

ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES

THE EFFECT OF BRAND IMAGE ON CONSUMERS BUYING BEHAVIOR IN THE CASE OF CASTEL BEER

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I further confirm that the thesis has not been submitted either in part or	in full to any other higher
Gashaw Tebebe (Phd). All sources of materials used for the thesis have	been duly acknowledged.
I, the undersigned, declare that this thesis is my original work, prepar	red under the guidance of

St. Mary's University, Addis Ababa December, 2019

Statement of Certification

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original work and is suitable for submission for the award of M	aster of Art Degree in Marketing
"The Effect of Brand Image on Consumers Buying Behavior i	n the case of Castel Beer" is his
This is to certify that Bereket Abrham has carried out his rese	earch work on the topic entitled,

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Acronyms

ANOVA: Analysis of Variance

AMA: American Marketing Association

BAV: Brand Asset Valuator

BGI: Brasseries et Glacie'res internatioales

MSI: Marketing science institute

SPSS: Statistical Package for Social Sciences

Abstract

Using a measurement of brand equity, brand image and consumer buying behavior have been studied, this study aimed at evaluating the effect of brand image on consumer buying behavior; in the case of Castel beer. The introduced conceptual model adopted from Young and Rubicam, (2001) brand asset valuation model was tested by using questionnaire instrument with 32 items excluding the general information. In the context of the study, the relationship between brand image dimension (Brand Differentiation, Brand Relevance, Brand Esteem and Brand *Knowledge)* and consumer buying behavior has been analyzed using Pearson's Correlation. Moreover, to indicate the influence of brand image on consumer buying behavior multiple liner regressions analyses was used. Probability sampling approach particularly stratified sampling technique was used to select the five territories of BGI Ethiopia in Addis Ababa as the strata and non-probability sampling method has been used to select sample size of 384 respondent consumers of Castel beer. The study use SPSS 2000 version to analyze the data from questionnaires' for the descriptive analysis of (frequency of general responses, general information of respondents, mean & standard deviation), and for inferential statistics of (Pearson correlation analysis and multiple liner regressions). The correlation results of the study shows that, brand image variables have significant and positive relationships with consumer buying behavior, and Brand image has significant impact on buying behavior of the consumer according to the regression test. The study recommend the case company BGI Ethiopia to keep up differentiating Castel beer using its brand relevance and Esteem. Moreover the company needs to work on consumer's knowledge of the brand. Finally, the study suggest directions for further research areas.

Keywords: Brand Image, Consumer buying behavior, Brand equity, Brand Differentiation, Brand Relevance, Brand Esteem and Brand Knowledge.

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Today the primary capital of many businesses is their brands. For decades the value of a company was measured in terms of its real estate, then tangible assets, plants and equipment's. However it has recently been recognized that company's real value lies outside business itself, in the minds of potential buyers or consumers (Faircloth, 2005).

Brands are built up by persistent difference ever the long run. They cannot be reduced just to a symbol on a product or a mere graphic and cosmetic exercise. A brand is the signature on a constantly renewed, creative process which yields various products (Hsieh and Li, 2008). Products are introduced, they live and disappear, but brands endure. The consistency of this creative action is what gives a brand its meaning, its content, and its characters': creating a brand requires time and identity. According to Kapferer, (1986) a brand is both, tangible and intangible, practical and symbolic, visible and invisible under conditions that are economically viable for the company.

The American Marketing Association defines the term 'Brand' as "A name, term, symbol or design, or a combination of them, which is intended to signify the goods or services of one seller or group of sellers and to differentiate them from those of competitors." More importantly, a brand promises relevant differentiated benefits. Everything an organization does should be focused on enhancing delivery against its brand's promise (Wijaya, 2013).

Strong brand help companies to enlarge their market share, increase profits, charge higher prices, build and maintain loyalty, and even surpass accidental failures in the eyes of consumers. Today, brands have become a very valuable asset for a company.

One of the main concerns for marketing managers, beside building strong brands, is the measurement and monitoring of the health of their brands, which is done through the so called "brand equity (Wijaya, 2013). According to MSI (Marketing Science Institute), brand equity is defined as "the set of associations and behaviors on part of the brand's customers, channel members, and parent corporations that permits the brand to earn greater volume or greater margins than it could without the brand name and that gives the brand a strong, sustainable, and differentiated advantage over competitors (Hsieh and Li, 2008).

There are mainly two perspectives in interpreting the concept of brand equity: financial one and consumer based one. From a financial perspective, brand equity is seen as a monetary figure and is used to estimate the brand for accounting purposes (in terms of asset valuation for the balance sheet) or for merger, acquisition, or divesture purposes (Keller 1993). From a consumer-based perspective, brand equity is viewed from the individual consumer's viewpoint and is used to help marketers develop effective strategy to understand, meet, and influence consumer behavior. In this way, marketers could measure the consumer reactions toward a brand. This perspective uses different dimensions and definitions for brand equity (Wijaya, 2013).

Keller, (1993) defines brand equity as "the differential effect of brand knowledge on consumer response to the marketing of a brand". And according to him, Brand knowledge is conceptualized according to an associative network memory model in terms of two components, brand awareness (which includes brand recall and recognition performance by consumers) and brand Associations (which includes the set of associations linked to the brand that consumers hold in memory). Aaker, (1997) and Aaker and Joachimsthaler, (2000) define brand equity as "s (or liabilities) linked to a brand's name and symbol that add to (or subtract from) a product". These assets can be grouped in four dimensions: brand awareness, brand associations, perceived quality and brand loyalty. The managers must strategically nurture these assets in order to build positive brand equity. Young & Rubicam Agency, (2001) uses Brand Asset Valuator to conceptualize brand equity, based on four primary measures: differentiation (the degree to which a brand is seen as different from others), relevance (the breadth of brand's appeal), esteem (how well the brand is regarded and respected), and knowledge (how familiar and intimate consumer are with the brand).

The importance of brand in the market is influenced by company's ability to evaluate the fact how consumers interpret the image of brands and company's ability to manage the strategy of brand positioning, adequately revealing brand's equity to a consumer (Kotler, 2001). Moreover (Keller, 1993) defined brand image as "perceptions about a brand as reflected by the brand association held in consumer memory". These associations refer to any brand aspect within the consumer's memory (Aaker, 1996). Basically, brand image describes the consumer's thoughts and feelings towards the brand (Roy and Banerjee, 2007). In other words, brand image is the overall mental image that consumers have of a brand, and its uniqueness in comparison to the other brands (Faircloth, 2005). Brand image comprises a consumer's knowledge and beliefs about the brand's diverse products and its non-product attribute. Brand image represents the

personal symbolism that consumers associate with the brand, which comprises of all the descriptive and evaluative brand-related information (Iversen and Hem, 2008). When consumers have a favorable brand image, the brand's messages have a stronger influence in comparison to competitor brand messages (Hsieh and Li, 2008). Therefore, brand image is an important determinant of a buyer's behavior (Burmann et al., 2008).

The case company BGI Ethiopia is a large scale brewery and beverage production company operating in Ethiopia since 1998Gc. The company has different product lines and one of its product is Castel beer. Castel beer is wing of Group Castel operating internationally in more than 53 countries. BGI is operating in Ethiopia since 1998 as BGI Ethiopia PLC. The company is known for its products of St. George, Castel, Zebidar, Raya and Panache beers (company website). Among these products, According to the company blog (ww.bgiethiopia.com) Castle beer is the first international beer brand made under license in Ethiopia. A truly unique premium lager beer and draft produced from 100% imported malt and aged to perfection more than any other beer in the market. Deep golden in color when poured, tiny bubbles rush to the top forming its thick and creamy white head. The wheel balanced body and slightly pronounced grain flavor gives it's a strong, taste making it ideal for the most discerning of consumers.

Looking in to the company's sales data of the past five years from 2014 to 2018 GC in Addis Ababa, even though the brand is showing progress. It has been suffering ups and downs on it growth of share within the company's product market share. According to Ato. Gebereselase Sifer, executive Sales director of the company, in year 2014 the brand has 4.8% market share by a sales volume of 74,900 hl. From total Sales of the company's 1,568,826 hl. In 2015GC the brand shows a drop by 582 hl, and also continue declining by large amount in to 65, 013 hl by the following year 2016 GC. In a way that shows the company has given attention to the product and its marketing mixes especially on its pricing, distribution and promotional strategies. The brand shows tremendous growth in 2017 GC with 146,657 hl sales volume. On the following year 2018 GC Castel beer scores 249,138 hl. Sales volume, meaning 63% growth from its sales volume a year before. According to the data from marketing department of the company, on that same year Castel Beer covers 9.9 % of the company's sales volume. As the staff member of the marketing department of BGI Ethiopia the aforementioned data motivate the researcher to investigate the current health of the brand by conducting consumer thought, feeling, understanding and perception of the brands consumers. This research has focus on the impact of brand image on consumers buying behavior in the case of Castel Beer.

1.2. Statement of the Problem

The image of a brand represents the perception that can reflect objective or subjective reality. Image formed by representation of perceptions is the basis for the decision of purchasing a product even for having the brand loyalty (Wijaya, 2013).

According to (Aaker, 1997) Consumers considers some attributes of the product before making decision. (Keller, 1993) stated that the brand image is the whole the reflection and understanding about the product that consumers has in mind. Brand is an image that public remembered & which makes a positive brand image and easily recalled by the people (Aaker, 1997). Brand image is also stated as an explanation of company's offer that includes the symbolic meaning attached to customers through specific benefits and features of the products or services. Brand image is an understanding in customer's mind with fair history (Hawkins, Best et al. 2010).

As many people think about everything from business side, brand image was created as well defined brand image benefits the company in the long term (Morgan and Hunt 1994). Brand image is also referred to as the customer perception through more emotions towards selected brand (Assael 2005, Malhotra 2008).

Rendering to Gardner and Levy (1955) products have tangible attributes, but also a variety of intangible attributes. Tangible attributes such as size, color, weight, touch, and material compositions often mean less to the consumer than the intangible attributes. Intangible attributes such as a personality or the characteristics of a product dictate how consumers perceive it. The intangible attributes create the consumer's need to purchase the product (Gardner and Levy, 1955). Thus, products are both objective and subjective and have tangible technical features, as well as intangible features which are the attributes consumers build their brand image on (Aaker, 1991). This indicates that feelings, attitudes and ideas about and towards the product affect the consumers buying behavior. These ideas about the tangible and intangible and the brand image have today become regarded as brand equity's key components (Aaker, 1991; Keller, 1993).

According to Achmad, (2014) brand image is often referenced in the psychological aspects of the image or impression that is built into the subconscious of consumers through the expectations and experience of taking the brand over a product or service, for this matter a positive brand image is becoming increasingly important to be owned by the company. In addition Cretu & Brodie, (2007) found that the brand image has an important role in influencing buying behavior.

The researcher found that studies conducted in Ethiopia uses different brand related factors as a measure of consumes buying behavior and consumer related facts. Samuel, (2017) examine the relationship between brand image benefits (i.e. functional, experiential and symbolic benefits) and customer satisfaction and loyalty in Ethiopian Insurance Corporation Addis Ababa customers. The study by Eyerusalem, (2015) focused as determinants of brand equity on brand awareness, brand association, brand loyalty, perceived quality, availability, packaging, price and promotion. Moreover Andualem, (2018) used the four dimensions of branding which are, brand awareness, brand loyalty, brand association and perceived quality have positive and significant relation with customer buying behavior of the Addis Ababa beer consumers. Other study by Frewoini Adane, (2017) examine the effect of brand image on consumers brand preference in the case of Ambassador Garment. The study concludes that brand Associations, brand Value and brand characteristics have a significant and positive effect on consumers brand preference.

Even though several significant studies in Ethiopia studied brand image and consumers buying behavior, as far as the researcher investigate majority of them use Aakers brand equity measures to evaluate the effect of brand image on consumes buying behavior. And the researcher believes that this affects the results to have limited scope and under the influence of few variables bounded. By taking this as a literature gap, this study evaluate the effect of brand image on consumes buying behavior by using the four pillars of (Young and Rubicam, 2001) Valuator conceptual model which are Differentiation, Relevance, Esteem and Knowledge. Therefore, this research investigates the effect of brand image models Differentiation, Relevance, Esteem and Knowledge on the consumer buying behaviour of Castel beer.

1.3. Basic Research Question

This study attempt to answer the following research questions:

- 1. To what extent does brand differentiation affects consumers' buying behavior of Castel beer users?
- 2. How does brand relevance affect consumers' buying behavior of Castel beer users?
- 3. To what extent does brand esteem affect consumers' buying behavior of Castel beer users?
- 4. How does brand knowledge affect consumers' buying behavior of Castel beer users?

1.4 Objective of the Study

1.4.1 General Objective

The general objective of this study is to evaluate the effect of brand image on consumers' buying behavior in the case of Castel Beer.

1.4.3 Specific Objective

- 1. To investigate the effect of brand Differentiation on consumers' buying behavior.
- 2. To assess the effect brand Relevance on consumers' buying behavior.
- 3. To evaluate the effect of brand Esteem consumers' buying behavior.
- 4. To assess the effect brand Knowledge on consumers' buying behavior.

1.5. Research Hypothesis

- H1: Brand Diffraction has a significant effect on consumers' buying behavior.
- H2: Brand Relevance has a significant effect on consumers' buying behavior.
- H3: Brand Esteem has a significant effect on consumers' buying behavior.
- H4: Brand Knowledge has a significant effect on consumers' buying behavior.

1.6. Scope of the Study

The primarily focus of this research was to evaluate the impact of brand image on consumers buying behavior. For the purposes of this study, consumer buying behavior was the dependent variable and the independent variables were, the dimensions of brand image (Differentiation, Relevance, Esteem and Knowledge) which are adopted from (Young and Rubicam, 2001) brand equity model. In the literature part, theories related to Brand equity, (Young and Rubicam, 2001) asset valuator model, brand, brand image and consumer buying behavior has been introduced in order to give a clear clue about the specific area to the reader and to explain the proper context of the study.

The study aims to evaluate the impact of brand image on consumers buying behavior of Castel beer. These: the study was delimited to the consumers of Castel beer. According to the company from the five territories which BGI Ethiopia segments geographically the city of Addis Ababa, the study was delimited to specifically around 22, Piassa, Autobis Tera, Lebu, and Saris. The areas were selected due to the condense availability of Bar and restaurants, bars, pubs, and Grocery's which the researcher can Easley find beer users.

1.7. Significance of the Study

This research will be able to provide the following:-

- > First and for most this study is very important to the student researcher to implement his knowledge on the real world.
- ➤ Other researchers can also benefit from this study as it add on to the growing body of knowledge and as a baseline for further researches. It can be used as a source of reference for studies to be done on brand image and its effect on consumer buying behavior.
- As the company under a research, BGI Ethiopia can also be benefited from the information from the finding of the study that could guide the company in making informed decisions based on facts found during this research.
- ➤ Last but not list other similar beverage companies in Ethiopia can also use this study as reference point for identifying the important aspects of brand image and consumer's buying behavior.

1.8. Organization of the Study

This study has been organized from five chapters in order to provide clarity and coherence on the discussion of the study. The first part of the study consist the background, statement of the problem, Objectives, Research questions, significance and limitations of the study.

The second chapter discussed the relevance of the study in the existing literature.

The third part of the study discussed the methods and procedures used in the study. The chapter comprised the presentation of applied techniques for data collection and research methodology. It also contained a discussion of techniques used for data analysis as well as the data collection tools. Chapter four of this study discussed the results of the study. Data's were presented statistically in order to discover the relationship of variable involved in the study as said with the data.

The last chapter covers three sections: the summary of the major findings, conclusions of the study, and the recommendations. With the three portions, the chapter has been able to address the problem stated in the initial chapters of the study.

Reference and additional sources were also provided in the final part of the paper.

Definition of Terms

Consumer buying behavior: - is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants (Armstrong, 2009).

Brand: - is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors (Kottler, 2000).

Brand Equity: - is the differential effect that knowing the brand name has on consumer response to the product or its marketing (Armstrong and Kotler, 2009).

Brand Image: - is defined as a perception of a brand in the minds of people (AMA, 2016).

Valuator: - is developed by Young and Rubicam to measure the strength and stature of a brand (Agres and Dubitsky, 1996).

Differentiation: - it defines the brand and distinguishes it from all others (Young and Rubicam, 2001).

Relevance: - used to indicate how the brand is personally appropriate to consumers (Young and Rubicam, 2001).

Esteem: - refers to the extent to which consumers like a brand and hold it in high regard (Young and Rubicam, 2001).

Knowledge: - being aware of the brand and understanding what the brand or service stands for (Young and Rubicam, 2001).

Brand Strength: - The relationship between a brand's Relevance and Differentiation represents brand strength, which is a strong indicator of future performance (Young and Rubicam, 2001).

Brand Stature: - indicates brand status and scope - the consumers' response to a brand. As such, it reflects current brand performance and is a strong strategic indicator (Agres and Dubitsky, 1996).

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Introduction

This chapter is all about; the theoretical, empirical literature and conceptual frame work on brand image and the effects of brand image elements on the customers buying behavior.

2.2. Theoretical Review

2.2.1. Branding

The major brand strategy decisions consist of four steps; brand positioning, brand name selection, brand sponsorship and brand development. According to (Armstrong and Kotler, 2009) the first step, brand positioning, includes product attributes, benefits and beliefs and values. However, the strongest brands are positioned on strong beliefs and values, which go beyond product attributes and desirable benefit positioning. The beliefs and values deal with the customers on a deeper level, touching universal emotions. (Kotler, 2005).

The mission and a vision of what the brand must be and do should be settled when positioning a brand. Kotler, (2005) defines a brand as "the company's promise to deliver a specific set of features, benefits, services, and experiences consistently to the buyers." However, it may be thought of as a contract to the customer, as the product will deliver value and satisfaction.

2.2.2. Brand

Technically brands are also dealing with names, logos and symbols for a product. According to Keller, (2003) The American Marketing Association, AMA, defines brand as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition."

Even so, the American Marketing Association, AMA, claims that a brand might also be defined, for instance, in terms of having actually created a certain amount of awareness, reputation and prominence in the marketplace. (Keller, 2003) According to the American Marketing Association, AMA, the key to creating a brand is to "choose a name, logo, symbol, package design, or other attribute that identifies a product and distinguishes it from others (Keller, 2003).

2.2.3. Brand Equity

As determined by Armstrong and Kotler, (2009) "Brand equity is the differential effect that knowing the brand name has on consumer response to the product or its marketing." They also state, that a powerful brand has high brand equity, and a brand with high brand equity is an extremely valuable asset. American Marketing Association, refers brand equity to the value of a brand.

There are mainly two perspectives in interpreting the concept of brand equity: financial one and consumer based one. From a financial perspective, brand equity is seen as a monetary figure and is used to estimate the brand for accounting purposes (in terms of asset valuation for the balance sheet) or for merger, acquisition, or divesture purposes (Keller, 1993). For example, Simon and Sullivan, (1993) define brand equity in terms of "incremental money flows" that would result from a product having its brand name in comparison with the proceeds that would accrue if the same product did not have the brand name. In addition, Biel, (1997) views brand equity in terms of "future additional cash flows" achieved by associating a brand name with a product. From a consumer-based perspective, brand equity is viewed from the individual consumer's viewpoint and is used to help marketers develop effective strategy to understand, meet, and influence consumer behavior. As the purpose of this study concerns on consumers perspective, it only focus on customers based brand Equity.

Furthermore, on customer based brand equity, AMA elaborate brand equity from a consumer perspective. Based on consumers' attitudes about positive brand, favorable consequences of using the brand and its attributes. In addition, American Society of Interior Designers (ASID) has another definition for brand equity in connection to the latter. Their definition says brand equity to stand for all the gained value or worth of a brand. They also agree that brand's name has a set of advantages linked into it and it adds the general value of the product or service. In brief, ASID says brand equity to consist of four different parts: brand awareness, brand associations, perceived quality and brand loyalty. Brand awareness is defined as the level of brand's existence in the consumer's mind, whereas brand association is called to be anything that is linked in the memory to a brand. Perceived quality stands for consumers' beliefs and attitudes about the brand's ability to satisfy their expectations.

Finally, the brand loyalty measures customer's attachment to a brand (ASID). Aaker, (1991) confirms this by saying that brand equity is a collection of s and liabilities which are in connection to a brand, brand's name and brand's symbol. These elements add to or withdraw the

provided value from the product or service to a firm, or to firm's customers. Faircloth, Capella and Alford, (2001) added that the main benefit that derives from brand equity is being an instrument for finding out the differential consumer behavior effect of firms' marketing mix activities. However, the basis of brand equity can be divided into five different categories and all of those must be linked to the name and/or symbol of the brand (Aaker, 1991). Assets or liabilities for brand equity are the following: Brand loyalty, name awareness, perceived quality, brand associations in addition to perceived quality. Other proprietary s are: patents, trademarks, channel relationships etc. (Aaker, 1991). The author also argues that brand equity creates value for both the customer and the firm.

According to Qualtrics a private research software company, brand equity is largely determined by four key elements: brand awareness, brand attributes and associations, perceived quality, and brand loyalty. Qualtrics states that brand awareness is the key to creating brand equity, without awareness it is impossible for a business to succeed and gain profit. They also mention that the associations and attributes of the brand result in brand loyalty and brand equity. Quality is said to affect the consequences of the performance of the attributes. "Key areas of quality are the focal point of in-depth elaboration techniques to find out what makes quality and what quality improvements can be made to enhance brand loyalty and brand equity. Finally, brand loyalty has been researched exhaustively by academics and practitioners as one of the most vital factors that can have an impact on brand's success or failure in the marketplace.

Brand equity can help customers to interpret, process and store big quantities of information about brands, as well as give them confidence in the purchasing decision and bring satisfaction to the user of a brand by making them feel more important, for instance (Aaker, 1991). Furthermore Keller, (2008) continues that companies with high brand equity gain higher perceptions and greater loyalty concerning the brand by the customers. These companies are less vulnerable to competition, they maintain higher profit margins, their customers react less negatively to price increases and they have greater support of middlemen. To sum up companies with high brand equity also enjoy higher marketing promotion effectiveness, their licensing in increased and they have greater brand extension opportunities (Keller, 2008).

2.2.4. Brand Image

According to Keller, (2001) brand image can be seen as all the different awareness, beliefs, opinions, and behaviors customers related to their brand, whether created purposefully by the corporation or not. How an organization conducts itself and how its marketing messages are

communicated can affect the organization's brand image in the mind of the consumer. However, Keller, (1993) pointed out that the consumer's memory and experiences also construct a brand's image. The individual experience that a consumer has with a brand shapes his memory, how he feels about the brand and his associations with the brand will affect his perception of the brand, thereby the brand's image also (Keller, 1993).

Referring to American Marketing Association, brand image is defined as a perception of a brand in the minds of people. AMA also states that brand image is described as a mirror reflection of the personality of the brand or product's existence. (De Chernatony et.al., 1998) discusses that these brand associations can be divided into groups in accordance to the level of abstraction. The level of abstraction can depend on three different aspects: the amount of information held, whether they are product- related or non-product- related and whether they allocate the attributes believed essential by consumers (De Chernatony, 1998).

Likewise according to Keller, (1993) brand image is what people believe is true about a brand; their feelings, expectations or thoughts, for instance. Brand image is an insight of a brand that is reflected by the brand associations in customers' memory. Brand associations are formed by brand attributes, brand benefits and brand attitudes. In addition Aaker (1991) describes brand image as "a set of associations, usually organized in some meaningful way. In conclusion, a brand image is the understanding of consumers, originated from brand- related activities performed in by the firm (Aaker, 1991). Thus, it should not be perceived alone as a perceptual phenomenon affected by the company's activities.

According to Hsieh, Pan and Setiono, (2004), a successful brand image makes it possible for consumers to determine the needs that the brand satisfies as well as differentiate the brand from the competitors. Successful brand image also helps to increase the likelihood that the consumers will consequently buy the products or services of the company. (Hsieh et.al, 2004). Park, Jaworski & MacInnis, (1986) enhanced that if a company, its product or service, constantly holds a favorable brand image among the public, it will certainly gain a good position in the market which leads to sustainable competitive advantage and increase market share and performance. Finally, many empirical studies have confirmed that a positive brand image will eventually lead, beside loyalty, purchase behavior and brand performance, to brand equity. (Stephen L. Sondoh Jr., 2007) .The better the brand image, the better the quality as perceived by customers (Lee, Lee & Wu, 2009; Iversen & Hem, 2007).

2.2.5. Brand Asset Valuator (BAV)

Projecting among brand valuation models, which are based on consumer perceptions, is the Young and Rubicam BAV (Y&R model). The model is based on the principles of behavioral science. According to Ambler (1998), Young and Rubicam's BAV model uses the concept of hierarchy not in the sense of a sequence of effects in the brain, but in the sense that there is a natural order for the accumulation of positive consumer brand equity.

The BAV model is constructed from for from four parallel Differentiation, Relevance, Esteem and Knowledge which (Young and Rubicam, 2001) has been operationalized as brand equity construct. This is an instinctively appealing, dynamic and marketing-based consumer assessment technique developed by Young & Rubicam Inc. for measuring brand equity (Agres and Dubitsky, 1996). The Y&R model determines the value of a brand based on two major dimensions, viz. brand strength and brand stature. The model dynamically conceptualizes brand equity as driven by customer perceived brand stature and customer perceived brand strength.

2.2.5.1. Brand Strength

Brand strength is a measure of brand distinctiveness that measures how distinctive the brand is in the marketplace and brand relevance measures whether a brand has personal relevance for the respondent which refers to the meaningfulness and appropriateness of the brand to the consumer. According to Agres and Dubitsky (1996), the factor differentiation or the 'perceived distinctiveness of the brand to the customer' precedes all other features. Differentiation measures the strength of the brand's meaning. Consumer choice, brand essence and potential margin are all driven by differentiation (e.g., Aaker, 1996; Kapferer, 1994; Keller, 1999). Once a brand is launched in the marketplace, its differentiation will define the brand and distinguish it from others. As brands grow older and mature and when other competing brands are introduced, it has been found that differentiation often declines. However, even after reaching the maturity phase in the life cycle, a brand can continue and sustain its level of differentiation as a result of good brand management.

2.2.5.2. Brand Stature

According to Young and Rubicam, (2000) Brand stature, on the other hand, is a combination of brand esteem, which measures whether the brand is held in high regard and considered the best in its class and knowledge is a measure of brand understanding, which measures as to what a brand stands for. It is a more traditional measure that BAV has determined to be a lagging

indicator of brand health. Esteem is considered a third driver of brand equity. Esteem is defined as the extent to which consumers hold a brand, which is relevant to them, in high regard. Does it live up to consumers' expectations? In the progression of building a brand, it follows differentiation and relevance. It is the consumer's response to a marketer's brand building activity. Esteem is itself driven by two factors: consumer perceptions of quality and popularity, and the proportions of these factors differ by country and culture (Agres and Dubitsky, 1996). Usually, when a brand has established a relevant differentiation and consumers come to hold it in high esteem, brand knowledge is the result. Knowledge in the context of this model implies that consumers are both explicitly aware of the brand and understand what the brand stands for. Thus, knowledge is not simply equal to brand awareness and is not a consequence of brand advertising and promotion. Knowledge is not an outcome of media weight alone, rather splurging money against a bad idea will not create knowledge. It has to be achieved. (Young and Rubicam, 2001).

2.2.6. The Four Key Brand Metrics of (BAV) Model

Brand Asset Valuator® demonstrates that brands are built in a very specific progression of four consumer perceptions: Differentiation, Relevance, Esteem and Knowledge. According to (Young and Rubicam, 2001), More than 350,000 consumer interviews conducted across the globe, measuring more than 55 different consumer perceptions with regard to over 20,000 brands, have shown these four measures the Four Pillars of Brand Asset Valuator to be consistently linked to a brand's ability to deliver revenue and profit for its owner no matter the category, no matter the country, no matter the age of the brand. These Pillars measure a brand's strength and stature its value as an asset capable of creating wealth. To appreciate the diagnostic advantages of Brand Asset Valuator, it is worthwhile to examine the fundamental nature of brands.

2.2.6.1. Differentiation

Differentiation is critical to brand success. If a brand is going to be successful it must first build Differentiation. BAV® illustrates clearly that Differentiation is critical in the successful development and maintenance of a brand. Differentiation is instrumental when marketers position their brands on the market and ultimately in the consumer's mind. Grönroos, (1988) stated that differentiation is done through marketing by creating an image in the consumer's mind that a product or a brand is different, even though there is no real difference, the perception of that difference is created in the consumer's mind. According to Keller et al. (2012) in order to

create a positive brand image in the consumer's mind there has to be a clear differentiation, that is, how the brand is different and what value does that difference create.

The value proposition, is the summary of why a consumer should buy a product or service and is rooted in the differentiation (Aaker, 2004). The target group's needs must be carefully regarded when a differentiation strategy is chosen. Even though there is not a significant difference between the products that the firm is offering and what the competing brands are offering, it is still crucial that the consumer perceives it to be so. The perception is gained through how brands differentiate themselves via their marketing strategies (Armstrong and Kotler, 2012).

Martin Sorrell, WPP Chief Executive Officer, as sited by (Young and Rubicam, 2001) summarizes the importance of Differentiation, "Differentiating what you do and sell is critical when competing in industries with overcapacity. According to (Young and Rubicam, 2001) The Differentiation metric has three components: Different, Unique and Distinctive.

Different captures the ability of an offering to stand out from its competition. Difference can either be positive or negative, liked or disliked.

Uniqueness tends to reflect a brand's essence, beliefs, and personality. Uniqueness is highly correlated to a brand's originality and authenticity.

Distinctiveness is about a brand's prestige and its pricing power. Distinctiveness captures the brand's ability to command a premium price.

The marketing literature explicitly emphasizes that the differentiation has to be perceived by customers as different (Ries and Trout, 1986) and must be valued (Carpenter et al., 1994; Kotler et al., 1996; Reeves, 1961). This valued difference does not have to be a material product feature. Rather, it may be symbolic, emotional, or even quite trivial (such as in Broniarczyk and Gershoff, 2003). More over Aaker, (1996) expelaned this uniqueness of a brand comes from brands identity. Brand identity is a unique set of brand associations that the brand strategist aspires to create or maintain. These associations represent what the brand stands for and imply a promise to customers from the organization members. Brand identity should help establish a relationship between the brand and the customer by generating a value proposition involving functional, emotional or self-expressive benefit." (Aaker, 1996). Brand identity is how the brand aspires to be perceived. According to Aaker, (1996) the uniqueness of a brand reflects the timeless essence of the brand and its central associations to the meaning and success of the brand. According to Aaker (1996), the associations are most likely to remain constant as the

brand encompasses new products and travels new markets. The identity of a brand tends to answer to questions, such as "What is the soul of the brand?" "What are the fundamental beliefs and values that drive the brand?" and "What does the organization behind the brand stand for?" (Aaker 1996). In addition to the beliefs and essence of a brand differentiation also can be explained by brands personality (Young and Rubicam, 2001). According to Solomon (2009) brand image includes the consumers' feelings about a brand's personality; brand image indicates to the extent to which the consumers hold strong, favorable and unique associations with a brand in memory. Generally, consumers are willing to pay more for a product from a specific brand than for a generic product. To be able to compare and contrast the perceived characteristics of a brand in various product categories, different personality dimensions are used. The different personality dimensions include, for instance, more traditional and old-fashioned brands, surprising and lively brands, intelligent and serious brands, glamorous and romantic brands as well as athletic and tough brands.

Solomon (2009) claims that products, which create and communicate distinctive brand personalities, are likely to stand out from their competitors and inspire years or loyalty. On the other hand, the brand builder should keep in mind that personality analysis also identifies the brand's weaknesses. Successful new brands have consistently shown higher rankings for Differentiation than the other three Pillars.

As (Young and Rubicam, 2001), differentiation doesn't lose its importance. It remains crucial, even as a brand's performance on the other Pillars grows and remains strong, and even as a brand achieves market leadership. Yet, as brands mature, BAV® finds that differentiation often declines. A low or declining level of differentiation is a clear warning—often the first warning that a brand is fading. Changes in differentiation appear well before any weakness appears in a brand's business results or other more traditional research. Declining differentiation is a sure sign that weakness is coming. This doesn't have to happen to all brands that achieve longevity. Even after reaching maturity, a brand can perpetuate its differentiation.

2.2.6.2. Relevance

The second step in brand development is Relevance. If a brand is not relevant, or personally appropriate to consumers, it is not going to attract or retain them. Again, the progression within the Pillars mirrors human relationships (Young & Rubicam, 2000). According to Sigind, (2018) while buying a product, consumers take different factors into consideration such as customer services, quality, price, and brand. The significance of product's brand's role in this process is

defined as brand relevance. Sigind, (2018). According to (Fischer, Volckner & Sattler, 2010). Having accurate knowledge about brand functions that are the antecedents of brand relevance and knowing the power of these functions help decision makers. Thus, it is possible to determine the brand functions that are effective through brand relevance in the purchasing process and the level of these effects. Upon this knowledge, marketing managers are able to direct the marketing communication tools towards the related function. (Fischer et al., 2010)

The concept of brand relevance is reflected in different definitions in the literature. According to Aaker, (2011), in the purchasing process customers firstly decide the product/sub product class, and then evaluate the brands that they recall in the product/sub-product class. In addition Aaker (2011) stated that, in order to be able to say that a specific brand is relevant, a customer should choose the product/sub-product groups in which that brand functions and the brand should be one of the brands that is recalled by that customer. According to another approach by (Keller, 2000), if a brand can reflect identities and personalities of customers, that brand is relevant. In addition brand becomes more relevant when its role increases, and this roles are its functions (Fischer et al., 2010).

Brand functions are the antecedents of brand relevance, and consumer demands have determinant roles in the formation of brand functions (Fischer et al., 2010). Keller (2003) explains that, consumer demands are separated into three as functional, experiential and symbolic. Functional demands are generally intuitive requirements of consumers. Experiential demands include sensory, pleasure and cognitive stimulation. Symbolic demands are self-expression and social acceptance requirements.

Mittal, Ratchford and Prabhakar (1990) combined experiential and symbolic demands and analyzed them under the dimension of expressive, and categorized consumer demands in two classes as expressive and functional. According to this definition, functional demands involve factors that are necessary in order to live in harmony with physical environment.

On the other hand, expressive demands contain consumer needs in terms of self-expression and social interaction. Brand functions are the factors that enable consumers meet their demands (Guo, Wei Hao & Shang, 2011). Antecedents of brand relevance, the importance attributed to a brand in the purchasing process, are brand functions used for meeting the demands of customers in terms of the brand (Backhaus *et al.*, 2011).

There are various studies about defining brand functions or about classification of them in the literature, Ambler (1997) made a detailed analysis by taking indirect effects of brand functions into consideration. According to this analysis, brand functions are divided into three as: Economic, psychological and beneficial. Economic functions mean 'getting one's money's worth'. Psychological functions are the contributions of a brand in terms of psychological wellbeing of a customer while beneficial function is based on the quality of a product that is promised by its brand. In addition according to Amber, (1997) brands can fulfill some of these functions in different periods for different consumers; but it may be impossible to ensure all these functions by one brand under all circumstances. According to another viewpoint, brand functions are perceived as guarantee, self-identity, social-identity and status and these factors positively support behavioral loyalty dimensions (Rio, Vasquez & Iglesias, 2001).

Kapferer and Lauren, (2016) list brand functions under 6 articles: Simplification is used for enabling consumer define purchasing process easily and spend less time. Guarantee aims at directing towards familiar brands because of perceived risk and cognitive insufficiency. Originality stands for the process of perceiving specific brands with some specific features. Personalization ensures customers reflect personality through the brand and gives a sense of social relation. Affective component stands for the excitement and joy of consumers. Finally, the function of distinguishing includes the meaning of product quality of a brand, which distinguishes a brand from the others (Guo et al., 2011).

By way of (Young and Rubicam 2001), Differentiation can lead to a fling, but without a belief that another person has a relevant connection to one's own life, a person won't engage in a serious relationship. Successful new brands – on a growth trajectory – tend to show higher Differentiation than Relevance. This indicates that consumers perceive the brands as distinctive, with room for the brands to become even more relevant to their ways of life. Intuitively, Relevance would seem to come first in a brand's progression. If it's not relevant, why would consumers bother with it in the first place? However, BAV® shows that Differentiation is what catches the eye if a brand doesn't stand out, you can't judge its Relevance. Without Differentiation, a brand just gets lost in the crowd. But once Differentiation has been achieved, Relevance is the source of a brand's staying in power. The lack of Relevance is the reason so many fads come and go.

2.2.6.3. Esteem

The third key measure identified by Brand Asset Valuator is Esteem, the extent to which consumers like a brand and hold it in high regard (Young and Rubicam 2001). Apart from BAV, Aaker, (1991) explained the extent to which consumers like a brand as a brand loyalty. Brand loyalty reflects the commitment of a consumer to keep buying the brand when the brand either made changes to its price or product attributes. Esteem relates to how well a brand fulfills its implied or overtly stated consumer promise. It doesn't occur without Differentiation and Relevance having preceded it, but it can outlive those Pillars by many years. Brands that show high Esteem even after losing ground on Differentiation and Relevance, tend to be older brands that have grown stagnant in their development.

According to (Young and Rubicam, 2001) Esteem is influenced by two factors: perceptions of Quality and Popularity. According to Aaker (1991), perceived quality is the customer's perception about the overall quality of the product. The perception about the product quality is subjective and it is constructed by different knowledge of the same product specification. As expected, Quality has a strong relationship with Esteem. But, when Popularity is added in, the relationship becomes even stronger (Young and Rubicam, 2001). In a sense, Quality can be thought of as representing one's own experience with the brand, and Popularity as representing how you think others experience the brand. According to Aaker (1991), consumers often buy products that have famous brand because they feel more comfortable with things that are already known. Moreover, Vincent (2012) evaluates the success of some world-famous brands and states that one of the major factor is consumer's attachment with the brand. Vincent, (2012) claims that when consumers become attached to brands their behavior changes, on the other hand brand attachment measures how much consumers view the brand as an extension of themselves. Vincent, (2012) differentiates brand attitudes and brand attachment; brand attitudes measures how much people like some specific brand, when brand attachment weights on brand esteem, how much people say that the brand is like them. That is to say, brand attachment deals with consumers identifying with a brand because it expresses their values as well as resembles in a way they see themselves.

The power of brand attachment is significant, and Vincent, (2012) claims that when consumers are truly attached to a brand, they are willing to make compromises in their other consumer and buying behavior in order to keep that specific brand in their life.

The assumption that the well-known brand is more reliable, always available and easy to find, and has a quality that no doubt, make a familiar brand is more potential to be chosen by consumers than a brand that is not familiar.

2.2.6.4. Knowledge

If a brand has established its Relevant Differentiation and consumers come to hold it in high Esteem, brand Knowledge will follow. Brand knowledge as Young and Rubicam, (2000) is that, "how familiar and intimate consumer are with the brand". Keller (2003) states that brand knowledge consists of mutually related information to a brand, such as awareness, attributes, benefits, images, thoughts, feelings attitudes and experiences. All these information characteristics of brand knowledge become integrated in constant interaction with customers that brings out forth the real understanding of the product or service.

A review of branding research suggests that brand knowledge, which ultimately leads to consumer-based brand equity, is comprised of two basic components – brand awareness and brand associations.

I. Brand Awareness

Literature defines brand awareness as "the ability of a potential buyer to recognize or recall that a brand is a member of certain product category" (Aaker, 1991). According to (Aaker, 1991), Brand awareness typically consists of different levels, based on the different ways consumers remember a brand. Brand recognition, is the lowest level of awareness, it reflects familiarity gained from consumers' past exposure to the brand when given the brand cue (an aided recall task). For example, consumers might be asked "Have you ever heard of this brand before?" The next level of awareness is brand recall. Brand recall reflects "the ability of consumers to retrieve the brand when given a product category, the needs fulfilled by that category or some other type of probe as a cue" (Keller, 1993).

Unlike brand recognition, brand recall reflects brand awareness without actually mentioning the brand name (an unaided recall task). The third level of awareness is Top of mind, and is the first-named brand in an unaided recall task (Aaker, 1991). After asking consumers to list brands in a certain product class (an unaided recall task), the brand first mentioned suggests that it holds special place in the consumers' mind. The ultimate awareness level is brand dominance where, in a recall task, most consumers can only provide the name of a single brand.

Alternative methods of assessing brand awareness levels may include brand knowledge tests (which attempt to uncover what the brand stands for in the consumer's mind) and brand opinion tests (which try to see what kind of opinion, if any, the consumer has about the brand) (Aaker 1996; de Chernatony and McDonald 1998). These are used conjunction with recall tasks, based on researcher preferences.

II. Brand Associations

Brand associations play a vital role in creating brand knowledge, and ultimately brand equity, and are widely assumed to be the driving force of a brand's strength (Biel 1992; Feldwick 1996). Almost every conceptualization of brand equity addresses brand associations, albeit under a variety of titles, including brand identity (Aaker and Joachimsthaler 2000), brand image (Aaker 1991; Biel 1992; Keller 1993), brand magic (Biel 1997), brand attributes (de Chernatony and McDonald 1998; Park and Srinivasan 1994), brand description (Feldwick 1996), and brand meaning (Berry 2000; Blackston 1992). No matter what name used, brand associations play a critical role in creating and managing brand equity.

Brand associations are anything "linked" in memory to a brand (Aaker 1991), and a set of these associations creates the brand's identity (Aaker and Joachimsthaler 2000). They, as important informational nodes linked to a brand node in memory, contain the meaning of the brand for consumers (Keller 1993). Brand literature suggests numerous ways to describe these associations.

Many researchers look at the brand associations and identify those that are related to the product in some way (Aaker 1996; Aaker and Joachimsthaler 2000; Biel 1997; Keller 1993; Lassar, Mittal and Sharma 1995; Park and Srinivasan 1994). These associations, often called attributes (Keller 1993), brand-as-product associations (Aaker 1996; Aaker and Joachimsthaler 2000), or physique associations (Biel 1997), include descriptive features that influence what a consumer thinks about a product and what is involved with its purchase or consumption (Keller 1993). Literature also looks at brand associations in terms of benefits (Aaker and Jachimsthaler 2000; Ambler 1997; Keller 1993).

Benefits address those associations that create personal value for consumers and represent what the product can do for them. More specifically, literature discusses benefits in terms of three basic categories – functional, experiential and self-expressive. Functional benefits include those associations that address the performance of the product itself. Experiential benefits, also

referred as emotional benefits (Aaker and Jachimsthaler 2000; Keller 1993), include associations that suggest the ability of the brand to make the buyer or user of a brand feel something during the purchase process or use experience. Self-expressive benefits include those associations that indicate how a consumer wishes to be seen as a result of using a brand. Keller (1993) refers to these self-expressive benefits as symbolic benefits, and Biel (1998) uses the term reflection. Another basic grouping for brand associations involves those associations that address the organization that lies behind the brand (Aaker 1996; de Chernatony 1999; Free 1999; Keller 1993). This includes associations with people, the values, and the corporate culture of an organization. These types of associations create a reputation for an organization, such as being innovative, trustworthy, socially responsible, and likeable or an expert (Keller 1993).

Finally, Keller (2003) states that brand knowledge consists of mutually related information to a brand, such as awareness, attributes, benefits, images, thoughts, feelings attitudes and experiences. All these information characteristics of brand knowledge become integrated in constant interaction with customers that brings out forth the real understanding of the product or service. Young and Rubicam, also suggested that, High Knowledge means consumers understand and have internalized what the brand stands for. High Knowledge cannot be attained only by higher levels of media support spending. It has to be achieved, and it generally takes time. Knowledge is the end result of all of the marketing and communications efforts and experiences consumers have had with a brand.

2.3. Consumer Buying Behavior

Armstrong (2009) suggest that' Consumer buying behavior refers to the buying behaviors of final consumers-individuals and household who buy goods and services for personal consumption.' Consumer buying behavior can be described as the study of persons, groups or different organizations and their guide of selecting, using, processing, disposing and securing of products, services, ideas or experiences of a particular business organization (Ville, 2012).

According to Peterson (1995) the consumers are constantly showing the moving behavior while they do shopping but there are a number of customers, who are extremely strict to their choice and loyal to the business organization.

These are most frequently experiential that, in fashion industry the exchange cost is small. Even though the moving of customers show pathetic relationship with the business organizations. That might be the reason, why customer satisfaction is declining (Reinartz and Kumar, 2000). For this

reason, the business organizations are constantly offerings package of selections to be loyal with them. Moreover, when they change their dealer, they don't need any cost (Sheth and Parvatiyar, 1995).

Rust and Zahorik (1993) stated that- "customers maintenance depends on customer pleasure and satisfaction and some other drivers." Consumer buying behavior has been changed dramatically in the last few decades, especially in the retail and fashion sectors and the main reason is increasing number of competitors, which is making impact of customers moving ration (Reinartz and Kumar, 2000).

Actually consumer buying behaviors is the system of the individuals or groups and it covers lots of field in marketing. Customer satisfaction and loyalty also affect consumer buying behavior. Moreover, understanding consumer buying behavior is very important in business because it is an important marketing concept to make customer happy and loyal.

A business organization should better understand their customer and their needs and make customers believe that their products and services are better than their competitors. The responses from customer are the result of company's marketing strategies whether it is successful or not. However, a company can be successful in the market if they can use the information and knowledge from the customer properly. With using of the information a business organization can make positioning themselves in the market and find the strength and weakness compare with its competitors (Solomon, 2004).

According to Berry (1969) - there are a number of consequences which are depending on consumer behavior correlated with the stores. To boost the stores images rewarding strategy is very imperative which also shopper loyalty. On the other hand, the difficult consequences make the critical brand image.

2.3.1. Factors Influencing Consumer Behavior:

Consumer buying behavior can be affected by numerous factors. Kumar, (2010) indicates some factors which are influencing consumer buying behaviors:

- Culture: (culture, subculture, social class);
- > Personal: (age and life cycle, education, economic situation, life style, personality, self-concept);
- Social: (reference group, family roles and status)
- ➤ Psychological: (motivation, perception, learning, belief, attitude)

Basically behaviour is the mixture or integration of these factors which are recognized by analysing very initial and central behavioural issues. Culture and social factors of an individual represents how he or she behaves to others in certain conditions or situations. On the contrary the personal issues represent an individual's identity of presenting him/her to others in their styles. Finally the psychological factors help the buyers to identify motivational and inspirational factors which will help to change their mind in purchasing some particular products or services.

2.3.1.1. Cultural Factors

Culture is the reflection of interactions and social class a person belongs to. (Pink. R, et.al. 2014) Culture is crucial when it comes to understanding the needs and behaviors of an individual. Basically, culture is the part of every society and is the important cause of person wants and behavior. The influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analyzing the culture of different groups, regions or even countries. According to Pink, (2014) throughout his existence, an individual will be influenced by his family, his friends, his cultural environment or society that will teach him values, preferences as well as common behaviors to their own culture. For a brand, it is important to understand and take into account the cultural factors inherent to each market or to each situation in order to adapt its product and its marketing strategy. As these will play a role in the perception, habits, behavior or expectations of consumers.

Pangemanan, (2014) stated that Culture represents the values and individual possess to any particular issues. Several cultural factors are found like subculture and social culture. Subculture is the sub point of culture. The culture can be divided by religion, nationalities, and geographical locations. The behaviour of people seems different in different sub cultures. Social class of individual refers to the society he belongs. Gajjar, (2013) added that different social class leads to the different behaviours among consumers. High sociality people wants product of high costs where low class people want product with minimum Coat.

2.3.1.2. Personal Factors

The extreme internal factors of an individual are known as the personal factors. Every person is different from one another by personality, choices, lifestyles and age. So it is rational that behavioural pattern will be different from person to person because every person holds different possessions. Some people are ambitious where some are pessimistic. So their responds towards

the product is also different. For this reason Kanwal et al (2013) stated that high income persons are looking for qualitative goods where low income people prefer to have normal goods.

2.3.1.3. Social Factors

Social factors are also important in consumer buying behaviour. According to.. the major social factors are the family, roles and status and reference group. Behaviours are strongly influenced by the family. According to Hubacek et al (2010) people would like to have products that are chosen by wife, children's or family members. On the contrary Andersone and Gaile (2008) argued that people in society have several roles to play. For example a finance manager female in gender may have two roles- a mother, a manager. So her decision process will be different according to her role she will be playing. According to Lin and Chen (2006) reference groups act potentially in developing the behaviour of consumers. The behaviours of consumers seem different in several products as result of reference group.

2.3.1.4. Psychological Factors

These factors are the most important in drawing the human behaviour. According to Juraysī (2005) very person is influenced by the psychological factors because when motivations are provided, different people response differently. Some are extremely motivated where some are less motivated. (Attiq and Azam, 2012) argued that every person possess some beliefs which cannot be influenced by external forces. These forces are only internal and particular individual is influenced by these. The beliefs of people lead them to act differently. For this reason consumers respond to the products as per their belief. For example Hindu's are sensitive to the meat and strongly addicted to the non-veg.

2.4. Empirical Review

Various studies attributing the strong relationship between brand images and buying decision had been conducted by researchers involving various aspects. For example, the research of Sasmita and Suki, (2015) examined the strength of the relationship between the brand images on the buying decision of 200 respondents in buying branded goods in Malaysia. Furthermore, the study underlined that there is a positive and significant relationship between brand image and consumer's buying decisions.

The research conducted by Watson et al. (2015) investigated the influence of brand image on the buying decision of branded apparel products in Germany. The results found that brand image is

able to influence buying decision in a positive direction. Concerning the matters above, the researcher formulated hypotheses that brand image has a positive effect on the consumer's buying decision of MPV cars.

Yi Zhang, (2015) reviewed a literature entitled "The Impact of Brand Image on Consumer Behavior" argued that the concept "brand image" has drawn significant attention from academics and practitioners since it was put forward, because it played an important role in marketing activities. Although brand image was recognized as the driving force of brand performance, few studies have elaborated on the relationship between brand image and brand equity. Based on the brand image theories, this study reviewed existing studies about the impact of brand image on consumer from perspective of customer equity. It also presented the short comings of current research and pointed out the trends for future study.

A study by Florian, Mark, Donald, Scott and Neslin, (2011) examines the relationship between brand equity and consumer's acquisition and retention. They examine a unique database from the U.S. automobile market that combines 10 years of acquisition rate, retention rate data with measures of brand equity from Young & Rubicam's Brand Asset Valuator (BAV) over the same time period. The study hypothesize and find that BAV brand equity is significantly associated with consumers buying behavior in expected and meaningful ways. The study findings shows that brand Differentiation, Relevance, Brand Esteem and customer Knowledge of a brand has strong positive relationship with consumers purchasing intention.

Aberra, (2015) conducted a thesis entitled "factors affecting consumers brand preference of dairy products in Addis Ababa outlet shops". The study was done due to the fact to inform how to design and update marketing and branding of dairy products. The study used descriptive analysis method to analyze the quantitative data gathered in the outlets. The researcher concluded the study brand attributes (product price, quality, taste and brand familiarity), advertisement and sales promotion affect consumers brand preference on dairy products in Addis Ababa.

Kassahun, (2014) conducted a study entitled "determinants of beer brand preference the case of Addis Ababa beer market". The major theoretical gap to fill by conducting the study was identifying determinant of beer brand preference, which actually fill the understanding gap on determinants of brand preference, to all breweries in Ethiopia. The study was analyzed through descriptive statistic also factor analysis was used along with exploratory factor analysis and multiple regressions. The study concluded the finding in perception of beer consumer regarding

the brand quality is important factor in shaping preference. Also price and normative influence are insignificant predictors of consumer beer brand preference.

Frewoini Adane (2017) conducted a study which aimed to investigate the effect of brand image on consumer preference in case of Ambassador Garment. The study sought to investigate specifically, the influence of brand image on consumer preference, Using Aaker, (1996) brand image dimension (Brand Value, Brand Characteristic and Brand Association). The findings of the study concluded that all the dimensions of brand image have positive correlations with consumer's preference and Brand image has significant and positive impact on the overall preference of Ambassador Garment consumer according to Pearson regression test.

Romaniuk and Ehrenberg (2007), on their study concerning the importance of perceived brand differentiation. The aim of their study was to examine the extent to which brand differentiation affect consumers buying decisions. The researches use comparative research using Y&R BAV model and most of their respondent consumers do not explicitly state that they perceive their brand to be differentiated from other brand.

The study takes different soft drinks in UK and different banks in Australia. In both categories only 10% of current customers perceived the brand to be different and unique. However the other brands like Alid supermarket and subway which is a fast food company scours 50% and 67% brand differentiation and uniqueness from their customers. Therefore Romaniuk, Sharp and Ehrenberg (2007) stated that it is questionable that brand differentiation has significant impact on consumers buying behavior.

On the other hand Kimpakorn and Tocquer (2010) found that brand differentiation in the context of the luxury hotel industry has a major positive influence on customer brand relationships and buying behavior. The findings from this research confirmed that brand managers must build differentiation that is both relevant and consistent, in order for the consumer to trust the brand. Uddin, Lopa, & Oheduzzaman, (2014), conducted a research to uncover factors that could affect

the buying behavior of customers living in Khulna city.

The Data was collected from 160 respondents via a structured questionnaire which had parameters with five point Likert scale. To extract the major factors influencing the buying decision of people factor analysis was conducted on the data. Kaiser-Mayer-Olkin (KMO) measure of sampling adequacy was applied to determine the suitability of using factor analysis and KMO score was 0.877 which indicated that data was adequacy for testing. The result of factor analysis showed the major components of Brand relevance according to Young and

Rubicam, (2000) 'physical attributes' and "personal appropriateness" has a significant effect on consumers buying decision.

Other study by Grimm (2005), the impact of components on consumers brand preference. Observed that utilitarian motives dominate the choice process. The utilitarian benefit, in other word the personal appropriateness of a brand affect the evaluation of brand performance and influence the perceived quality of the brand. If the perceived ease of use and perceived usefulness are great, they can positively influence the customers' attitude and increase the brand equity and influence consumers buying behavior.

Chen and Tseng, (2010) tried to measure brand equity for Airlines in a study titled "Exploring Customer-based Airline Brand Equity: Evidence from Taiwan" found that brand loyalty and the popularity of the airlines which are the mean components of the brand Esteem were the main determinant of consumers brand preference which lead consumers to buying decision.

According to the research made by Boonlertvanich, (2009) on Consumer Buying and Decision Making Behavior of a Digital Camera in Thailand. The researcher found that consumers are most likely to purchase famous but better quality brands in the market which instead less known brand they also ready to pay higher prices for renowned brand. This is as same as Young and Rubicam, (2001) brand esteem of a BAV model. Which states brand Esteem as brands popularity and consumers loyalty to the extent which they are willing to pay for a specific brand.

As Boonlertvanich (2009) finding, the popularity and the extent of consumers' loyalty has a significant effect on consumers buying behavior of consumers in Thailand. A research made by Fatuma, Muzamil and Muhammad, (2016) titled, the impact of branding on consumers buying behavior reviled that brand knowledge has a significant and positive effect on consumers buying behavior.

2.5. Knowledge Gap

The aim and matter of the investigation is initiated by the present situation in the Ethiopian beer market where there is a lack of information about how consumers react to brand image while making purchases and what the main purchase criteria are for them. It is believed that this investigation is essential to analyze the effect of Castel beer brand image on consumers buying behavior.

According to Blackwell et al. (2001), consumer behavior is based on the activities which are included in product or service consumption or deposition. During the decades, more researchers investigate this question in order to conduct information about customer purchase behavior

affected by the brand image. However previous researchers have used Akeras model developed as brand equity valuation model. And also there are no researches made to investigate the effect of brand image of Castel beer on consumers buying behavior of Ethiopian beer market. Referring to information mentioned previously, it was decided to choose (Young and Rubicam, 2001), Brand equity valuation models as theoretical framework and theory of Consumer buying behavior to investigate consumer behavior towards brand image. Moreover, to have a full-edged understanding, the approaches of factors affecting consumer buying behavior are also analyzed in order to widen the comprehension about consumer buying behavior.

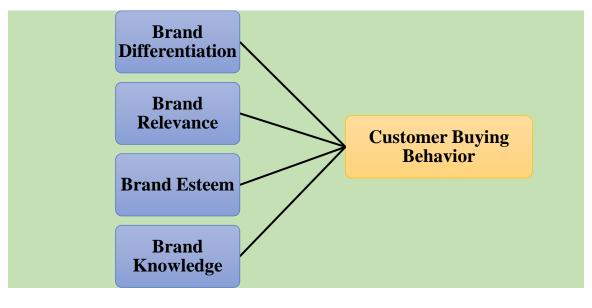
In the theoretical part of the thesis, the brand image concept of Young and Rubicam's valuation method has been be presented and this is used as a tool to specify how a successful brand is supposed to look like in the eye of the consumer. The four main dimensions of brand Equity were analyzed, brand Differentiation, Relevance, Esteem and Knowledge (Young and Rubicam, 2001).

In order to understand which subdivision/s is/are most influential for Castel beer brand images to create and maintain. In addition to the brand image concept, the consumer buying behavior has been investigated through different factors which influence consumer's behavior. Four influencing factors Culture, personal, Social, and psychological presented in the scientific article "Consumer Behavior Theory: factors influencing consumer behavior" by Kumar, (2009) has been analyzed. The understanding of consumer's behavior and their buying behavior give the wright direction to the study to understand if there is a gap between Castel beer image Strength and Stature.

2.6. Conceptual Framework

The research is being conducted to determine the relationship between the following two variables brand image (independent variable) and consumer buying behavior (dependent variable). In order to come with strong conceptual framework, after careful study of literature review, the following conceptual model is formulated (See figure below) to illustrate association of brand image with various variables. Brand image can be quantified with the help of its variables: brand differentiation, relevance, esteem and knowledge (Young and Rubicam, 2001). Hence, the following conceptual framework is constructed and has been be tested in this study.

Dimensions Brand Image BAV Model



Independent Variable

Dependent Variable

Figure 2.2. Conceptual Framework; Source, Young and Rubicam, (2001)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This part discusses the methodologies used in this study: the choice of particular research approach, research designs, data type and source of data, research approach, data gathering technique and instruments, sampling and sampling techniques and data analysis techniques along with an appropriate justification associated with each approach.

3.2. Research Approach

There are three different research approaches defined by Saunders et al. (2016), including deductive, inductive and abdicative approaches. For this study deduction research approach has been used. In the deduction research approach the variable, or causal, relationship between two concepts tested. In addition, facts are measured through quantitative methods, where large and sufficient sample sizes are selected to allow for generalizations (Saunders, 2016). Accordingly the study has used the six steps involved in deduction research that is identified Blaikie (2009):

- The generation of a hypothesis (or more) and ideas with the aim of producing a theory.
- ➤ The deduction of measurable variables by using available literature or by identifying the circumstances, which contribute to the creation of the theory.
- ➤ An examination of the propositions and the logic of opinions that formed them compared with current theories to determine whether they can generate the further understanding of an issue.
- The collection of data to measure the variables or concepts and to analyze them.
- ➤ If the outcome from the analysis is not reliable, then the test fails. Therefore, the theory is rejected or must be modified.
- If the outcome from the analysis is reliable, then the theory is validated.

3.3. Research Design

This study aims at understanding the relationship between the dependent and independent variables, which are respectively customer buying behavior and brand image. As the study tries to establish the relationship between these two variables, it is descriptive design. In order to

attain the objectives of the study descriptive research design has been used. Descriptive research is characterized by the prior formulation of specific research questions and hypotheses. Thus, the information needed is clearly defined. As a result, descriptive research is pre-planned and structured. It is typically based on large representative samples. A descriptive research design specifies the methods for selecting the sources of information and for collecting data from those sources.

This study has also employed quantitative research method. Quantitative research design method was used to establish and study the relationship between two variables or concepts; therefore, it is used to test a theory. These variables are measured numerically, and the results are analyzed numerically through statistics or graphs. Researchers who adapt this method usually tend to be more deductive in their research approach and tend to follow the positivism epistemological position, where highly structured data collection techniques are used (Creswell, 2014; Saunders, 2016).

3.4. Data Type and Source of Data

The researcher has used primary data for the entire analysis of this study. The information has been gathered through questionnaire from the selected sample of respondents of Castel beer customers of BGI Ethiopia. A total number of 384 questionnaires, were distributed customers' which were found consuming Castel beer in different Restaurants, Bars, Pubs and Groceries on the five areas—selected for the purpose of this study. In order to clear out the concept of the questions, for respondents, questionnaires were translated in to Amharic. The data that has been collected from respondents through questionnaires were used as primary data. According to Biggam, (2008) primary data is the information that the researcher finds out by him/herself regarding a specific topic. The main advantage with this type of data is that it can be collected with the research's purpose in mind. It implies that the information resulting from it is more consistent with the research questions and objectives.

3.5. Data Gathering Technique and Instruments

The primary data has gathered particularly using survey questionnaire. A questionnaire, whether it is called a schedule form or measuring instrument, is a formalized set of questions for obtaining information from respondents. Measurements of brand image and customer buying behavior context were adopted and modified from the previous studies, and a five-point Likert scale ranging from 1=Strongly Disagree to 5=Strongly Agree were used. Further, the

questionnaires were developed in English and translated to Amharic language. In addition the questions were divided into three sections (Section A-C). The sections B and C were developed to measure consumer buying behavior and brand image, respectively, whilst section A was developed to measure demographics, including gender, age, income and occupation.

3.6. Population, Sample Size and Sampling Technique

According to Hair *et al.* (2010), target population is said to be a specified group of people or object for which questions can be asked or observed made to develop required data structures and information. The researcher has used probability sampling approach particularly stratified sampling technique to select the five territories as the strata. Accordingly the target populations was selected from five roots from each territories of BGI Ethiopia in Addis Ababa specifically around 22, Piassa, Autobis Tera, Lebu and Saris.

For populations that are large, Cochran, (1963) developed the equation yields a representative sample for proportions. Which is valid where n_0 is the sample size, Z is the abscissa of the normal curve that cuts off an area α at the tails $(1 - \alpha)$ equals the desired confidence level, e.g., 95%) e is the desired level of precision, p is the estimated proportion of an attribute that is present in the population and q is 1-p. The value for Z is found in statistical tables which contain the area under the normal curve e.g. Z = 1.96 for 95 % level of confidence.

$$n_0 = \frac{Z^2 pq}{e^2}$$

Accordingly, the researcher use the recommendation of (Yamanie, 1967) and formula by Cochran (1963) determine the sample size as follow. Taking 95% confidence level Z tried to be 1.96 precision of ± 5 and assuming p=0.5 and q is 0.5 putting the figures in the equation the sample size was determined 384.

For the purpose of this study 384 respondent consumers of Castel beer from the five roots of each territories of BGI Ethiopia in Addis Ababa specifically from (Territory 1/ around 22), (Territory 2/ around Piassa) (Territory 3/ around Autobis Tera), (Territory 4/ around Lebu) (Territory 5/ around Saris) were taken as the representative sample size in order to have sufficient and reliable data. In order to select the sample size of the study, non-probability sampling approach particularly convenient sampling technique has been used. In addition, as it

can be seen on the table below, the study use each territories sales volume of Castel beer and percentage share to decide the number questioners distribute on each roots of the five territories.

Table 3.1 Percentage Proportion of Sample Size (PPS)

S/N	Territory	Sales of Castle Beer	Percentage Share/ %	PPS	Number of questionaries' distributed on each root
1	T1	72,250	29%	0.29 x 384	111
2	T2	49,827	20%	0.20 x 384	77
3	T3	29,896	12%	0.12 x 384	46
4	T4	42,353	17%	0.17 x 384	65
5	T5	54,812	22%	0.22 x 384	85
	Total	249,138	100%		384

Sales volume of Castel beer by Territory in 2018

Source: sales department of the company

From the total number of 384 questionnaires distributed 8 missed and only 379 were returned from which 5 were not correctly filled and rejected and the rest 371 were effectively used for analysis that shows response rate of 96.6%. This rate concurs with Mugenda and Mugenda, (2003) who explains that for hypothesis a response rate of half is palatable for examination and reporting, 60% is extraordinary and a response rate of 70% and over is awesome, thus 96.6% of response rate has taken for examination of this study.

3.7. Method of Data Analysis

Both descriptive and inferential statistics were used to analyze and interpret the findings. Demographic variables of the respondents were interpreted using descriptive statistics whereas inferential statistics has been used to find out the relationship between brand image dimensions and customer buying behavior using correlation analysis via SPSS Version 20. The study adopted multiple linear regression and Pearson correlation analysis to establish the relationship between variables of interest. Specifically, multiple linear regression analysis has been used to determine the joint relationship between independent and dependent variables.

3.8. Validity and Reliability

The ultimate goal of any research study is to obtain high-quality, trusted, valid and reliable results (Yilmaz, 2013). Therefore, researchers should ensure that the adopted research methodology meets the defined standards and criteria. Common criteria was used to achieve these standards in research methodology are validity and reliability.

Yilmaz, (2013) and Denscombe, (2014) described the term 'validity' as the appropriateness and accuracy of collected data. Yilmaz (2013) defined reliability as 'consistency or the degree to which a research instrument measures a given variable consistently every time it is used under the same condition'. Accordingly, to maximize the quality of the research, Yin, (2014) suggested four tests for validity and reliability that are commonly used in social research regardless of the data collection technique. The tests include:

- ➤ Construct validity
- > Internal validity
- > External validity
- ➤ Reliability

3.8.1. Construct Validity

Construct validity is referred to as the establishment of the correct operational measures for the research topic under study (Yin, 2014). Yilmaz, (2013) stated that this type of validation is largely based on testing proper instruments during the data collection phase. This ensures that the most accurate and rich information is collected after a rigorous review of previous documents, an academic literature review and the conducted interviews; however, accuracy can be achieved through a focused use of different techniques/tactics, which include referring to multiple sources of evidence and establishing a chain of selections. The establishment of a rich chain can help immensely in producing a complete draft of evidence for further validity evaluations. For this research, construct validity was achieved through the triangulation of research techniques using different sources of evidence.

3.8.2. Internal Validity

This criterion refers to the appropriateness of the data analysis techniques utilized to analyze the collected data. It is therefore important that the theoretical propositions are linked with the data accurately in addition to the appropriate application of the analytical strategies. For this research, to increase the internal validity, a careful and comprehensive review of the literature related to the topic of choosing a research design to enable the selection of an accurate data analysis technique was conducted, and the analysis steps were also followed precisely. In addition, by fulfilling all research objectives, internal validity has been achieved.

3.8.3. External Validity

External validity refers to the degree to which the research findings can be generalized or stratified in other research studies. For quantitative research, the generalization of results is applicable, as generalization can only occur for theoretical propositions. The findings of this research has been generalized or transferred to a context similar to Ethiopian context. Therefore, as this research involves the study of customer buying behavior and brand image within the Castel beer customers of BGI Ethiopia from five territories in Addis Ababa, the findings of this study could be generalized to other regional territories within the same country which are prone to the same product usage.

3.8.4. Reliability

Reliability means that the process (such as data collection procedures) of the study can be repeated to obtain the same results (Yin, 2014). For this research, reliability has been achieved by selecting and following an appropriate research methodology model to ensure that the aim and objectives were fulfilled. In addition, to ensure further reliability, all participants were provided with an overview of the research background to ensure all questions were understood in the same way. In order to measure the consistency of the questionnaire and the overall reliability of constructs that it is measuring, the reliability test has been carried out based on Cronbach's Alpha coefficient. According to the table below the reliability of 32 items that are critical to determine the effect of brand image on consumer buying behavior were tested using Cronbach's alpha.

Table 3.2 Reliability Statistics Table

	Cronbach's Alpha	N of Respondents	N of Items
Differentiation	0.895	371	5
Relevance	0.862	371	6
Esteem	0.916	371	9
Knowledge	0.935	371	7
CBB	0.842	371	5

Source: Owen Survey, Data processed 2019

According to Hair et al. (2006) the reliability coefficient which is more than or equal to 70 % (A> 0.7) is acceptable. So, reliability of the question was evaluated and the result (Cronbach's Alpha) was used to test the reliability of the material used in this research. Thus, the reliability coefficient of the above items is greater than 70% and the overall reliability test for the 32 items is 97.3%. This implies that the items were reliable and understandable by the respondents.

3.9. Ethical Consideration

The respondents has never mention about their ethnicity, political and religious view points and their private concerns. Because these whole things are their personal backgrounds that they do not want to explode. Confidentiality is the researcher's concern and duty to keep the respondents safe under psychological discipline.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

In this chapter, the data collected from respondents has been analyzed and interpreted. It comprises general characteristics of the respondents, correlation analysis and regression analysis respectively of the study variables. The analysis and interpretation were carried out based on the data collected through questionnaire from customers of the company.

4.2. Demographic Characteristics of the Respondents

In any given study showing up characteristics of respondents is important as it describes the kind of respondents that have been involved specifically from the gender they belong, education levels and age that collectively stimulate their levels of understanding and considering presented issues with expected knowledge. The researcher considered the distribution of respondents according to their gender was important so as to ensure that both genders are included as study respondents. The study used both genders that were male and female as a way of minimizing bias in the responses.

Researcher comprised education levels of respondents in the analysis with a concept in mind that education level of a respondent plays a vibrant role in influencing individual's judgment towards the study objectives through the presented study questions. The ages of the respondents have been another important aspect that was investigated in this study. The most influential factor for investigating age of the respondents was associated with the fact that it portrays the intention of all age groups.

Table 4.1 Frequency Table

Item	Characteristics	Frequency	Percent
1. Gender	Male	208	56.06
	Female	163	43.94
	Total	371	100.0
2. Age	21-30	87	23.5
	31-40	193	52.0
	40-50	73	19.7
	Above 50	18	4.9
	Total	371	100.0
3. Educational Background	Grade 10 Complete	27	7.3
	Grade 12 complete	49	13.2
	Diploma	24	6.5
	Degree	264	71.2
	Above Degree	7	1.9
	Total	371	100.0

Source: Owen Survey, Data processed 2019

The general characteristic of the respondents discussed gender, age and Educational background of respondents. According the result of the study, the majority of the respondents, 208 (56.06 %) were male and the rest 163 (43.94%) were female, and 52% of the respondents' age is between 31 and 40 and the second highest age category is between 21 and 30 which comprises 23.3% of the respondents and 19.7% of them were found on the age range of 41-50 and last 4.9% of them were above 50 years old. Besides, the majority (71.2%) of the respondents' were degree holders.

4.3. Analysis of Descriptive Statistics

The descriptive analysis of this study presents the mean and standard deviation of findings. Respondents felling towards the statements under the dependent variable (consumer buying behavior) and the independent variables (Brand Differentiation, Brand Relevance, Brand Esteem and Brand Knowledge). The mean values interpreted in the scale of likert when less than 1.5 strongly disagree, between 1.5 and 2.9 as disagree, between 2.91 and 3.5 neutral, between 3.51 and 4.5 agree and greater than 4.5 as strongly agree.

Table 4.2 Differentiation

S/N	Differentiation	N	Mean	Std. D
1	I feel that Castel Beer is quite unique.	371	4.5660	.52795
2	Castel beer has unique packaging.	371	4.3181	.51061
3	Castel beer has exceptional quality.	371	4.1698	.37597
4	Castel beer offers significant difference in terms of Test.	371	4.1968	.44913
5	Castel beer is refreshing and thirst quenching.	371	4.2695	.66788
	Valid N (listwise)	371	4.3040	.43254

Source: Owen Survey, Data processed 2019

As the mean scores of the five statements of Brand differentiation fall within the mean range of 4.16 to 4.56, the brand has positive brand differentiation. This means that the respondents feeling towards the given five brand differentiation statements 'agree', and 'Strongly agree'.

Table 4.3 Relevance

S/N	Relevance	N	Mean	Std. D
1	Castel beer has suitable alcohol percentage for me.	371	4.1402	.34762
2	Castel beer reflects things I am interested in.	371	4.2399	.50844
3	Castel beer makes me feel relaxed.	371	4.1402	.46705
4	I trust the quality of Castel beer.	371	4.0674	.25103
5	Castel beer gives me social approval.	371	4.2695	.76590
6	Castel beer provides value for money.	371	3.9677	.55413
	Valid N (listwise)	371	4.1375	.39169

Source: Owen Survey, Data processed 2019

Brand image of a brand regarding its Brand Relevance was also measured in six statements regarding brand relevance. The mean score was between 3.96 and 4.26. Thus, the results of the respondents indicate that, the respondents have good experience with the brand. This means that the respondents feeling towards the given statements of brand Relevance is 'Agree'.

Table 4.4 Esteem

S/N	Esteem	N	Mean	Std. D
1	Castel beer is bought by the people I admire.	371	3.6739	.76324
2	I really admire Castel beer greatly.	371	4.0836	.48882
3	I really respect and hold Castel beer in high regard.	371	4.1456	.35313
4	I am proud to have others know I use Castel beer.	371	3.9299	.62855
5	I tend to praise and defend Castel beer.	371	4.1321	.36216
6	Castel beer is sincere with consumers.	371	3.5202	.81969
7	Castel beer is honest with its customers.	371	3.8976	.44146
8	Castel beer expresses an interest in its customers.	371	3.5714	.87434
9	If Castel beer is available, I would not buy any other beer.		4.0027	.27012
	Valid N (listwise)	371	3.8841	.45912

Source: Owen Survey, Data processed 2019

Like other dimensions of brand image, Brand Esteem were also measured in a nine statements. The mean score was between 3.52 and 4.1. This means that the respondents feeling towards the given nine Statements were 'Agree'.

Table 4.5 Knowledge

S/N	Knowledge	N	Mean	Std. D
1	Can recognize Castel beer among other beer brands.	371	4.0081	.24919
2	When I think of Beer, Castel beer always comes to my mind first.	371	3.0647	1.2416
3	For me, this Castel beer synonymous with beer.	371	2.1860	1.1719
4	I know what Castel is all about.	371	3.4016	.97974
5	If asked, I could easily list the values for which Castel stands for.	371	3.3127	.97500
6	I know the Slogan of Castel beer.	371	2.7358	.90362
7	I can easily recall the characteristics of Castel beer.	371	2.8922	1.3189
	Valid N (listwise)	371	3.0859	.87507

Source: Owen Survey, Data processed 2019

As the mean scores of the seven statements of Brand Knowledge which fall within the range of 2.1 to 4.0, shows that the consumers have low brand Knowledge. This means that the respondents feeling towards the given seven brand Knowledge statements were 'disagree'.

Table 4.6 Consumer Buying Behavior

S/N	Consumer Buying Behavior	N	Mean	Std. D
1	My society culture affects my choice of consuming Castel beer.	371	3.9596	1.3380
2	I use Castel beer because it suits with my personality.	371	4.1375	.34480
3	I consider my finance states when I chose Castel beer.	371	4.1887	.65922
4	I care about people's opinion when using Castel beer.	371	3.5175	.77221
5	My family and friends affect my choice of beer.		4.2561	.71787
	Valid N (listwise)	371	4.0119	.65088

Source: Owen Survey, Data processed 2019

Finally the frequency of table that shows the mean score of each statement to measure of customer buying behavior did not have significance different as compare to the four brand image dimensions. The mean score of the six statements was fallen into a range 3.5 to 4.25. This indicate that the respondents feeling towards the given five statements of customer buying behavior falls in between agree and neutral.

4.4 Analysis of Inferential Statistics

4.4.1 Correlations Analysis

Pearson's correlation coefficient is a statistics test that measures the statistical relationship, or association, between two continuous variables. It is known as the best method of measuring the association between variables of interest because it is based on the method of covariance. It gives information about the magnitude of the association, or correlation, as well as the direction of the relationship. Accordingly, in this study Pearson correlation test was conducted to check the magnitude of correlation between the dependent variable, consumer buying behavior and the independent variables of brand image (brand differentiation, brand relevance, brand esteem and brand knowledge).

The researcher also used the same test to prove or disprove the alternative hypothesis. The following measure of association developed by (Marczyk, et al., 2005), the degree of correlation: perfect if the value lies between \pm 0.80 and \pm 1, then it said to be a perfect correlation as one variable increases, the other variable tends to also increase (if positive) or decrease (if negative); high degree if the coefficient value lies between \pm 0.60 and \pm 0.80, then it is said to be a strong correlation; moderate degree if the value lies between \pm 0.40 and \pm 0.60, then it is said to be a medium correlation; low degree when the value lies between \pm 0.20 and \pm 0.40, then it is said to be a weak correlation.

Table 4.7 Correlations

		D	R	Е	K	С
Differentiation	Pearson Correlation	1				
	Sig.(2tailed)					
	N	371				
Relevance	Pearson Correlation	.918**	1			
	Sig.(2tailed)	.000				
	N	371	371			
Esteem	Pearson Correlation	.787**	.834**	1		
	Sig.(2tailed)	.000	.000			
	N	371	371	371		
Knowledge	Pearson Correlation	.917**	.858**	.880**	1	
	Sig.(2tailed)	.000	.000	.000		
	N	371	371	371	371	
Consumer	Pearson Correlation	.916**	.873**	.893**	.930**	1
	Sig.(2-ailed)	.000	.000	.000	.000	
	N	371	371	371	371	371

Source: Owen Survey, Data processed 2019

Table 4.7 represents the results of Pearson correlation on the relationship within the independent variables and with dependent variable. The following results under each constructs, supported with their related empirical evidences:

As it can be seen on the above table the p-value of Brand Differentiation variable shows that there is a significant relationship with the dependent variable Consumer buying behavior by 0.000 p-value, which is less than 0.001 (p<0.001). The correlation coefficient (r= 0.916) which represent a high positive correlation between this variables. For this matter we can conclude that the more Castel beer a positive brand image regarding its Brand Differentiation the greater it affects its consumers buying behavior. The Relevance of a brand also shows a significant relationship with the dependent variable. The p-value of brand relevance and consumer buying behavior is at a significant level of 0.000 and the (r) value of 0.873 represent high positive relationship. According to the above finding it can be concluded that brands with high brand relevance for consumers have high impact on their buying behavior. The third variable Brand Esteem has found to have a significant and positive relationship with the dependent variable consumer buying behavior. The p-value of this independent variables shows 0.000 which is less than 0.001 (p< 0.001) and a coefficient of (r= 0.893). This correlation shows that having a brand which has a strong brand esteem drives consumers buying diction towards the brand and help companies acquire consumer's loyalty. The last but not list independent variable Brand Knowledge has also a relation coefficient of (r= 0.930) and p-value of 0.000 (p<0.001) which is interpreted as a high positive impact on consumers buying behavior. For this matter it can be concluded that the more consumer of Castel beer have a positive brand image regarding the Knowledge of the brand the more it affects their buying behavior.

Different empirical studies made by different researchers related to the components of brand image on this study which are brand Differentiation, Relevance, Esteem and Knowledge have a positive relationship with consumers buying behavior. Eg. (Ehrenberg et.al. 2007; Kimpakorn and Tocquer, 2010) on study concerning the importance of perceived brand differentiation. The study stated that brand Differentiation has a positive relationship with consumers buying behavior. A study by Lopa, et. al., 2014 and Grimm, 2005), shows that brand Relevance has a positive relationship with consumers buying behavior. Other study by Chen and Tseng, 2010; Boonlertvanich, 2009; Fatuma et. al., 2016; Florian, et.al, 2011; Jinchao Yang, 2010) shows that brand Esteem and Brand Knowledge has a positive relationship with consumer behavior. The findings of the above empirical study shows a close result to the current study. All the independent variables have a positive and significant relationship with the dependent variable.

4.5. Regression Analysis

Multiple regression analysis was employed to examine the effect of brand image dimensions (Brand differentiation, Relevance, Esteem and Brand Knowledge) on consumer buying behavior. The following subsections present the results of multiple regressions analysis. Multi collinearity Test, Normality, linearity and homoscedasticity tests.

Assumption 1. Multicollinearity

In multiple regression analysis, multi collinearity refers to the correlation among the independent variables (Kline, 1998). The presence of correlation between the predictors is termed collinearity or for the relationship between more than two predictors. Multi collinearty can be checked seeing the Tolerance and VIF table.

Tolerance measures the influence of one independent variable on all other independent variables; the tolerance is calculated with an initial linear regression analysis. Tolerance is defined as $T=1-R^2$ and Variance Inflation Factor (VIF) – the variance inflation factor of the linear regression is defined as VIF = 1/T. Similarly with VIF > 10 there is an indication for multicollinearity to be present.

4.8. Multi-Collinearity test

Model		Collinearity Statistics		
		Tolerance	VIF	
1	Differentiation	.150	6.661	
	Relevance	.127	7.871	
	Esteem	.121	8.274	
	Knowledge	.138	7.232	

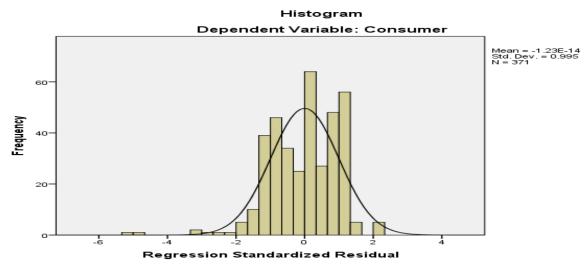
Source: Owen Survey, Data processed 2019

As it can be seen on the table below the VIF (variance inflation factor) is less than ten this indicates that there is no multi-collinearity problem exists between the independent variables.

Assumption 2. Normality test

According to Osborne and Waters (2002) normality assumption. Osborne and Waters state: "Regression assumes that variables have normal distributions". They do not explicate which variables in particular they are referring to, but the implication seems to be that multiple regression requires that the predictor and/or response variables be normally distributed.

Graph 4.1 Normality Test



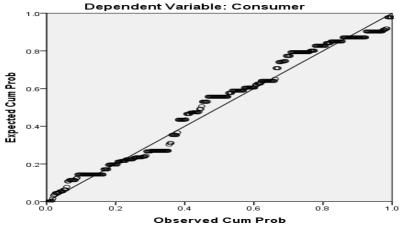
Source: Owen Survey, Data processed 2019

Assumption 3 Linearity test

The other assumption in is linearity. Multiple linear regression needs the relationship between the independent and dependent variables to be linear. It is also important to check for outliers since multiple linear regression is sensitive to outlier effects.

Graph 4.2. Linearity test

Normal P-P Plot of Regression Standardized Residual

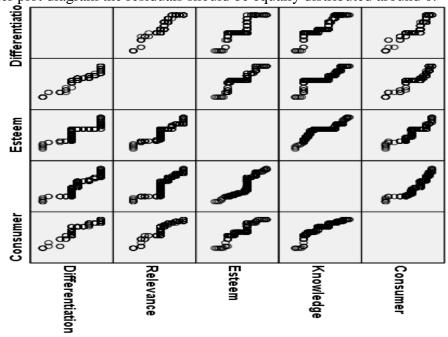


Source: Owen Survey, Data processed 2019

As we can see from the above diagram the distribution of the p-p plot follows a diagonal line across the plot. The residuals are normally distributed.

Assumption 4. Homoscedasticity Test

The final assumption in multiple linear regression analysis is homoscedasticity. Which is the asseption that the variation in residuals are similar at each points of the model. The scatter plot is good way to check whether homoscedasticity (that is the error terms along the regression line are equal). In the scatter plot diagram the residuals should be equally distributed around 0.



Source: Owen Survey, Data processed 2019

As we can see from the above diagram of scatter plot the residuals are almost equally distributed around zero. Meaning that the residuals and standardized predicted values showed no obvious signs of funneling.

4.5.1 Regression Analysis Results

Once all the multiple linear regression assumption was met, the researcher decided on the data and further processed it. Analysis of variance (ANOVA) is a method of splitting the total variation into meaningful components that measure different sources of variation. In other words, we split the total sum of squares into 'between groups (sample) sum of squares' and 'within group (sample) sum of squares'. Analysis of Variance (ANOVA) is a parametric statistical technique used to compare datasets. It is similar in application to techniques such as t-test and z-test, in that it is used to compare means and the relative variance between them. However, analysis of variance (ANOVA) is best applied where more than 2 populations or samples are.

Table 4.9 Model Summary of Regression Analysis Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.960a	.921	.921	.18343

a. Predictors: (Constant), Knowledge, Relevance, Esteem, Differentiation

Source: Owen Survey, Data processed 2019

On the above table, the value of R is 0.960 indicating a strong positive relationship between independent and dependent variable. The value of R2 is 0.921, means that Brand Differentiation, Brand Relevance, Brand Esteem and Brand Knowledge influence Consumer Buying Behavior as dependent variables as much as 92.1 % while the rest 7.9 % is other factors which is not included in this research.

Table 4.10 ANOVA Result for Brand Image dimensions and consumer buying behavior

ANOVA ^a								
Model		Sum of	Df	Mean	F	Sig.		
		Squares		Square				
1	Regression	144.433	4	36.108	1073.193	.000 ^b		
	Residual	12.314	366	.034				
	Total	156.748	370					

a. Dependent Variable: Consumer

b. Predictors: (Constant), Knowledge, Relevance, Esteem, Differentiation

Source: Owen Survey, Data processed 2019

ANOVA's P-value=0 (F-Stat) indicated the independent variable can be used for variation of Consumer buying Behavior. R square is 0.714 that shows 71.4% of customer value is affected by four identified independent variables (Steel and Torrie, 1960).

As indicated on the above table there is statistically significant effect between independent variables of brand image (Brand Differentiation, Brand Relevance, Brand Esteem, Brand Knowledge) and dependent variable (consumer buying behavior) where, (F) value is (1073.193) at 0.000 p-value which states that there is significant effect of brand image variables on consumer buying behavior.

Table 4.11 Beta coefficient of regression result

Coefficients^a

Model		Unstandardiz	zed Coefficients	Standardized	T	Sig.
				Coefficients		
		В	Std. Error	Beta		
1	(Constant)	1.386	.207		6.708	.000
	Differentiation	.809	.079	.537	10.223	.000
	Relevance	.179	.072	.108	2.498	.000
	Esteem	.586	.051	.413	11.478	.000
	Knowledge	.123	.037	.166	3.332	.000

Dependent Variable: Consumer

Source: Owen Survey, Data processed 2019

Under the Beta Coefficient table, the researcher highly emphasized on the values of the standardized Beta coefficient in order to figure out the relative importance of each independent variable, in predicting the dependent variable and on the unstandardized Beta coefficient in order to formulate the linear regression equation.

Taking in to consideration the unstandardized beta value in the table above, the regression equation of this particular study to the nearest decimal was written as:

The equation of the result is Y = 1.386 + 0.809X1 + 0.179X2 + 0.586X3 + 0.123X4 + e

Constant .1.386 shows the influence of Brand Differentiation (X1), Brand Relevance (X2), Brand Esteem (X3), and Brand Knowledge (X4) on Consumer Buying Behavior (Y). It means that if all independent variables are constant (zero), Consumer Buying Behavior (Y) as dependent variable is predicted to be 1.386.

H1. Brand Differentiation has a positive and significant effect on consumers buying behavior of Castel beer consumers.

The coefficient value of 0.809 means that if there is one unit increase in Brand Differentiation (X1) then the Consumer Buying Behavior (Y) will increase in 0.809 assuming that other variables are constant. This shows that the independent variable differentiation has a positive effect of the dependent variable consumers buying behavior.

Ehrenberg et.al., (2007) on study concerning the importance of perceived brand differentiation. The aim of their study was to examine the extent to which brand differentiation affect consumers buying decisions. The researches use comparative research using Y&R BAV model and most of their respondent consumers do not explicitly state that they perceive their brand to be differentiated from other brand. The study takes different soft drinks in *UK* and different banks in *Australia*. In both categories only 10% of current customers perceived the brand to be different and unique. However the other brands like Alid supermarket and subway which is a fast food company scours 50% and 67% brand differentiation and uniqueness from their customers. Therefore (Ehrenberg et. al., 2007), stated that it is questionable that brand differentiation has significant impact on consumers buying behavior.

On the other hand Kimpakorn and Tocquer (2010) found that brand differentiation in the context of the luxury hotel industry has a major positive influence on customer brand relationships and buying behavior. The findings from this research confirmed that brand managers must build differentiation that is both relevant and consistent, in order for the consumer to trust the brand. These: by trusting the findings of this study from the findings of multiple liner regression analysis on the above table. The first Hypothesis of this study has been accepted.

H2. Brand Relevance has a positive and significant effect on consumers buying behavior of Castel beer consumers.

The coefficient value of 0.179 means that if there is one unit increase in Brand Relevance (X2) then the Consumer Buying Behavior (Y) will increase 0.179 assuming that other variables are constant.

Lopa et.al., (2014), conducted a research to uncover factors that could affect the buying behavior of customers living in Khulna city (Cited in academia). Data was collected from 160 respondents via a structured questionnaire which had parameters with five point Likert scale, to extract the major factors influencing the buying decision of people factor analysis was conducted on the data. Kaiser-Mayer-Olkin (KMO) measure of sampling adequacy was applied to determine the suitability of using factor analysis and KMO score was 0.877 which indicated that data was adequacy for testing. The result of factor analysis showed the major components of Brand relevance according to Young and Rubicam, (2001) 'physical attributes' and "personal appropriateness" has a significant effect on consumers buying decision.

Other study by Grimm (2005), the impact of components on consumers brand preference. Observed that utilitarian motives dominate the choice process. The utilitarian benefit, in other

word the personal appropriateness of a brand affect the evaluation of brand performance and influence the perceived quality of the brand. If the perceived ease of use and perceived usefulness are great, they can positively influence the customers' attitude and increase the brand equity and influence consumers buying behavior.

By considering the above empirical evidences and the findings of multiple liner regression analysis on the above table the researcher accepted second hypothesis.

H3. Brand Esteem has a positive and significant effect on consumers buying behavior of Castel beer consumers.

The coefficient value of 0.586 means that if there is one unit increase in Brand Esteem (X3) then the Consumer Buying Behavior (Y) will increase 0.586 assuming that other variables are constant.

Chen and Tseng, (2010) tried to measure brand equity for Airlines in a study titled "Exploring Customer-based Airline Brand Equity: Evidence from Taiwan" found that brand loyalty and the popularity of the airlines which are the mean components of the brand Esteem were the main determinant of consumers brand preference which lead consumers to buying decision.

According to the research made by Boonlertvanich, (2009) on Consumer Buying and Decision Making Behavior of a Digital Camera in Thailand. The researcher found that consumers are most likely to purchase famous but better quality brands in the market which instead less known brand they also ready to pay higher prices for renowned brand. This is as same as Young and Rubicam, (2001) brand esteem of a BAV model. Which states brand Esteem as brands popularity and consumers loyalty to the extent which they are willing to pay for a specific brand. As Boonlertvanich, (2009) finding, the popularity and the extent of consumers' loyalty has a significant effect on consumers buying behavior of consumers in Thailand.

As we can see from empirical evidences and the findings of multiple liner regression analysis on the above table the researcher accepted third hypothesis.

H4. Brand knowledge has a positive and significant effect on consumers buying behavior of Castel beer.

The coefficient value of 0.123 means that if there is one unit increase in Brand Knowledge (X4) then the Consumer Buying Behavior (Y) will increase 0.123 assuming that other variables are constant.

A research made by (Fatuma et. al., 2016) titled, the impact of branding on consumers buying behavior reviled that brand knowledge has a significant and positive effect on consumers buying

behavior. Other study by Florian, et.al, (2011) examines the relationship between brand equity and consumer's acquisition and retention. They examine a unique database from the U.S. automobile market that combines 10 years of acquisition rate, retention rate data with measures of brand equity from Young & Rubicam's Brand Asset Valuator (BAV) over the same time period. The study hypothesize and find that BAV brand equity is significantly associated with consumers buying behavior in expected and meaningful ways. The study findings shows that brand Differentiation, Relevance, Brand Esteem and customer Knowledge of a brand has strong positive relationship with consumers purchasing intention.

By considering the above empirical evidences and the findings of multiple liner regression analysis on the above table the last hypothesis is also accepted.

4.6. Discussion of Result

The objective of the study was to examine the effects of brand image on customer buying behavior by analyzing the relationship of every construct in the theoretical framework. Questionnaires were adopted from different reaches related to the subject matter. This result and discussion of the study have used 371 respondents' questionnaire and shows general characteristics of the respondents, Pearson correlation analysis of the variables and regression analysis of the variables.

General characteristics of the respondents such as gender, age, educational background of respondent consumers has been considered. The research took 56.06% male and 43.94% of female respondents. In terms of age, the majority (52%) of the respondents are found to be between 31 to 40 years of age. The second largest (23.5%) respondents' age categorized a range of 21to 30. With regard to academic back ground of the respondents, majorities (71%) of the respondents have bachelor degree and 13% of them are 12 complete.

In this study the mean value of each dimension is also analyzed. Almost all dimensions mean value of (brand Differentiation, Relevance and Brand Esteem) found to be greater than 3.5 and less 5 which make the respondents felling to be "Agree", but the mean value of Brand Knowledge has been found to be 3.0, which make the respondent felling towards their knowledge about the brand "Neutral".

Based on the results of Pearson correlation analysis, Brand differentiation highly and positively correlated with consumer buying behavior (r = 0.916), Brand Relevance positively is correlated with consumer buying behavior (r=0.873), Brand Esteem and Knowledge are also highly correlated with consumer buying behavior with R value of (r=0.893 and r=0.930) respectively.

Last but not list, regression analysis the adjusted R square 0.921 shows the effect of brand image (Brand Differentiation, Relevance, Esteem and Brand Knowledge) on customer buying behavior meaning that 92.1% of customer behavior is significantly explained by brand image variables. The standardized coefficient beta and p value of brand differentiation were positive and significant (beta = 0.809, p < 0.01) brand relevance has positive and significant at (beta = 0.179, p < 0.01) value with consumer buying behavior. The standardized coefficient beta and p value of brand Esteem and Brand knowledge were also positive and significant (beta = 0.586, p < 0.01) and (beta = 0.123, p < 0.01) respectively. These the all hypotheses of the study has been accepted.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1. Introduction

This chapter explained summary of the major findings of the study, conclusions based on the findings and recommendations are also forwarded in line with the major findings of the study.

5.2. Summary of Findings

This study examines the effect of brand image on customer buying behavior by collecting data through quantitative and analyze the data with the help of SPSS version 20. The findings of this study intended to answer the four basic research questions raised at the beginning of this study.

The first basic research question was "To what extent does brand differentiation affects consumers' buying behavior of Castel beer users?" According to the finding of this research Brand differentiation highly and positively correlated with consumer buying behavior (r = 0.916), the standardized coefficient beta and p value of shows that positive and significant (beta = 0.809, p < 0.01) effect of brand differentiation on consumers buying behavior of Castel beer.

The second basic research question was "How does brand relevance affect consumers' buying behavior of Castel beer users?" The finding of this research shows that Brand Relevance has high and positive relationship with consumer buying behavior at (r=0.873), and the standardized coefficient beta and p value shows that positive and significant (beta = 0.179, p < 0.01) effect of brand relevance on consumers buying behavior of Castel beer.

The third basic research question of this study was "To what extent does brand esteem affect consumers' buying behavior of Castel beer users?" The finding of this research shows that Brand Esteem has high and positive relationship with consumer buying behavior at (r=0.893), and the standardized coefficient beta and p value shows that positive and significant (beta = 0.586, p < 0.01) effect of brand esteem on consumers buying behavior of Castel beer.

The fourth and last research question of this study was intended to answer question, "How does brand knowledge affect consumers' buying behavior of Castel beer users?" According to the finding of this research Brand Knowledge has highly and positively correlated with consumer buying behavior (r = 0.930), the standardized coefficient beta and p value of shows that positive

and significant (beta = 0.123, p < 0.01) effect of brand knowledge on consumers buying behavior of Castel beer.

To summarize the findings, In regard to the Pearson correlation analysis, each independent variable against each dependent variable correlation was analyzed. These correlation analysis result shows that all independent variables individually have strong positive correlation with customer buying behavior.

Furthermore, the multiple regression results showed that the all brand image dimensions (brand differentiation, brand relevance, brand esteem and brand knowledge) have positive and significant effect on consumer buying behavior. Where brand differentiation holds the highest value and brand knowledge holds the lowest value. The R square value of 0.921, demonstrates that 92.1% of variation in consumer buying behavior can be accounted by the explored brand image dimensions (differentiation, brand relevance and brand esteem and brand association) and the remaining 7.9 % could be explained by other unexplored variables.

5.3. Conclusion

The study tried to examine the effect of brand image on customers buying behavior. The reason why the researcher wanted to conduct this study was due to the fluctuating market share of the brand. Four research questions were also raised to be answered with this study by setting the general objective and specific objectives. The specific objectives were to investigate the effect of brand Differentiation on consumers' buying behavior, to assess how brand Relevance affect consumers' buying behavior, to evaluate the impact of brand Esteem and brand Knowledge on consumers' buying behavior of Castel beer users.

Besides, conceptual framework and hypothesis were also derived from theoretical and empirical reviews of literature. Moreover, the researcher prepared of 384 respondents, but the research analysis and interpretation of the study was conducted using 371 completed questionnaires that were filled by sample population. The sample population characteristics of the study was on consumers of Castel beer which were selected on non-probability sampling through convenience sampling method from the five geographically segmented territories of the company in Addis Ababa. The researcher also used descriptive, correlation and regression analysis methods to answer research questions and to accept or reject the hypothesis. The descriptive analysis results showed that the respondents Agree for almost all dimensions of the variables and the finding of the study demonstrated that there is positive relationship among the measures used and support

the assumption that brand image dimensions can enhance customer buying behavior. All the four dimensions of brand image (Differentiation, Relevance, Esteem and Knowledge) are positively perceived by most respondents. In regard to the Pearson correlation analysis, all variables do have strong and positive correlation between each other. This means the correlation independent variables against each other and independent variables against dependent variables were strong and positive. Finally, the regression analysis shows that brand image have significant influence on customer buying behavior.

5.4. Recommendations

Based on the findings of the study and conclusions made, the following points are forwarded as recommendations so that the company can enhance the return it gains from brand image practices. And improve the brand image of Castel beer.

- According to the findings of differentiation about the brand, Castel beer have a good brand image by its consumers. The company needs to keep up with its differentiation strategies and maintain its uniqueness. Differentiation doesn't lose its importance. Even though the brand can't even continue to create deference on the physical attributes of the brand the company must keep up differentiating the brand by its marketing activities.
- ➤ The study finds that the consumers of Castel beer have a positive attitude towards the brand relevance. This gives the company more advantage to make its current customers move in to brand loyalty. In order to make the consumers current understanding more about the symbolic benefits they can get from the image of the brand more strong and use this consumers as external sales force to magnet prospects. The company needs to express the brand using influential consumers by creating personal attachments and public relation campaigns. In addition as we can see from the demographic finding of the study. Majority of the brand users 52% of them are full in to the age range from 31 to 40 and only 23.5% of them are from 21 to 30 age. The company needs to work on its intangible brand benefits and self-expressing methods to meet young prospects positive brand image.
- ➤ Brand Esteem has shown a high positive relationship with consumers buying behavior these the company must have to focus on keeping its customers attachment with the brand stronger and work hard on maintaining the quality of the product as it is experienced and perceived by consumers. The other thing to build strong consumers brand esteem and maintain loyalty of customers is the availability of a brand. As we can

see from different empirical studies and self-experiences brands needs to be available and easy to buy. As the researcher can observe on the process of collecting questionnaires, even if consumers need to be loyal to the brand, they can't always find Castel everywhere. For this matter the brand is becoming the, if available, we like to have kind of brand. This can make the company lose its current consumers of the brand by creating negative brand image and for most it challenges consumer's ability to stay loyal for the brand.

Last but not list, the image of a brand regarding to consumers knowledge is very vital and it is the pick point of consumers positive brand image. According to the findings on the descriptive analysis of this study. The consumer respondents have shown less knowledge about the brand. The company must have to communicate the brand more aggressively and work hard to put the brand top of mind. The company needs to associate the brand with positive things which its consumers attracted too and create more visibility, engage on more public relation activates and social events which can reflect its identity and creates familiarity with consumers.

5.5. Direction for Future Research

This study was conducted to examine the effect of brand image on consumer buying behavior in the case of Castel Beer. The sample was drawn only from customers of Castel beer; thus this study may be limited in its generalizability of the findings to other beers. So, future research should have to draw sample of respondents on more number of brewing companies for the sake generalizing the results of the study.

This study takes only the conceptual model of Young and Rubicam, (2001) valuation Model. It would be very helpful to the brewing industry and other marketing studies if researchers use the model as it is and work on different brands as the comparative researches.

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APPINDICES

APPENDIX I

ST MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES MBA PROGRAM

Questionnaire to be distributed for the Customers of Castel Beer

Dear Respondents;

This questionnaire is developed for an academic effort planned for the collection of data to conduct a thesis paper on the title "Investigating the Effect of Castel Beer Brand Image on the Consumers' Buying Behavior", in order to fulfill the University's (St Mary's University) requirement set for awarding of a Master of Business Administration. The information obtained from this questionnaire will be kept confidential and will not be used for any other purposes. Hence, I am kindly asking respondents to give your candid information.

NB:

- ➤ It is not necessary to write your name
- > Try to address all the question given below
- For the closed ended questions use ($\sqrt{}$)mark for your choice in the given box

Contact Address

If you have any query, please do not hesitate to contact me and I am available as per your convenience at (Mobile: *0937463874*)

Thank you for your cooperation!

PART 1: DEMOGRAPHIC INFORMATION

1. Gender		
Male	Female	
2. Educational Qualification	tion:	
Grade 10 completed	Grade 12 completed	Certificate
College diploma	First Degree Second D	Degree and above

PART 2: QUESTIONS DIRECTLY RELATED WITH THE STUDY

2.1. Here under the questions with regard to Brand Defferentiation, Relevance, Esteem, Knowledge and consumers behavior therefore, you are kindly requested to put " \sqrt " "X" mark on the box which represents your degree of agreement. 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree,

	Statements Regarding Brand Defferentiation	5	4	3	2	1
1	I feel that Castel Beer is quite unique.					
2	Castel beer has unique packaging.					
3	Castel beer has exceptional quality.					
4	Castel beer offers significant difference in terms of Test and Aroma					
5	Castel beer is refreshing and thirst quenching					

	Statements Regarding Relevance	5	4	3	2	1
1	Castel beer has suitable alcohol percentage for me.					
2	Castel beer reflects things I am interested in.					
3	Castel beer makes me feel relaxed.					
4	I trust the quality of Castel beer.					
5	Castel beer gives me social approval.					
6	Castel beer provides value for money.					

	Statements Regarding Esteem	5	4	3	2	1
1	Castel beer is bought by the people I admire.				1	1
2	I really admire Castel beer greatly.					
3	I really respect and hold Castel beer in high regard.					
4	I am proud to have others know I use Castel beer.					
5	I tend to praise and defend Castel beer.					
6	Castel beer is sincere with consumers.					
7	Castel beer is honest with its customers.					
8	Castel beer expresses an interest in its customers.					
9	If Castel beer is available, I would not buy any other beer.					

	Statements Regarding Brand Knowlaged	5	4	3	2	1
1	Can recognize Castel beer among other beer brands.					
2	When I think of Beer, Castel beer always comes to my mind first.					
3	For me, this Castel beer synonymous with beer.					
4	I know what Castel is all about.					
5	If asked, I could easily list the values for which Castel stands for.					
6	I know the Slogan of Castel beer.					
7	I can easily recall the characteristics of Castel beer.					

	Statements Regarding factors affecting consumers buying behavior	5	4	3	2	1
1	My society culture affects my choice of consuming Castel beer.					
2	I use Castel beer because it suits with my personality.					
3	I consider my finance states when I chose Castel beer.					
4	I care about people's opinion when using Castel beer.					
5	My family and friends affect my choice of beer.		·			

Thank You!

APPENDIX II

በካስቴል ቢራ ደንበኞች የሚሞላ መጠይቅ

እኔ በረከት አብርሃም በካስቴል ቢራ የምርት መለያ መሰረታዊ ተግባራት እና በደንበኞች የመግዛት ባህሪ ላይ ያለው ተጽዕኖ ላይ የሚያተኩር ጥናት በቅድስት ዩኒቨርሲቲ ለሁለተኛ ዲግሪ መመረቂያ ማሟያ የሚሰራ ሲሆን፡፡ እርሶም ለዚህ ጥናት መሳካት ፈቃደኛ በመሆኖ ልባዊ አድናቆቴን እየገለጽኩ ከመጠይቁ የሚገኙ መረጃዎች ለሌላ አላጣ እንደጣይውሉ ከወዲሁ አረጋግጣለው፡፡ በመጨረሻም ለቀረቡት ጥያቄዎች ትክክለኛውን መረጃ እንዲሰጡ በትህትና እጠይቃለው፡፡

ማሳሰበያ

- ስምዎን መጻፍ አያስፈልግም
- **›** ሁሉንም ተያቄዎች ይመልሱ
- ምላሾን \ ምልክት በማስቀመጥ ይባለጹ

ክፍል 1 ጠቅሳሳ <i>መረጃ</i>
1.
ወንድ
2. ዕድሜ
h 21 እስከ 30 31 እስከ 40 h 41 እስከ 50
ከ 50 አመት በላይ
4. የትምህርት ደረጃ
10ኛ ክፍል 2ኛ ክፍል ዲፕሎማ
የመጀመሪያ ዲግሪ ሁለተኛ ዲግሪና ከዚያ በላይ

ክፍል 2. ከጥናቱ *ጋ*ር ቀጥታ ተያያዥነት ያላቸው ጥያቄዎች

የካስቴል ቢራ መሪ ቃል አውቃለሁ ።

የካስቴል ቢራ ልዩ ነገሮች በቀላሉ መዘርዘር እችላለው።

ከዚህ በታቸ በካስቴል ቢራ የምርት መለያ መሰረታዊ ተግባራት እና በደንበኞች የመግዛት ባህሪ ላይ ያለው ተጽዕኖ ለሚመለከቱ ጥያቄዎች ምላሾን \ ምልክት በጣስቀመጥ ይግለጹ፡፡

1) ማለት በጣም አልስማማም ፣ 2) አልስማማም ፣ 3) አልወሰንኩም፣ 4) እስማማለው እና 5) በጣም እስማማለው

	1) THE TEST ABILE 17 + 2) ABILE 17 + 3) ABILE 17 + 4) ALL 17 HILL AT 5) TEST ALL			ı		
		5	4	3	2	1
1	ካስቴል ቢራ የየተለየየ ቢራ ነው ብዬ አስባለው።					
2	የ ካስቴል ቢራ ማሽጊያ ጠርሙስ የሚስብ ነው።					
3	ካስቴል ቢራ በጣም ፕራት ያለው ቢራ ነው።					
4	ካስቴል ቢራ የተለየ ጣእም እና ቃና አለው።					
5	ካስቴል ቢራ ነቃ የሚያደገኝ ቢራ ነው።					
		5	4	3	2	1
1	ለኔ ካስቴል ቢራ ተስማሚ የአልኮል መጠን አለው።					
2	ካስቴል ቢራ እኔ የምወዳቸውን ነገሮች የሚያንፀባርቅ ቢራ ነው።					
3	ካስቴል ቢራ ዘና ያደርገኛል					
4	ካስቴል ቢራ ፕራት እተማመናለው።					
5	ካስቴል ቢራ በማህበረሰብ ዘንድ ተቀባይነት እንዳገኘ አስቸሎኛል።					
6	ካስቴል ቢራ ዋ <i>ጋ</i> ይ <i>ገ</i> ባዋል።					
		5	4	3	2	1
1	እኔ የ ማ ደንቃቸው ሰዎች ካሳቴል ቢራን ይጠቀማሉ።					
2	ካስቴል ቢራ በጣም ነው የሚመቸኝ።					
3	ካስቴል ቢራ በኩራት ነው የምጠቀመው ።					
4	ሌሎች ሰዎች ካስቴል ቢራን እንደምጠቀም ስለሚያውቁ በጣም ደስተኛ ነኝ።					
5	ስለ ካስቴል ቢራ ሁሌም በኩራት እናገራለሁ ።					
6	ካስቴል ቢራ ለደምበኞቹ የሚመጥን ቢራ ነው።					
7	ካስቴል ቢራ ለደምበኞቹ ታጣኝ የሆነ በራ ነው።					
8	ካስቴል ቢራ ለደምበኞቹ ባታ ያለው በራ ነው።					
9	ካስቴል ቢራ ካለ ሌላ ቢራ አልጠቀምም ።					
		1				
		5	4	3	2	1
1	የካስቴል ቢራ ከሌሎች መሀል መለየት እችላለው።					
2	ቢራ ብዬ ሳስብ መጀመሪያ የሚመጣልኝ ካስቴል ቢራ ነው።					
3	ለኔ ካስቴል ቢራ ቢራ እንደማለት ነው።					
4	ካስቴል ቢራ ምን ማለት እንደሆነ በደምብ አውቃለሁ ።					
5	የካስቴል ቢራ ልዩ ነንሮች በቀላሉ መዘርዘር እችላለው።					

		5	4	3	2	1
1	ያለሁበት ማህበረሰብ ካስቴል ቢራን እንድንጠቀም ተፀእኖ አለው።					
2	ካስቴል ቢራን የምጠቀመው ከጣንነቴ ጋር ስለሚመሳሰል ነው።					
3	ካስቴል ቢራን ስጠቀም ያለኝን ገንዘብ ከባምት ውስጥ አስንብቼ ነው።					
4	ካስቴል ቢራን ስጠቀም ሰዎች ምን ይሉኛል ብዬ አስባለው።					
5	ካስቴል ቢራን እንደጠቀም ቤተሰባቼ እና ጓደኞቼ አስተዋጽኦ አድርገዋል።					