclose	0.103	Probability RMSEA <= 0.05
Information criteria		
AIC	2449.419	Akaike's information criterion
BIC	2495.749	Bayesian information criterion
Baseline comparison		
CFI	0.989	Comparative fit index
TLI	0.966	Tucker-Lewis index
Size of residuals		
SRMR	0.018	Standardized root mean squared residual
CD	0.848	Coefficient of determination

In the above table we can see that the all measurement met criteria that are suggested as recommended values. P value is below 0.05 (0.017), RMSEA below 0.1 (0.094), lower bound below 0.05 (0.034), upper bound above 0.1 (0.164), both CFI and TLI above 0.9 (0.989) (0.966) respectively, SRMR below 0.08 (0.018) and CD 0.848 which is close to one.

4.3.1.5 Measurement Model of Perceived Quality

Perceived Quality construct was proposed to be measured by 5 items. Table 4.10 presents the CFA result.

Figure 4.6: Measurement model of Perceived Quality

Table 4.10 - Reported value of model fit for the measurement model of Perceived Quality

Fit statistic	Value	Description
Likelihood ratio		
chi2_ms(5)	31.770	model vs. saturated
p > chi2	0.000	
chi2_bs(10)	775.346	baseline vs. saturated
p > chi2	0.000	
Population error		
RMSEA	0.124	Root mean squared error of approximation
90% CI, lower bound	0.085	
upper bound	0.166	
pclose	0.001	Probability RMSEA <= 0.05
Information criteria		
AIC	3186.960	Akaike's information criterion
BIC	3244.871	Bayesian information criterion
Baseline comparison		
CFI	0.965	Comparative fit index
TLI	0.930	Tucker-Lewis index
Size of residuals		
SRMR	0.028	Standardized root mean squared residual
CD	0.869	Coefficient of determination

In table 4.10 we can see that all criteria met the recommended values suggested except RMSEA value (0.124) which is above 0.1 so, we cannot conclude before we try diagnosis. In such circumstance, the literature (Brown 2006, Hair, JF, Black, WC, Babin, BJ 2010) suggested identifying such a variable as confounding and considering it for removal from the measurement model. So, by trying and error PQ4 "*Habesha beer has a reputation of high quality*" removed and the model was re run as shown below.
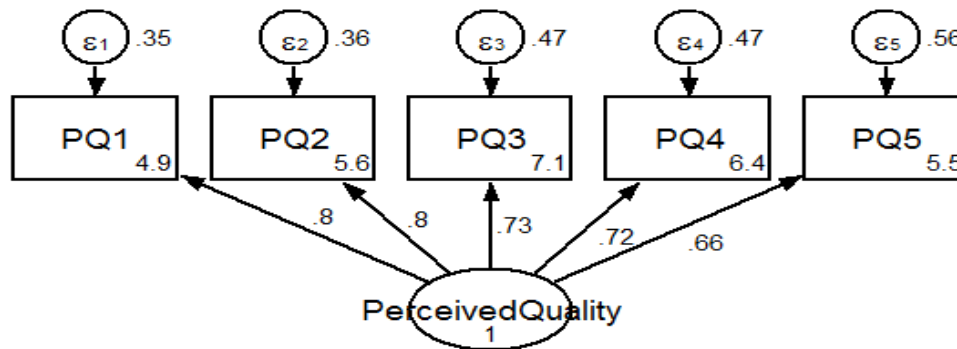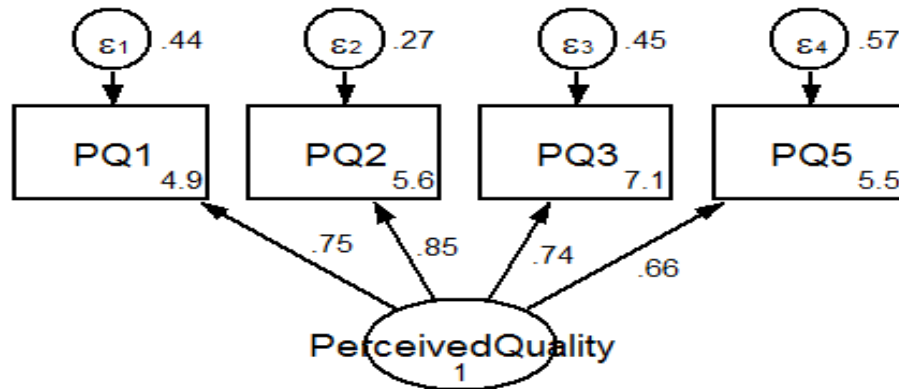

Figure 4.7: Revised Measurement model of Perceived Quality

Table 4.11- Revised value of model fit for the measurement model of Perceived Quality

Fit statistic	Value	Description
Likelihood ratio		
chi2_ms(2)	6.052	model vs. saturated
p > chi2	0.049	
chi2_bs(6)	550.357	baseline vs. saturated
p > chi2	0.000	
Population error		
RMSEA	0.076	Root mean squared error of approximation
90% CI, lower bound	0.005	
upper bound	0.149	
pclose	0.199	Probability RMSEA <= 0.05
Information criteria		
AIC	2638.243	Akaike's information criterion
BIC	2684.572	Bayesian information criterion
Baseline comparison		
CFI	0.993	Comparative fit index
TLI	0.978	Tucker-Lewis index
Size of residuals		
SRMR	0.016	Standardized root mean squared residual
CD	0.856	Coefficient of determination

In table 4.11 we can see that the revised measurement met all criteria of suggested recommended values. P value is <0.05, RMSEA <0.1, lower bound <0.05, upper bound >0.1, both CFI and TLI >0.9, SRMR <0.08 and CD 0.700 which is close to one (1).

4.3.1.6 Measurement Model of Brand loyalty

Brand loyalty construct was proposed to be measured by 4 items. Table 4.12 presents the CFA result.
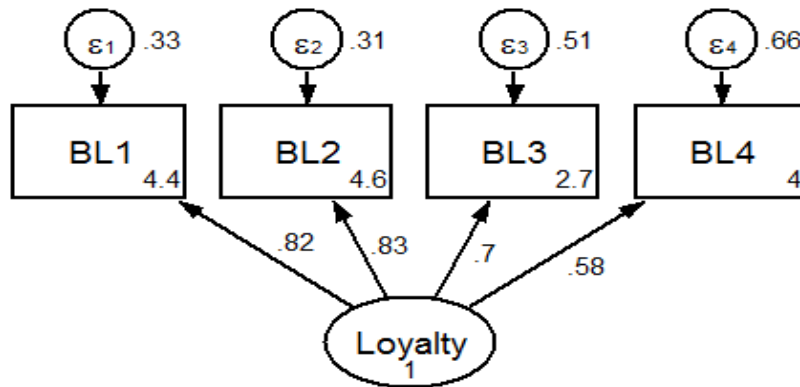
Figure 4.8: Measurement model of Brand Loyalty

Table 4.12 - Reported value of model fit for the measurement model of Brand Loyalty

Fit statistic	Value	Description
Likelihood ratio		
chi2_ms(2)	8.012	model vs. saturated
p > chi2	0.018	
chi2_bs(6)	523.200	baseline vs. saturated
p > chi2	0.000	
Population error		
RMSEA	0.093	Root mean squared error of approximation
90% CI, lower bound	0.032	
upper bound	0.163	
pclose	0.107	Probability RMSEA <= 0.05
Information criteria		
AIC	3507.254	Akaike's information criterion
BIC	3553.583	Bayesian information criterion
Baseline comparison		
CFI	0.988	Comparative fit index
TLI	0.965	Tucker-Lewis index
Size of residuals		
SRMR	0.018	Standardized root mean squared residual
CD	0.852	Coefficient of determination

In the above table 4.12 we can see that the all measurement met criteria that are suggested as recommended values. P value is below 0.05 (0.018), RMSEA below 0.1 (0.093), lower bound below 0.05 (0.032), upper bound above 0.1 (0.107), both CFI and TLI above 0.9 (0.988) (0.965) respectively, SRMR below 0.08 (0.018) and CD 0.852 which is close to one.

4.3.1.6 Measurement Model of Brand Equity

Brand Equity constructs was proposed to be measured by 4 items. Table 4.12 presents the CFA result.

Figure 4.9: Measurement model of Brand Equity

Table 4.13 - Reported value of model fit for the measurement model of Brand Equity

Fit statistic	Value	Description
Likelihood ratio		
chi2_ms(2)	0.548	model vs. saturated
p > chi2	0.760	
chi2_bs(6)	395.619	baseline vs. saturated
p > chi2	0.000	
Population error		
RMSEA	0.000	Root mean squared error of approximation
90% CI, lower bound	0.000	
upper bound	0.071	
pclose	0.888	Probability RMSEA <= 0.05
Information criteria		
AIC	3681.085	Akaike's information criterion
BIC	3727.415	Bayesian information criterion
Baseline comparison		
CFI	1.000	Comparative fit index
TLI	1.011	Tucker-Lewis index
Size of residuals		
SRMR	0.005	Standardized root mean squared residual
CD	0.839	Coefficient of determination

In table 4.13 we can see that, except for p value and upper bound all other criteria met the recommended values suggested because of we cannot conclude or say the model is fit with higher p value (0.760) and In addition, GBE3 "Habesha beer brand is more than a brand to me" shows a lower value relative to all others. In such circumstance, the literature (Brown 2006, Hair, JF, Black, WC, Babin, BJ 2010) suggested identifying such a variable as confounding and considering it for removal from the measurement model. The model was re run after removing item GBE3. The result is shown below.
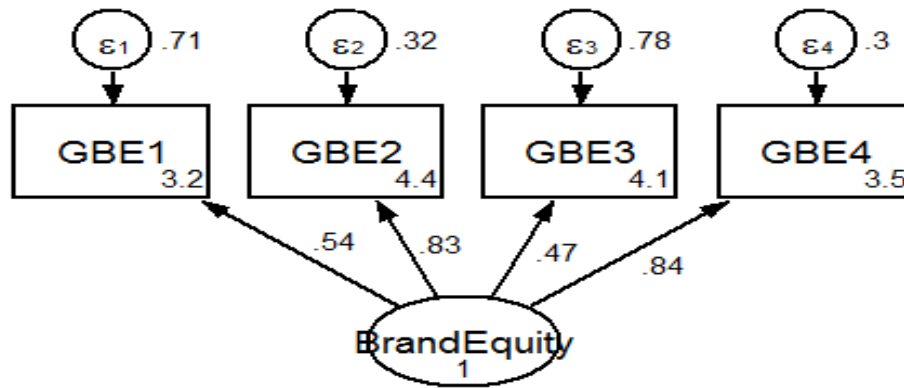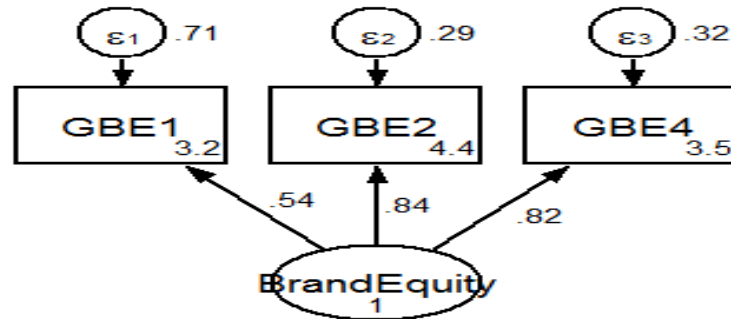

Figure 4.10: Revised Measurement model of Brand Equity

Table 4.14 - Revised value of model fit for the measurement model of Brand Equity

Fit statistic	Value	Description
Likelihood ratio		
chi2_ms(0)	0.000	model vs. saturated
p > chi2	.	
chi2_bs(3)	323.411	baseline vs. saturated
p > chi2	0.000	
Population error		
RMSEA	0.000	Root mean squared error of approximation
90% CI, lower bound	0.000	
upper bound	0.000	
pclose	1.000	Probability RMSEA <= 0.05
Information criteria		
AIC	2758.769	Akaike's information criterion
BIC	2793.516	Bayesian information criterion
Baseline comparison		
CFI	1.000	Comparative fit index
TLI	1.000	Tucker-Lewis index
Size of residuals		
SRMR	0.000	Standardized root mean squared residual
CD	0.831	Coefficient of determination

In table 4.14 we can see that the revised measurement met all criteria of suggested recommended values. P value is <0.05, RMSEA <0.1, lower bound <0.05, upper bound >0.1, both CFI and TLI >0.9, SRMR <0.08 and CD 0.831 which is close to one (1)

4.3.2 Structural Model Testing

Maximum likelihood estimation was used to test the structural model, since this estimation provides an output with the maximum possible impact of exogenous variable on endogenous variable mean to develop and run the structural model and to test the hypothesized relationship between constructs STATA 13.0 SEM package is used.

The structural equation model is a flexible, comprehensive model that specifies the pattern of relationships among independent and dependent variables, either observed or latent (Robert Ho, 2006). A measurement model is used for defining the relations between observed and unobserved variables, whereas a structural model is employed to examine the relations among latent variables in a proposed model (Byrne, 1998)

The structural model of this study includes all variables from the measurement model. The structural model specified the product and advertizing as an exogenous variable and it was related to the endogenous variables of brand equity dimensions and the brand equity dimensions in turn were related to general brand equity which is also an endogenous variable. The Brand equity dimensions act as mediating factors between the exogenous variable and brand equity.

The Model fit criteria used in testing the measurement model were employed to test the structural model and goodness of fit statistics indicated that the structural model also found fit as the measurement model. The Standard coefficient in table 4.15 refers to the estimate, which is calculated from standardized data. It allows the assessment of practical significance in terms of the relative predictive power of the added variable (Hair et al., 2010). After the below diagram the test of relationships are presented.
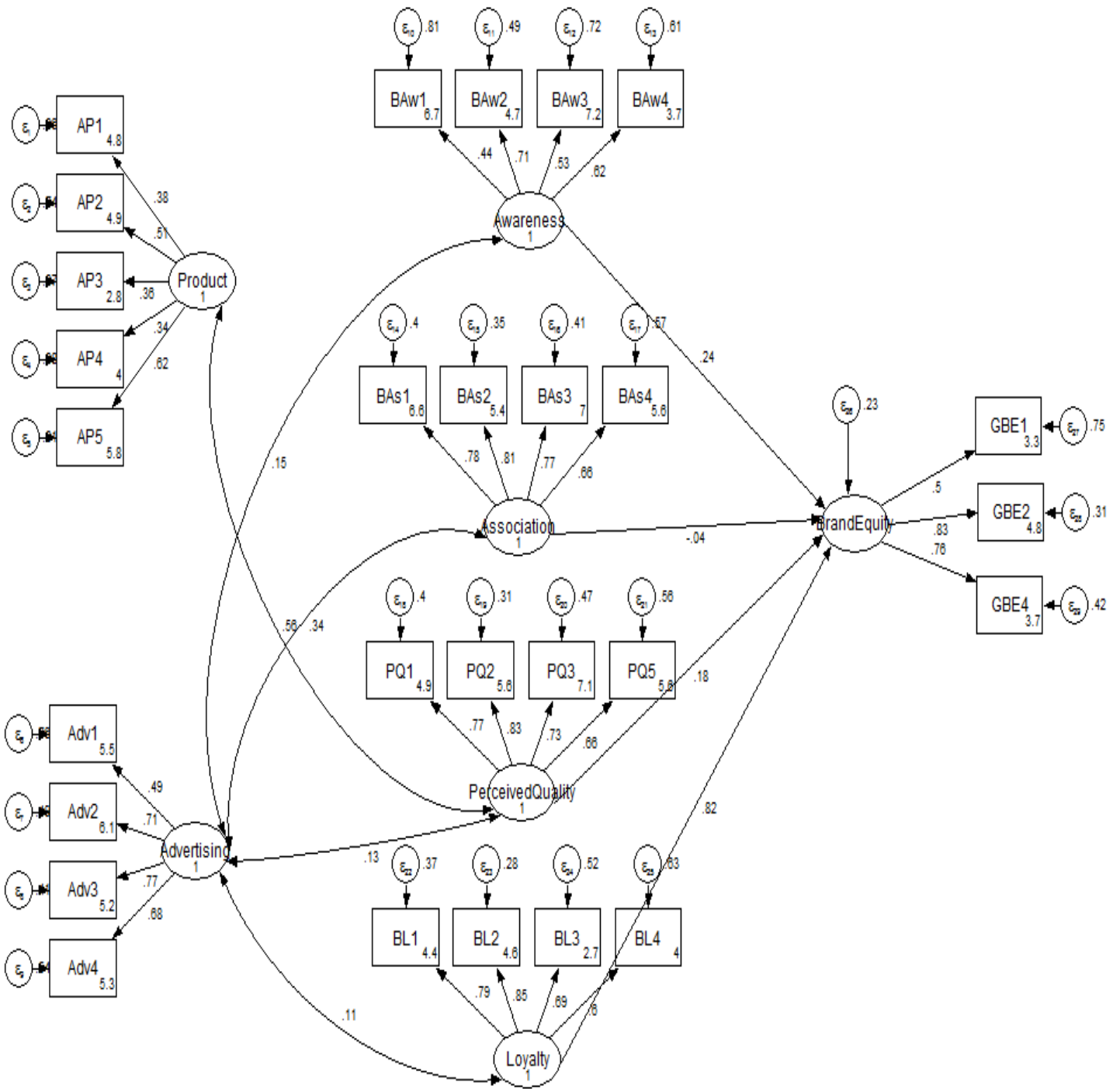
Figure 4.11: Proposed Structural Model

4.3.2.1 Causal Relationships of the Product and Advertising on Brand Equity Dimensions

<u>Actual Product</u>

The first set of hypothesis dealt with the effect of actual product efforts of a firm on the brand equity dimensions.

H1a: Perceived Actual product significantly and positively affect perceived quality of Habesha Beer.

This hypothesis was formulated in order to determine the impact of actual product on perceived quality which is one of brand equity dimensions. So, according to the result above standard coefficient is positive (0.56) and the p value is <0.001. So, the first hypothesis is supported.

<u>Advertising</u>

The second set of hypothesis dealt with the effect of perceived marketing efforts of a firm in terms of Advertising on the brand equity dimensions. As clearly stated in the operational definitions part of this study advertising refers to how consumers perceive the level of advertising of Habesha beer.

H2a: Perceived Advertising significantly and positively affects brand awareness of Habesha Beer.

This hypothesis was formulated in order to determine the impact of advertising on brand equity having brand awareness as one of the dimensions of brand equity. So, according to the result above standard coefficient is positive (0.15) and the p value is <0.001. So, the advertising first hypothesis is supported. This result was also consistent with the findings of other researchers who found perceived advertising is cause an increase in brand awareness (Bui et al., 2010).

H2b: Perceived Advertising significantly and positively affects brand associations of Habesha Beer.

This hypothesis was formulated in order to determine the impact of advertising on brand equity having brand association as one of factor. So, according to the result above standard coefficient for the relationship between advertising and brand association are positive (0.34) and the p value was <0.001. So, the second advertising hypothesis is supported.

This result is consistent with the findings of Yoo et al. (2000), Bui et al. (2010) and Chattopadhyay et al (2010) where they found a significant positive effect of perceived level of advertising on brand association.

H2c: Perceived Advertising significantly and positively affects perceived quality of Habesha Beer.

This hypothesis was formulated in order to determine the impact of advertising on perceived quality as a factor. Just like above hypotheses the estimation of standard coefficient is positive (0.13) so, according to the result it can be concluded that advertising has a positive impact on perceived quality. Authors such as Yoo et al. (2000) found a positive relationship between advertising spending and perceived quality. On the other hand, other authors found negative effect of advertising on perceived quality (Buil et al., 2010; Taleghani & Almasi, 2011). The level of advertisement frequency by Habesha beer may have created exposure leading to a positive perceived quality for the beer.

H2d: Perceived Advertising significantly and positively affects brand loyalty of Habesha Beer

This hypothesis was formulated in order to determine the impact of advertising on brand equity having brand loyalty as a factor. So, according to the result above standard coefficient for the relationship between advertising and brand loyalty were positive (0.11) and the p value was <0.001. So, the fourth advertising hypothesis is supported. The result supports the finding by Yoo et al. (2000), where the effect of advertising spending on both perceived quality and brand loyalty was found to be equally important. Shimp (2010) also stressed that one of the major factors causing a decline in consumer loyalty is the decline in advertising frequency. On the contrary perceived advertising spending was found to have on significant relationship with any of the brand equity elements by other researchers (Tamara, 2014).

4.3.2.2 Causal Relationships of the Dimensions of Brand Equity to Brand Equity

H3a: Brand awareness significantly and positively affects brand equity.

This hypothesis proposed that an increase in brand awareness causes an increase in brand equity. This study found support for this hypothesis in case of Habesha beer. As the result indicates, a one unit increase in the standard deviation of brand awareness cause an improvement in its brand equity by 0.24 while other variables were controlled (Tan, 2012). This result was also consistent with the findings of other researchers who found brand awareness has a significant positive effect on brand equity Salelaw and Gashaw (2015) on beer brand equity in Ethiopia.

H3b: Brand associations or image significantly and positively affects brand equity

In this study, support was not found for this hypothesis which states brand association has a positive significant effect on brand equity of Habesha beer because of standard coefficient for the relationship is -0.04 so, It can't be concluded that brand association has a positive impact on brand equity as there is negative relationship. So, the second brand equity dimensions hypothesis is not supported mean Habesha beer brand association of customer have no relationship or contribution to the brand equity.

H3c: Perceived quality significantly and positively affects brand equity.

This hypothesis was formulated in order to determine the impact of perceived quality on brand equity. So, according to the result above standard coefficient for the relationship between perceived quality and brand Equity are positive (0.18) and the p value was <0.001. Therefore this hypothesis is supported plus Ephrem (2015) in the study the Ethiopian bottled water market also concluded the positive effect of perceived quality among brand quality.

H3d: Brand loyalty significantly and positively affects brand equity.

In this study, highly support was found for this hypothesis which states brand loyalty has a positive significant effect on brand equity of Habesha beer because of standard coefficient for the relationship is 0.82 so, It can be concluded that brand loyalty has a highly positive impact on brand equity plus this result is supported by Semhal (2017) study measuring the dimensions of consumer-based brand equity a case of coca-cola in the Ethiopian and Bezawit's (2014) study on the CBBE measurement of Ethiopian airlines.

4.3.2.3 Indirect Causal Relationships of the Product and Advertising on Brand Equity

As it can be seen in the objective of the study there is no hypothesized direct relationship between the perceived marketing efforts of a firm (product and advertising). The conceptual framework adopted for this study is based on examining the impact of product and advertising on brand equity indirectly through brand equity dimensions. This is based on the conceptualization of Yoo et al. (2000) who stated the indirect effect of perceived marketing efforts are calculated through their impact of brand equity dimensions. In order to find out the effect of product and advertising and on brand equity the following hypothesis were formulated.

H4a: Perceived advertising significantly and positively affects brand equity of Habesha Beer.
H4b: Perceived actual product significantly and positively affects brand equity of Habesha Beer.

As indicated in the figure 4.12 below, product and perceived advertising has an indirect effect of 0.58 and 0.30 on brand equity respectively and 0.50 each other. This means when consumers perception about the product and advertising of Habesha beer increases by one standard deviation brand equity increase by o.58 and 0.30 unit of standard deviation through brand equity dimensions respectively. This indicates that product is contributing significantly to the beer's brand equity than advertising activities by Habesha beer.
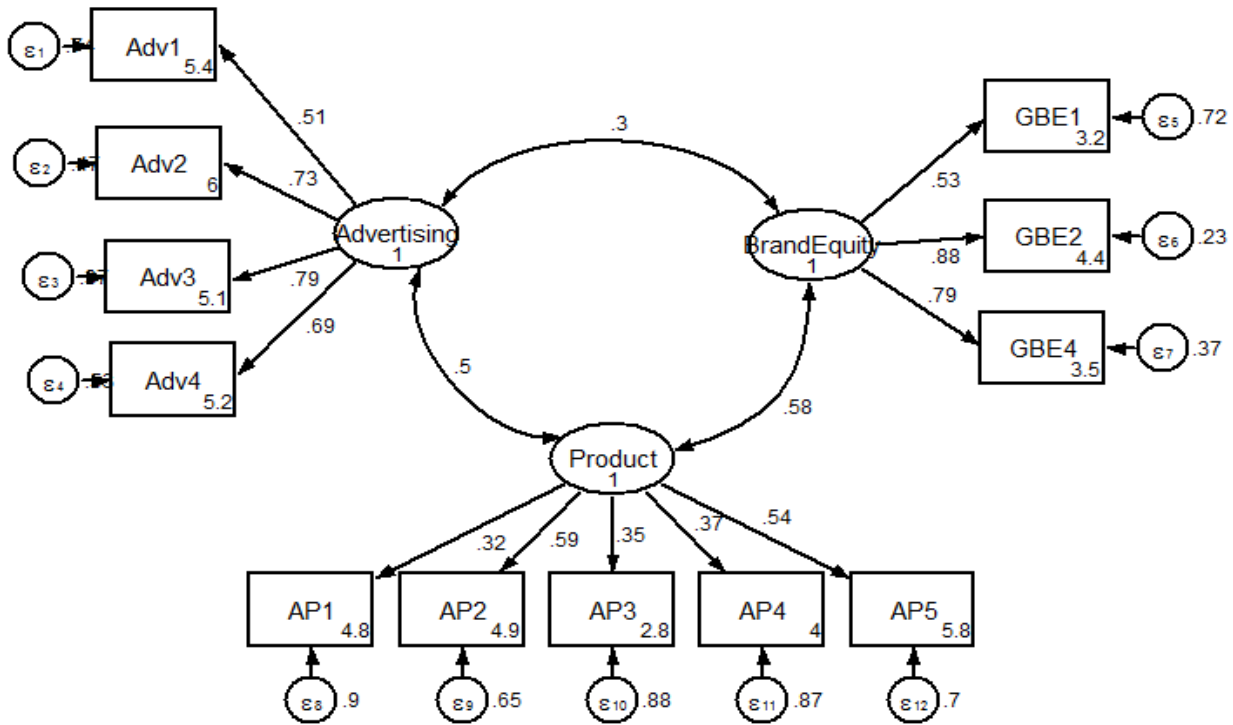
Figure 4.12: Analysis of Indirect Effects of Product and Advertising on Brand Equity

Table 4.15 - Relationship between Product, Advertising, Brand equity and Dimensions

R/S No	From	To	Standard coefficient	P Value	Results
H1a	Actual Product	Perceived Quality	$\propto = 0.56$	0.000	Accepted
H2a	Advertising	Brand Awareness	$\propto = 0.15$	0.000	Accepted
H2b	Advertising	Brand Association	$\propto = 0.34$	0.000	Accepted
H2c	Advertising	Perceived Quality	$\propto = 0.13$	0.000	Accepted
H2d	Advertising	Brand Loyalty	$\propto = 0.11$	0.000	Accepted
H3a	Brand Awareness	Brand equity	$\beta = 0.24$	0.000	Accepted
H3b	Brand Association	Brand equity	$\beta = -0.04$	0.000	Rejected
H3c	Perceived Quality	Brand equity	$\beta = 0.18$	0.000	Accepted
H3d	Brand Loyalty	Brand equity	$\beta = 0.82$	0.000	Accepted

CHAPTER FIVE
CONCLUSION AND RECOMMENDATION

This chapter presents the recommendation and conclusions derived from the major findings from the data analysis carried out in the previous section and recommendation for marketing practitioners who may be interested in brand-related concepts in addition further area of research that may be of interest for other researchers are also suggested.

5.1. Conclusion

This study was initiated to investigate the role of Product and Advertising on Brand Equity in the Ethiopian beer Industry through the eyes of the consumer. More specifically, in this study the relationship of actual product, advertising, brand Equity dimensions (Aaker's four models: Brand Awareness, Brand association, Brand perceived quality and Brand loyalty) and brand equity and their relationship which had been found as influential factors on the brand equity of beer industry in Addis Ababa were discussed and analyzed briefly.

The results indicated that perceived Actual product has a significant positive effect on perceived quality so it can be inferred from this result that actual product *(Visual appeal of the designs, the back double sticker, features and the brand name of the beer)* has played a huge role on perceived quality which gives a reason to buy and different brands. In particular, the structural equation model estimations of the actual product on figure 4.1 page 32 and actual product part of overall structural equation model on figure 4.11 page 44 have a difference on estimation. When AP2 (double sticker) increase the relationship from 0.44 to 0.51, AP4 (Cold Gold) and AP5 (brand name) decrease 0.40 to 0.34 and 0.71 to 0.62 respectively and AP1 (Visual appeal of the design) almost rerun with a little change 0.39 to 0.38. So it implies that brand name and the back double sticker had a bigger estimation value (above 0.50) which indicates that they play a huge role in the perceived quality of a product than Visual appeal of the design and features "Cold Gold"

Perceived advertising has also a significant positive effect on brand awareness, brand loyalty, perceived quality and brand association with a varying degree. Brand awareness and the brand association had a bigger alpha value which indicates that they are highly affected by advertising which it can infer that advertising plays a huge role to aware and associate consumers with the given brand.

This research also found a significant positive impact on brand equity dimensions on general brand equity. As many researches in the case, this study also found brand loyalty to be the closest dimension which had the highest Beta to general brand equity which gives a clear indication of the influence of brand loyalty on brand equity. Although the contribution of brand awareness and perceived quality for brand equity is

significant unlike others brand association had no significant effect on the brand equity of Habesha beer with the value of -0.04. Another important point in this subtopic is perceived advertising has the highest impact on brand association but the brand association has the least effect on brand equity than other dimensions and again in vise verse perceived advertising has the least impact on brand loyalty but brand loyalty has the highest effect on brand equity. The study also found support for the hypothesis stated in order to find out the effect of the actual product and advertising on brand equity and come up with a positive impact on general brand equity.

Generally, it can be concluded that people from different gender, age, educational and work background with different consumption frequency find Actual product and advertising of Habesha beer had a role in their choice. The perceived actual product of Habesha beer had an impact on consumer perceived quality plus perceived advertising of Habesha beer can easily make people be associate with and aware about Habesha beer brand.

5.2 Recommendation

Based on the findings of the study and conclusions made, the researcher came up with some important recommendations that can be used to exceed the role of the actual product and advertising on brand equity.

- In fact, bands live in consumers' minds and hearts. What consumers perceive about a product is more than what a companies' actually think. Therefore by allocating enough budgets to their products companies should find a way to appeal consumers through understanding their attention.

- Since the new Ethiopian law prohibiting the of advertising of alcoholic beverages on public media outlets, marketers should focus on alternative marketing communication which boosts their profit by providing higher value of brand equity in the mindset of the consumers after the release of details of the endorsed proclamation.

- Companies involved in the beer industry should concentrate their efforts on developing the brand loyalty of their brand in the customer's mind. If these dimensions are increased, it will contribute positively to the brand's equity which in turn will give high market share, new customers and increase the overall value of the brand.

5.3 Areas for Further Research

This study focused on the Habesha beer S.co but other researchers can assess the role and preference of actual product (color, font, graphics and brand name) in the Ethiopian beer industry as a whole.

This study only addressed the Actual Product but other parts of the product (Core and augmented) have a great contribution to brand equity so, future researchers may take this into consideration and work on it

This study only addressed Product and advertising hence there are other marketing mix variables that have a great contribution to brand equity future researchers may take this into consideration and work on it.

In this study, the impact of brand loyalty on brand equity was the highest. It would make sense to investigate the impact of this dimension separately to understand how it affects brand equity. This is vital as the market in the beer industry in Ethiopia is currently increasing and is expected to increase.

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Appendix

Appendix I: English version survey questioner

Survey Questionnaire

Dear Respondents:

My name Tewodros Dessalegne and I am post graduate student at St. Mary University, school of post graduate studies. Currently, I am undertaking my thesis under the title "The Role of Product and Advertising on Brand Equity in the case of Habesha Beer" in partial fulfillment of Master of Art Degree in Marketing Management. The aim of the study is to find out the role of product and advertising in the Ethiopian context. The result of the study will identify the contribution of product and advertising on customer based brand equity which will help beer companies to achieve a sustainable competitive advantage by delivering a better product and advertising. I kindly ask you to fill all questions in this questionnaire with full honesty and be assured that there is no right and wrong answer. Your honest opinion is invaluable for this study in terms of its contribution in making this study a success. Finally I would like to assure you that, this questionnaire will be used only for academic purpose and the information you provide will be kept confidential. Please make sure that you provide your response accurately and if you find any problem regarding the questions don't hesitate to contact me on my phone address 0913196102.

Thank you in advance for your kind cooperation.

Part I: General information

Direction: *For the following questions, please choose one answer that describes your current situation and mark it as (V).*

1. Gender: ☐ Male ☐ Female

2. Age in year: ☐ 21 – 29   ☐ 30 - 39   ☐ 40 - 49   ☐ 50 and above

3. Educational Status: ☐ 12th Grade & Under   ☐ Certificate   ☐ Diploma   ☐ Degree & above

4. Occupation: ☐ Salaried   ☐ Self-employment   ☐ Retired   ☐ Student

5. On average how often do you drink beer?

☐ Once in every couple of weeks   ☐ 1 - 2 days a week   ☐ 3 - 4 days a week ☐ 5 - 6 days a week

Part II: Specific information

Direction: *Please indicate the level of your agreement or disagreement on the statements by putting tick (v) mark on the space below the options provided.*

No	Product	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Visual appeal of the designs has contribution to choose Habesha beer.					
2	The back sticker of the bottle makes the Habesha beer theme attractive.					
3	Habesha beer theme is attractive even if when there is no sticker at the back of the bottle.					
4	The "Cold Gold" word will change to blue when the beer is freeze.					
5	The brand name Habesha has given me a reason to like the beer.					

No	Advertising	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
6	Advertisings of Habesha beer are seen frequently on TV or other media.					
7	I liked the style of Habesha beer advertisement.					
8	Habesha beer advertisement gave me a good feeling about the company as a good brewery.					
9	Advertisings of Habesha Beer are easy to remember.					

Brand Equity Dimensions

Brand Awareness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
10	I know the symbol or logo of the Habesha beer.					
11	Some Habesha beer features come to my mind quickly.					
12	I can recognize the Habesha beer quickly among other competing brands					
13	I am familiar with the Habesha beer.					
14	I have difficulty in imagining Habesha beer brand in my mind.					
Brand Association	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
15	Habesha beer has a very unique brand image, compared to competing brands.					
16	Habesha beer brand brings back pleasant memories.					
17	I like Habesha beer brand image					
18	Habesha beer brand makes me feel good.					
Perceived Quality	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
19	Compared to other brands Habesha beer provides me high quality.					
20	I trust the quality of Habesha beer.					
21	Habesha beer offer excellent taste.					
22	Habesha beer has a reputation of high quality.					
23	Habesha beer is very reliable.					
Brand Loyalty	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
24	I consider myself to be loyal to Habesha beer.					
25	Habesha beer would be my first choice.					
26	I will not buy other brands if Habesha beer is available at the store.					
27	I would recommend Habesha beer for other people to buy.					
Overall Brand Equity	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
28	If another beer is not different from					

	Habesha beer in some way, it seems not logical to purchase the other brand.					
29	Even if another beer has the same features as Habesha beer, I would prefer to buy Habesha beer.					
30	Habesha beer brand is more than a brand to me.					
31	Even if another brand has the same price as Habesha beer, it seems smarter to purchase Habesha beer.					

*** *Thank you again for your time and kind cooperation!* ***

Appendix II: Amharic version survey questioner

ውድ የጥናቱ ተሳታፊዎች:

ስሜ ቴዎድሮስ ደሳለኝ ይባላል በቅድስት ማርያም ዩኒቨርሲቲ የድህረ ምረቃ ተማሪ ስሆን የመመረቂያ ጥናቴን በሐበሻ ቢራ ምርት እና ማስታወቂያ ላይ የሚያተኩር ሲሆን የጥናቱ አላማ በኢትዮጵያ የቢራ ደንበኞች ላይ ምርት እና ማስታወቂያ ያለውን ሚና ለማወቅ ሲሆን የዚህም ጥናት ውጤ አስተዋፅአውን ለይቶ በማሳየት የቢራ ኩባንያዎች የተሻለ ምርት እና የማስታወቂያ በማድረግ ዘላቂ በሆነ መልኩ ተወዳዳሪነታቸውን ለማሳካት የሚረዳ ይሆናል፡፡

ከዚህ በመቀጠል ይህንን መጠይቅ በሙሉ ታማኝነት እና በሐቀኝነት እንዲሞሉልኝ እየጠየኩኝ የሚሰጡኝ መረጃ እርሶ ከሚስማዎት እና ከሚያስቡት ውጪ ምንም አይነት ትክክለኛናም ሆነ የተሳሳተ የሚባል መልስ ካለመኖሩም በተጨማሪም ይህ መጠይቅ ከዚህ ጥናት ውጭ ለሌላ ለምንም የኣይነት አገልግሎት እንደማይውል እያረጋገጥኩ የእርሶ አስተያየት ለዚህ ጥናት መሳካት ከፍተኛ አስተዋፆ የሚያደርግ መሆኑንም ለመግለጽ እወዳለው ፡፡

ለሚያደርጉልኝ ትብብር ሁሉ ምስጋናዬ ከወዲሁ የላቀ ነው፡፡ ለሚኖሮት ማንኛውም ጥያቄ ወይንም አስተያየት በስልክ አድራሻዬ 0913196102 ሊያገኙኝ ይችላሉ፡፡

ክፍል አንድ - ኣጠቃላይ መረጃ

ለሚቀጥሉት ጥያቄዎች ለሚገኙ ጥያቄዎች ለመመለስ ከታች በተቀመጡት ሳጥኖች ውስት (√) ምልክት ያስቀምጡ፡፡

1. ፆታ: ☐ ወንድ ☐ ሴት

2. ዕድሜ: ☐ 21 - 29 ☐ 30 - 39 ☐ 40 - 49 ☑ 50 እና ከዚያ በላይ

3. የትምህርት ሁኔታ: ☐ ከ 12 ኛ ክፍል በታች ☐ የምስክር ወረቀት ☐ ዲፕሎማ ☐ ዲግሪ እና ከዚያ በላይ

4. ሥራ ሁኔታ: ☐ ደሞዝ ☐ የግል ስራ ☐ ጡረታ የወጣ/ች ☐ ተማሪ

5. በኣማካይ በሳምንት ምን ያህል ቀን ቢራ ይጠጣሉ?

☐   ☐   ☐   ☐

ክፍል ሁለት - ሐበሻ ቢራ ላይ ያሎትን አስተያየት የተመለከቱ ጥያቄዎች

ከዚህ በታች የተዘረዘሩት ዐረፍተ ነገሮች እርሶ ስለ ሐበሻ ቢራ ያሎትን አመለካከት ለመረዳት የተቀመጡ ናቸው ስለሆነም ከእነዚህ ዐረፍተ ነገሮች ጋር ምን ያክል እንደሚስማሙ ወይም እንደማይስማሙ ከዐረፍተ ነገሮቹ ጎን ከተቀመጡት መለኪያዎች አንዱ ላይ *(√)* ምልክት በማድረግ ያሳዩ፡፡

ተ.ቁ	ምርት	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
1	የሐበሻ ቢራ ንድፍ (ዲዛይን) ቢራውን እንድመርጥ አስተዋጽአ አድርጓል፡፡					
2	በጠርሙሱ ጀርባ ላይ ያለው እስቲከር የሐበሻ ቢራን ገጽታ ማራኪ አርጎታል፡፡					
3	በጠርሙሱ ጀርባ ላይ ያለው እስቲከር ባይኖር እንኳን የሐበሻ ቢራ ገጽታ ማራኪ ነው፡፡					
4	ቢራው በሚቀዘቀዝበት ወቅት "ቀዝቃዛ ወርቅ" የሚለው ጽሁፍ ወደ ስማያዊነት ይለወጣል፡፡					
5	ሐበሻ የሚለው ስም(የብራንድ ስያሜ) ቢራውን እንድወደው አርጎኛል፡፡					

ተ.ቁ	ማስታወቂያ	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
6	የሐበሻ ቢራ ማስታወቂያዎች በተደጋጋሚ በቴሌቪዥን ወይም በሌሎች ሚዲያዎች ይታያሉ፡፡					
7	ሐበሻ ቢራ ማስታወቂያዎቹን የሚሰራበትን መንገድ እወደዋለው፡፡					
8	የሐበሻ ቢራ ማስታወቂያዎች ስለድርጅቱ ጥሩ ስሜት በመስጠት የጥሩ ቢራ አምራች እንደሆነ እንዳስብ አርጎኛል፡፡					
9	የሐበሻ ቢራ ማስታወቂያዎች በቀላሉ ለማስታወስ ቀላል ናቸው፡፡					

የብራንድ እሴት መለኪያዎች						
	ብራንድ ግንዛቤ	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
10	የሐበሻ ቢራ መለያ አርማ ወይም የንግድ ምልክትን ማስታወስ እችላለሁ፡፡					
11	አንዳንድ የሐበሻ ቢራ መለያ ባህሪያት ቶሎ ወደ አእምሮዬ ይመጣሉ፡፡					
12	ሐበሻ ቢራን ከሌልላ ተፎካካሪ ምርቶች (ብራንዶች) በቀላሉ ለይቼ ማወቅ እችላለሁ፡፡					
13	ስለ ሐበሻ ቢራ በቂ እውቀት አለኝ፡፡					
14	የሐበሻ ቢራ ገፅታ በአዕምሮዬ ለማሳል					

	ይከብደኛል::					
	ብራንድ ተዛማጅነት	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
15	ከተፎካካሪ ብራንዶች ጋር ሲነጻጸር ሐበሻ ቢራ ልዩ የሆነ የብራንድ ምስል አለው::					
16	የሐበሻ ቢራ ብራንድ አስደሳች የሆኑ ትውስታዎችን ያመጣል::					
17	የሐበሻ ቢራ የብራንድ ምስልን እወዳለው::					
18	የሐበሻ ቢራ ብራንድ ጥሩ ስሜት እንዲሰማኝ ያደርገኛል::					
	የአመለካከታዊ ጥራት	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
19	ከሌሎች ብራንዶች አንጻር የሐበሻ ቢራ ለእኔ ከፍተኛ ጥራት እንዳለው አምናለሁ::					
20	የሐበሻ ቢራ ጥራት ላይ እምነት አለኝ::					
21	የሐበሻ ቢራ በጣም ጥሩ ጣዕምን ይሰጣል::					
22	ሐበሻ ቢራ በጥራት ከፍተኛ የሆነ መልካም ስም (ዝና) አለው::					
23	የሐበሻ ቢራ በጣም አስተማማኝ ምርት ነው::					
	የብራንድ ታማኝነት	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
24	እኔ ራሴን የሐበሻ ቢራ ታማኝ ደንበኛ አድርጌ እቆጥራለሁ::					
25	የሐበሻ ቢራ የእኔ የመጀመሪያ ምርጫ ነው:					
26	የሐበሻ ቢራ በመጠጥ ቤት ወይም መደብር ውስጥ እስካገኘው ድረስ ሌሎች የቢራ ምርቶችን አልገዛም (አልጠቀምም)::					
27	ሌሎች ሰዎች ሐበሻ ቢራን እንዲጠቀሙ እመክራለው::					
	አጠቃላይ የብራንድ እሴት መለኪያዎች	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
28	ሌላ ቢራ ከሐበሻ ቢራ በሆነ አንዳንድ መንገድ የተለየ እስካልሆነ ድረስ ሌላ ቢራ መግዛት ምክንያታዊነት(ትርጉም) ያለው አይመስለኝም::					
29	ሌሎች ቢራዎች ከሐበሻ ቢራ ጋር ተመሳሳይ ልዩ መለያ ባህሪያት(ጠቀሜታ) ቢኖራቸውም እንኳን ሐበሻ ቢራን መግዛት እመርጣለው::					
30	የሐበሻ ቢራ ብራንድ ለእኔ ከምርት ስምም በላይ ነው::					
31	ሌሎች ቢራዎች ከሐበሻ ቢራ ጋር ተመሳሳይ ዋጋ ቢኖራቸውም እንኩዋን ሐበሻ ቢራን መግዛት ብልህነት ነው ብዬ አስባለው::					

*** ውድ ጊዜዎትን ሰውተው ይህንን መጣይቅ ስለሞሉልኝ እና ስለ ትብብርዎት በጣም አመሰግናለሁ። ***