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SCHOOL OF GRADUATE STUDIES

THE FACTORS AFFECTING BRAND CHOICE; IN THE CASE OF BEER BRANDS IN ADDIS ABABA

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August, 2020 G.C

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A RESEARCH THESIS SUBMITTED TO ST'MARY'S UNIVERSITY, DEPARTMENT OF
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MANAGEMENT

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TABLE OF CONTENT

Table of Contents

ACKNOWLEDGEMENTS.....	VI
TABLE OF CONTENT.....	VII
LIST OF TABLES.....	X
LIST OF FIGURES.....	XV
LIST OF ACRONYMS AND ABBREVIATIONS.....	XVI
ABSTRACT.....	XVII
CHAPTER ONE.....	1
1. INTRODUCTION.....	1
1.1. BACKGROUND OF THE STUDY.....	1
1.2. STATEMENT OF THE PROBLEM.....	2
1.3. RESEARCH QUESTIONS.....	3
1.4. OBJECTIVES OF THE STUDY.....	3
1.4.1. General objective.....	3
1.4.2. Specific Objectives.....	4
1.5. SIGNIFICANCE OF THE STUDY.....	4
1.6. SCOPE OF THE STUDY.....	4
1.7. LIMITATION OF THE STUDY.....	5
CHAPTER TWO.....	6
2. LITERATURE REVIEW.....	6
2.1. THEORETICAL REVIEWS.....	6
2.1.1. Concept of consumers Brand choice.....	6
2.1.2. Effect of Internal Influencers on Consumer Choice.....	7
I - Personal Factors.....	7
II- Psychological Factors:.....	8
2.1.3. Effect of External Influencers on Consumer Choice.....	8
I- Cultural Factors.....	8
II- Social Factors.....	9
2.1.4. Effect of Marketing Mix Factors on Consumer Choice.....	9
I- Product.....	9
II- Pricing.....	10
III- Promotion.....	10
IV- Distribution.....	10
2.2. REVIEWS OF EMPIRICAL STUDIES.....	11
CHAPTER THREE.....	12

3.	RESEARCH METHODOLOGY.....	12
3.1.	RESEARCH APPROACH	12
3.2.	RESEARCH DESIGN.....	12
3.3.	TARGET POPULATION.....	12
3.4.	SAMPLING SIZE AND TECHNIQUES.....	13
3.4.1.	SAMPLE SIZE	13
3.4.2.	SAMPLING TECHNIQUES	13
3.5.	TYPES AND SOURCES OF DATA.....	14
3.6.	DATA COLLECTION TECHNIQUES	14
3.7.	METHOD OF DATA ANALYSIS AND INTERPRETATION	14
3.8.	MEASURES	15
3.9.	PILOT TEST (VALIDITY AND RELIABILITY).....	15
3.10.	CONCEPTUAL MODEL OF THE STUDY	16
3.11.	HYPOTHESIS	17
	CHAPTER FOUR.....	18
4.	RESULT AND DISCUSSION	18
4.1.	INTRODUCTION.....	18
4.2.	GENERAL PROFILE OF THE RESPONDENTS	19
4.3.	RESPONDENTS BEER CONSUMPTION CHARACTERISTICS	21
4.3.1.	Descriptive Statistics for Beer Consumption Characteristics of Respondents.....	25
4.4.	ANALYSIS OF DATA TO IDENTIFY RANKS OF RESPONDENTS PREFERENCE	25
4.5.	ANALYSIS OF DATA TO IDENTIFY THE FACTORS AFFECTING BEER BRAND CHOICE	28
4.5.1.	Income.....	29
4.5.2.	Lifestyle	31
4.5.3.	REFERENCE GROUP	33
4.5.4.	FAMILY	35
4.5.5.	Demography.....	38
4.6.	RESPONDENTS PERCEPTION ABOUT EFFECTS OF MARKETING MIX'S ON CONSUMER CHOICE	40
4.6.1.	PRODUCT.....	40
4.6.2.	PRICING.....	43
4.6.3.	Promotion.....	46
4.6.4.	PLACE/DISTRIBUTION	49

4.7. RELATIONSHIP BETWEEN CUSTOMERS PREFERENCE, FACTORS AFFECTING BRAND CHOICE, MARKETING MIX'S AND CONSUMER CHOICE.....	52
4.8. EFFECTS OF RESPONDENT'S PROFILE ON CONSUMER BAND CHOICE	54
4.9. TEST FOR THE EXTENT OF THE IMPACT OF VARIABLES.....	56
4.9.1. NORMALITY TEST	56
4.9.2. LINEARITY TEST.....	57
4.10. EFFECTS OF ITEMS ON THE FACTORS AFFECTING CONSUMERS BRAND CHOICE IN CASE OF ADDIS ABABA	57
CHAPTER FIVE	60
5. SUMMARY OF MAJOR FINDING, CONCLUSION AND RECOMMENDATIONS	60
5.1. SUMMARY OF FINDING	60
5.2. CONCLUSION.....	61
5.3. RECOMMENDATIONS	62
REFERENCES	V
APPENDIX I	1

List of Tables

Table 3. 1 The Cronbach’s Alpha of the Variable	16
Table 4. 1 Age Group of Respondents.....	20
Table 4. 2 Qualification of Respondents.....	20
Table 4.3 Did You Drink Beer?.....	21
Table 4. 4 Usually preferred Beer Brand	21
Table 4. 5 Drinker of Beer	22
Table 4. 6 Consumption of beer within One Time	22
Table 4. 7 Frequently of Drinking Beer.....	22
Table 4. 8 You Drink Beer Usually When You Are.....	23
Table 4. 9 You Like to Consume the Beer At.....	23
Table 4. 10 How Long Have You Been Consuming Your Current Beer Brand?.....	23
Table 4. 11 Days of the Week consuming beer mostly	24
Table 4. 12 Most Influence of Beer Purchase Intention	24
Table 4. 13 Cause for Drinking Beer	25
Table 4. 14 Respondents Opinion on their Preference	26
Table 4. 15Income Change affect beer Choice	29
Table 4. 16Availability of Expensive Option Affects Choice of Beer	29
Table 4. 17Availability of a Cheaper Option Affects Your Choice of Beer.....	30
Table 4. 18 The Price of Beer Doesn’t Affects Choice of Beer Brand.....	30
Table 4. 19The Brand Image can Influences brand Choice.....	31
Table 4. 20Choice of Beer Brand Correlates to Lifestyle.....	32
Table 4. 21 The Attitude towards Beer Affect Choice of Brand	32
Table 4. 22The Product Quality can Influences brand Choice	33
Table 4. 23Friends Influence Beer Brand Preference.....	33
Table 4. 24Choice Is Influenced By What Peers Take	34
Table 4. 25Choice of Beer is influenced Users Past Experience	34
Table 4. 26Beer Choice is influenced by the Celebrities.....	35
Table 4. 27 Family affects the Choice of Beer Brands	35

Table 4. 28 Families past Experiences Affects Choice of Beer.....	36
Table 4. 29 Family Doesn't Affects Choice of Beer Brand.....	37
Table 4. 30 Role and Status in the Family Influences Choice of Beer	37
Table 4. 31 Gender Influences Choice of Beer Brand	38
Table 4. 32 Marriage Status Affects Choice of Beer	39
Table 4. 33 Level of Education Affects Choice of Beer.....	39
Table 4. 34 Age Influences Choice of Beer Brand	40
Table 4. 35 The Packaging can Influences Choice of Beer Brand	40
Table 4. 36 The Quality Aspect of Beer Influences Choice of Beer	41
Table 4. 37 Shape and Labeling of the Bottle, Influences Choice of Beer.....	41
Table 4. 38 The Alcoholic Percentage of The Beer Affects Choice of Brand.....	42
Table 4. 39 Size of the Bottle Influences Choice of Beer.....	42
Table 4. 40 The Price, Influences Choice of Beer Brand	43
Table 4. 41 Brands With a considerable Price Range Influence Choice of Beer	43
Table 4. 42 Income Is Change Choice of Beer Brand	44
Table 4. 43 Availability Of Discounts Affects My Choice Of Beer Brands.	44
Table 4. 44 Availability of a Cheaper Product Will Affect My Choice of Beer	45
Table 4. 45 The Promotion can affect Choice of Beer Brand.....	46
Table 4. 46 Brand Awareness in Bar can affect the Choice of customer	46
Table 4. 47 I Need Exceptional Bars Which Sale Only One Brand Beers	47
Table 4. 48 Brand Awareness via Social Media Affects Choice of Beer Brand	48
Table 4. 49 The Crown Cork Prize Affect Choice of Beer Brand.....	48
Table 4. 50 Widely Available beer is preferred.....	49
Table 4. 51 Dial Delivery Service can Affect Beer Choice.....	50
Table 4. 52 First Brand of Beer on Grocery Store Display purchased firstly.....	50
Table 4. 53 Availability of beer can affect brand choice.....	51
Table 4. 54 Standard of the House Influence Choice of Brand	52
Table 4. 55 coefficient range	52
Table 4. 56 relationships between items	53
Table 4. 57 Relationships between Consumer Brand Choice and Sex of Respondents	54
Table 4. 58 Relationship between Consumer Band Choices and Age of Respondents.....	55

Table 4. 59 relationship between consumer band choices and qualification of respondents	55
Table 4. 60 Relationship between Consumer Band Choices and Marriage Status of Respondents	56
Table 4. 61 Skewness & Kurtosis	57
Table 4. 62 Regression estimates linearity statistics.....	57
Table 4. 63 Model Summary	58
Table 4. 64 Anova ^b	58
Table 4. 65 Coefficients ^a	58
Table 4. 1 Age Group of Respondents.....	20
Table 4. 2 Qualification of Respondents.....	20
Table 4.3 Did You Drink Beer?.....	21
Table 4. 4 Usually preferred Beer Brand	21
Table 4. 5 Drinker of Beer	22
Table 4. 6 Consumption of beer within One Time	22
Table 4. 7 Frequently of Drinking Beer.....	22
Table 4. 8 You Drink Beer Usually When You Are.....	23
Table 4. 9 You Like to Consume the Beer At.....	23
Table 4. 10 How Long Have You Been Consuming Your Current Beer Brand?.....	23
Table 4. 11 Days of the Week consuming beer mostly	24
Table 4. 12 Most Influence of Beer Purchase Intention	24
Table 4. 13 Cause for Drinking Beer	25
Table 4. 14 Respondents Opinion on their Preference	26
Table 4. 15 Income Change affect beer Choice.....	29
Table 4. 16 Availability of Expensive Option Affects Choice of Beer	29
Table 4. 17 Availability of a Cheaper Option Affects Your Choice of Beer.....	30
Table 4. 18 The Price of Beer Doesn't Affects Choice of Beer Brand.....	30
Table 4. 19 The Brand Image can Influences brand Choice.....	31
Table 4. 20 Choice of Beer Brand Correlates to Lifestyle.....	32
Table 4. 21 The Attitude towards Beer Affect Choice of Brand	32
Table 4. 22 The Product Quality can Influences brand Choice	33

Table 4. 23 Friends Influence Beer Brand Preference	33
Table 4. 24 Choice Is Influenced By What Peers Take	34
Table 4. 25 Choice of Beer is influenced Users Past Experience	34
Table 4. 26 Beer Choice is influenced by the Celebrities.....	35
Table 4. 27 Family affects the Choice of Beer Brands	35
Table 4. 28 Families past Experiences Affects Choice of Beer.....	36
Table 4. 29 Family Doesn't Affects Choice of Beer Brand.....	37
Table 4. 30 Role and Status in the Family Influences Choice of Beer	37
Table 4. 31 Gender Influences Choice of Beer Brand	38
Table 4. 32 Marriage Status Affects Choice of Beer	39
Table 4. 33 Level of Education Affects Choice of Beer	39
Table 4. 34 Age Influences Choice of Beer Brand	40
Table 4. 35 The Packaging can Influences Choice of Beer Brand	40
Table 4. 36 The Quality Aspect of Beer Influences Choice of Beer	41
Table 4. 37 Shape and Labeling of the Bottle, Influences Choice of Beer.....	41
Table 4. 38 The Alcoholic Percentage of The Beer Affects Choice of Brand.....	42
Table 4. 39 Size of the Bottle Influences Choice of Beer.....	42
Table 4. 40 The Price, Influences Choice of Beer Brand	43
Table 4. 41 Brands With a considerable Price Range Influence Choice of Beer	43
Table 4. 42 Income Is Change Choice of Beer Brand	44
Table 4. 43 Availability Of Discounts Affects My Choice Of Beer Brands.	44
Table 4. 44 Availability of a Cheaper Product Will Affect My Choice of Beer	45
Table 4. 45 The Promotion can affect Choice of Beer Brand.....	46
Table 4. 46 Brand Awareness in Bar can affect the Choice of customer	46
Table 4. 47 I Need Exceptional Bars Which Sale Only One Brand Beers	47
Table 4. 48 Brand Awareness via Social Media Affects Choice of Beer Brand	48
Table 4. 49 The Crown Cork Prize Affect Choice of Beer Brand.....	48
Table 4. 50 Widely Available beer is preferred.....	49
Table 4. 51 Dial Delivery Service can Affect Beer Choice.....	50
Table 4. 52 First Brand of Beer on Grocery Store Display purchased firstly.....	50
Table 4. 53 Availability of beer can affect brand choice.....	51

Table 4. 54 Standard of the House Influence Choice of Brand	52
Table 4. 55 COEFFICIENT RANGE	52
Table 4. 56 RELATIONSHIPS BETWEEN ITEMS	53
Table 4. 57 Relationships between Consumer Brand Choice and Sex of Respondents	54
Table 4. 58 Relationship between Consumer Band Choices and Age of Respondents.....	55
Table 4. 59 RELATIONSHIP BETWEEN CONSUMER BAND CHOICES AND QUALIFICATION OF RESPONDENTS	55
Table 4. 60 Relationship between Consumer Band Choices and Marriage Status of Respondents	56
Table 4. 61 Skewness& Kurtosis	57
Table 4. 62 Regression estimates linearity statistics.....	57
Table 4. 63 Model Summary	58
Table 4. 64 Anova ^b	58
Table 4. 65 Coefficients ^a	58

List of figures

Figure 3. 1Conceptual Frame work of the study.....	16
Figure 4. 1 Sex of Respondents	19
Figure 4. 2 Marriage Status of Consumers	21
Figure 4. 3CUSTOMERS PREFERENCE	25

LIST OF ACRONYMS AND ABBREVIATIONS

ABV:	Alcohol by Volume
CSA:	Central Statistics Agency
EABL:	East African Breweries
GDP:	Gross domestic product
SRS:	Simple Random Sampling
SWOT:	Strength, Weakness, Opportunity and Threats Analysis
TV:	Television
STD DEV:	Standard Deviation

ABSTRACT

The research has been focused on assessing the factors affecting consumers brand choice in Addis Ababa. Addis Ababa was used as a case for the study. Literature has reviewed on: choice of Beer Brand, Factors affecting Beer Brand choice and Effects of Marketing Mix's on Consumer Choice. Quantitative and quantitative research approach has been used to realize the study objective. The data has been collected from both primary and secondary sources of data. The main research instrument used a Likert 5 scale questionnaire to collect primary data. From total Target population 355 respondents were sampled for data collection; Reliability and Validity of instrument has been used for test by carrying out a pilot study. The collected data has been processed with the help of computer software package (SPSS version 20.00). The collected data has been analyzed through different statistical techniques: descriptive statistics, inter correlation t-test, ANOVA and multiple regressions. According to the findings of the study most of the respondents feel that internal factors greatly influence the consumer choice. Factors such as cost of beer, availability of cheaper alternatives, increase income, lifestyle and personality significantly affect their choice of beer. The findings revealed that income had a negative, but significant relationship with consumer choice of beer brand, and every increase in income results in a decrease in consumer choice due to the inverse relationship. The study also revealed a significant relationship between marketing factors and choice of beer brand therefore factors such as price, product features, and promotion and distribution impact heavily in consumer choice of beer brand. The findings revealed the product features had a positive significant relationship with consumer choice of beer brand, and every increase in product results in an increase in consumer choice. The study recommends that Beer Factories should allocate appropriate influencers for their marketing campaigns as this affects greatly the perception of the beer brand and therefore choice. The age, gender and lifestyle factors should be considered while considering the appropriate influencer. It is also recommended that Factories should focus on packaging aspects for its beers for different target markets. Notably, the findings from this study form the basis of further study on the same field in other cities.

Key Words: *Beer, Brand, customer, satisfaction, Market*

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

Ethiopia's alcoholic drinks market has "very strong growth prospects", Per-head consumption of beer has doubled since 2012 to currently but remains well behind South Africa, at more than 601, Spirits consumption, he says, is also well below the regional average (Vivian Imerman 2019). The International Monetary Fund expects Ethiopia to be Africa's fastest-growing economy in 2019. With a population of about 105 million, Ethiopia is Africa's second-most populous country after Nigeria. The median age of 17 gives Ethiopia one of Africa's youngest demographic profiles. The major players in the Ethiopian drinks market are Heineken, Diageo, Dashen, BGI Ethiopia and Habesha. With the variety of product brands available in the market it's necessary to understand how marketing factors influences product and brand choice. Lemay (2017) establishes that a product is anything offered to the market to satisfy a want or need. In planning its market offering, the marketer needs to address five product levels each level adds more customer value, and the five constitute a customer-value hierarchy. According to Jonathan (2008), product management and subsequent marketing strategizing predicates substantially on the differentiation of products supported by Philip Kotler's five product level model. Notably, when differentiation arises, competition increasingly occurs based on product augmentation which also leads the marketer to look at the user's total consumption system: the way the user performs the tasks of getting and using products and related services Jonathan (2008). As postulated by Jonathan (2008), each augmentation adds cost however; augmented benefits soon become expected benefits and necessary points-of parity in the category.

Currently, there are many beer brands in Ethiopia. In fact, the choices of beer are now more diverse in types and flavors. The reasons why the selection of beer brands was different from person to person is that some people chose a particular beer brand because of their attachment to its taste, while others loved to try a new taste. Sometimes people merely made their choice of beer based on what their friends were drinking. The affordability was also another factor for the beer brand selection in some cases.

1.2. Statement of the Problem

There are some facts that motivate the researcher to conduct the research on this title, factors affecting brand choice has been the subject of abundant research in several fields, including production management, customer service, and marketing. In every product category, consumers have more choices, more information and higher expectations than ever before. To move consumer from trial to preference, brands need to deliver on their value proposition, as well as dislodge someone else from the consumer's existing preference set.

It is very well understood that information on consumer behavior and brand preference are key factors which creates efficiency in business management (Bytiqi, 2008). Having more information on customer's needs, wants and behavior will help business to choose their target market(s) and tailored marketing programs. Interest in consumer brand choice has grown among marketing practitioners' and scholars in the process of understanding consumer brand selection (Kotler, 2002). It is very critical for companies to understand the customer's requirement and provide the products that satisfy their needs. Consumers brand preference represents a fundamental step in understanding consumer choice.

Beer companies play a significant role in the country's economic growth by generating revenue to the government through taxes, creating employment to the locals in the product manufacturing, packaging and distribution to the retail outlets. The number of beer companies has significantly increased in Ethiopia. The effect of this has been a reduction in market share, declining profitability and stiff competition. As a result, companies have been forced to craft strategies in order to sustain or grow their market share, expand to new territories or markets, acquire new technologies, develop brand or line extensions, reduce costs and risks (Oliver, 1995).

According to the latest Beer factories SWOT Analysis report, the company faces weak customer service challenges which in turn affect Beer Factories reputation and brand the long term effects of this affect the overall bottom line of the Factories. A solution is required to increase volumes, while maintaining high quality (The Monitor, 2011).

It is very critical for companies to understand the customer's requirement and provide the products that satisfy their needs. Consumers brand preference represents a fundamental step in understanding consumer choice. A deep understanding of brand choice dynamics can help

managers design marketing programs that evolve with their customers. Such knowledge may also help marketing managers accurately evaluate the lifetime value of customers.

This study was necessary to address the product management gap associated with customer satisfaction that currently exists. Studies are required to help companies understand in depth customer behavior and their influencers. These include consumer ever changing lifestyles, demographics changes in the population over the years, product lifecycles and the changing trends. This study intended to address the opportunities, weaknesses and threats of beer products.

Moreover, as Alamro and Rowley, (2011) state conducting a research in various sectors might explore the extent to which the determinants of brand preference and their relative influence varies between different contexts. Hence, although many studies have been conducted in various product categories, factors applicable to one sector/product category might not fit the other. Furthermore, published researches regarding the Ethiopian beer industry are scarce. Thus, this study is conducted to identify the underlying factors of consumer's brand choice in a beer product category and the main research question of the study is —What factors determine the brand choice of beer in Addis Ababa? Under this main research question, the following specific research questions were addressed.

1.3. Research Questions

General questions of the study have been made on assessment of the factors affecting brand choice in the case of beer brands in Addis Ababa. The specific questions involve;

- a. What is the brand preferred by customers?
- b. What factors determine the brand choice of beer?
- c. What is relationship between marketing mix and beer brand choice?

1.4. Objectives of the Study

1.4.1. General objective

The general objective of the research is to assess the factors affecting consumers brand choice in the case of beer brands in Addis Ababa.

1.4.2. Specific Objectives

The study has the following specific objectives;

- a- To identify the brand preference of beer consumers.
- b- To identify the major factors that determines the brand choice of beer.
- c- To investigate the relationship between marketing mix's and choice of beer brands choice.

1.5. Significance of the Study

The study has significant for the managers of Beer factory because, they be able to articulate informed marketing strategies aimed at winning and retaining their customers. The study provides an in depth understanding of their consumer choices in beers this may help them in identifying new market opportunities, improve on product offerings. It helps the beer distributors to understand their markets better to know the popular products and which geographical locations to approach for which beers for effecting distribution for maximum results. It enables marketing agencies/companies to gain insights about buyer behavior and the prospecting companies that would like to set up a similar business in Ethiopia. It enables the hospitality industry to understand what to stock for their target markets. Therefore, by incorporating these suggestions, the Factory can minimize factors that influence brand choice and the study will also use as a source document for those who are interested to conduct further studies of related areas.

1.6. Scope of the Study

The thesis was focused on theoretical, methodological, and geographical delimitation. Theoretically, the study has been delimited on the assessment of the factors affecting consumers brand choice. Methodological scope of this study include: primary and secondary data collected from beer-drinking persons through structured questionnaire, interview and the overall observations. The collected data will be analyzed by using statistics such as: Descriptive statistics, which use in the study to present the main characteristics of the sample. Also inferential statics such as t-test will use to present the relationship between variables. Geographically, the study was focused on the assessment of the factors affecting consumer's beer brand choice in Addis Ababa.

1.7. Limitation of the study

This research study suffered from several limitations. Currently, there are so much numbers of beer customers in Ethiopia. It is more valuable if this study in corporates other cities of Ethiopia and assess the factors affecting consumer's beer brand choice. Trying to incorporate two or more cities in this study would take a long time, needs more human, financial and material resources, and require large geographical coverage. As a result of more human and material requirement, time length, infeasible economy and wide geographical coverage, the study is only limited to assess the factors affecting consumer's beer brand choice in Addis Ababa city.

CHAPTER TWO

2. LITERATURE REVIEW

In this chapter the literatures written by different authors and researches conducted by different scholars in relation to subject as per the specific objectives of the study are extensively reviewed.

The specific objectives of this study are to determine the effect of external influences and internal influencers on consumer choice of beer brands and to establish the effects of marketing factors on consumer choice of beer brand.

2.1. Theoretical Reviews

2.1.1. Concept of consumers Brand choice

Consumers look to purchase products and brands that are relevant to their needs Self-evident. But the ways in which they make choices are much more complex than quality or availability because they are so much more human. As Martin Bishop has pointed out, numerous studies have shown that ‘different’ exists in the mind of the consumer rather than in the actual physical attributes of a product or brand. A brand is distinctive if people feel it’s distinctive; it’s worth paying for if it feels worth paying that amount for (Martin Bishop, 2018).

Priorities- consumers buy into products that talk to the things that matter in their lives. But “things that matter” is not a static thing. As social attitudes change, what matters and the level of urgency that we have for its attainment also changes. Marketers often believe that people buy products and services because of their intrinsic goodness. That’s why they’re so keen to tell stories based on features. But powerful brands look to appeal to our wish to change the world. That world may be as immediate and personal as our own happiness, or as panoramic as global change. It must press a button in us that others can’t press in the same way. Perhaps it’s speed. It could be time, quality, excitement, finding, togetherness and it changes. Not just as attitudes and priorities change, but also as competitors match a particular appeal or pitch a greater appeal to buyers. Brands need pressure to work, not in a selling technique sense but in the sense of gathered energy, because without pressure there are no priorities. People look for inspiring answers to things that loom large. The critical insight understands why your brand delivers on a timely priority in an inspiring way.

Choice Cues- consumers are attuned to particular ideas and words. When we see or hear them, or they are re-presented to us in new and powerful ways, they capture our attention. Through background, culture, religion, life experience and many other prompts, words strike chords in us. We don't just hear or read a word, we encounter an idea.

If that idea rings a bell with us as consumers, we are more inclined to believe it, and the brand behind it. Too often the language of brands lacks excitement, because marketers focus on what is being said rather than what is being communicated. They fail to inject emotional cues with primal appeal into their interactions. Things are natural or sustainable or organic or premium but those words are so over-used that they lack distinction anymore (Sheena Iyengar, 2018). What Others Say- we're social creatures. We're intrigued by what others like. As consumers we find that momentum exciting. Participation gives us a powerful sense of involvement and appeals to our sense of curiosity. Consumers want to know others' experiences, and then they want to forge their own version of that experience so that they can then share it with others. Powerful brands look to form communities for that reason. Because they know that in encouraging consumers to share what they love, they are encouraging more than exchanges between devotees. If you're reworking your brand right now, it's not enough to complete a story that fills out your philosophical detail. Your real challenge is to craft and tell a story that is true to whom you are (so that it doesn't ring hollow) and that serves as a reason for consumers to seek you out because they perceive in you something that's worth walking past everyone else to get to.

2.1.2. Effect of Internal Influencers on Consumer Choice

The internal influences include both personal and psychological factors. The personal factors include age, income, lifestyle and personality while the psychological factors include motivation, perception, learning, beliefs and attitudes (Kotler& Keller, 2012).

I - Personal Factors

According to Ceylan (2010) the income level is an important factor influencing the form in which the beer is consumed. According to Sarma (2015), Occupation also influences consumption patterns. Product and brand choice are greatly affected by economic circumstances: spendable income level, stability, and time pattern, savings and assets including the percentage that is liquid, debts, borrowing power, and attitudes toward spending and saving. Ideally, all these factors define the dynamics of business, management and product-customer relationship (Singh &Sarma, 2015). According to (De Mooij, 2004) the economic situation of any country

also strongly influences the buying behavior of consumer. Mean the consumer choice strongly affect by economic circumstances.

If the living standard of the people is high then they also purchase good food, clothes and other things. It also influences by the income level, political satiability, import and export and currency value.

Age of individuals may affect purchase decision for types of goods and services and pass through the various lifecycle stages. Compared to their older counterparts, younger individuals are less committed to definite patterns and are more open to new perspectives and products (De Mooij, 2004). The consumer behavior literature states that lifestyle, including attitude, behavior and psychological profile, is an important influence on consumer consumption patterns, and can indicate attitudinal differences between segments.

II- Psychological Factors:

Sigmund Freud assumed the psychological forces shaping people's behavior are largely unconscious, and that a person cannot fully understand his or her own motivations. So that, the marketer can decides at what level to develop the message and appeal (LeMay, 2017). Herzberg's theory has two implications. First, sellers should do their best to avoid dissatisfies. Second, the seller should identify the major motivators of purchase in the market and then supply them (Mariëlle, 2010). In marketing, perceptions are more important than reality, because perceptions affect consumers' actual behavior. Mental processes include many subtle subconscious effects, no evidence supports the notion that marketers can systematically control consumers at that level, especially enough to change moderately important or strongly held beliefs (Kotler& Keller, 2012). Through experience and learning, people acquire beliefs and attitudes. These in turn influence buying behavior. Attitudes put us into a frame of mind: liking or disliking an object, moving toward or away from it (LeMay, 2017; Mariëlle, 2010).

2.1.3. Effect of External Influencers on Consumer Choice

The External influences include both Cultural and Social Factors. The Cultural factors include culture, sub culture and Social Class while the Social factors include family reference group, Role and Status (Mariëlle, 2010; LeMay, 2017).

I- Cultural Factors

Culture, subculture, and social class are particularly important influences on consumer buying behavior. Culture is the fundamental determinant of a person's wants and behavior. Subcultures

include nationalities, religions, racial groups, and geographic regions. When subcultures grow large and affluent enough, companies often design (LeMay, 2017; Mariëlle, 2010).

II- Social Factors

The Social factors include family reference group, Role and Status have a direct or indirect influence on their attitudes or behavior (Singh & Sarma, 2015). Family is the most important consumer buying organization in society, and family, Consumers constitute the most influential primary reference group. People choose products that reflect and communicate their role and their actual or desired status in society. Marketers must be aware of the status-symbol potential of products and brands (Kotler & Keller 2012).

2.1.4. Effect of Marketing Mix Factors on Consumer Choice

Marketing tools that an institution uses to produce the response it wants from its various target markets are marketing mix. Tangible products have traditionally used a Four Ps model; whereas, services sector uses a Seven Ps approach (Kotler & Keller 2012).

I- Product

The importance of certain product aspects in buying products differs with demographic characteristics, such as gender, age, and social class (Henry, 2002; Holt, 1998; Williams, 2002). For example, younger people pay more attention to expressive product aspects than older people (Henry, 2002). However, Wallendorf and Arnould (1988) found older people less likely to choose functional as opposed to display items as favorite possessions. This seems to indicate an importance of symbolic value in buying products (Creusen, 2010). Other studies suggest that income level does not correlate highly with social class (Williams, 2002; Coleman, 1983). Therefore, we look at income level separately. There is little research about the relation of income to the importance of various evaluative criteria (Williams, 2002). Williams found a negative correlation between income and the importance of utilitarian purchase criteria, especially for less socially relevant products. We therefore expect that higher income leads to less importance of functional aspects and will assess whether this goes for functionalities as well as quality and ease of use. (Williams, 2002) did not find a relation between income and importance of expressive aspects (Creusen, 2010). According to Creusen (2010) article, the package's overall features can underline the uniqueness and originality of the product. Quality judgments are largely influenced by product characteristics reflected by packaging, and these play a role in the formation of brand preferences. If the package communicates high quality,

consumers frequently assume that the product is of high quality. If the package symbolizes low quality, consumers transfer this “low quality” perception to the product itself (Underwood et al., 2001; Silayoi&Speece, 2004). Ali, (2014) says consumers also learn color associations, which leads them to prefer certain colors for certain product categories (Grossman & Wisenblit, 1999).

II- Pricing

According to Ali (2014) alcoholic beverage companies view prices in terms of their ability to generate profits, sales, and consumer traffic, as well as how they affect the stores image. In setting retail prices, the alcoholic beverage company is guided by the value chains set by the company, profits, sales or competitive objectives. Alcoholic beverage firms use price adjustments as adaptive mechanisms to accommodate changing market conditions and operating requirements. Both upward and downward adjustments are needed from time to time to adapt to the dynamic retailing environment, (Lewinson&Delozier, 1982). Consumers are becoming more increasingly price sensitive, (Eaglesham, 1990).

III- Promotion

According Ali (2014), alcoholic beverages desire to influence their customers to take desired course of action, retail communications must be well organized and designed so that each message contains the appropriate balance of information and persuasion. Retail advertising has two basic purposes: to get the customers into the store and to contribute to the stores image or the company. The first purpose is immediate: today’s advertising brings buyers into the store tomorrow; tomorrow’s advertising brings buyers into the store the next day (Hasty & Reardon 1997).

IV- Distribution

Marketers must pay close attention to the distribution channel and adjust their marketing strategies as needed. New opportunities are constantly emerging that await the right marketing savvy and ingenuity (Singh & Sarma, 2015).

2.2. Reviews of empirical studies

Aquilani et al. (2015) studied the consumer preference perspective on the craft beer in Italy by comparing consumer profiles between purely commercial beer consumers and commercial beer consumers who had already tasted craft beer. The study factors were brand, price, availability in bars, pubs and restaurants, availability in stores, and packaging. The study method was a random survey.

Participants in this study were 444 visitors who attended Dire-Fare-Mangire event in Italy organized by Slow Food. The result showed that the attractive factors on possibility of purely commercial beer drinkers to taste craft beer were aroma, perceive quality, frequent beer drinking, and drinking by oneself. The various flavor of craft beer was a factor making beer consumer's preferred craft beer more than commercial beer. Craft beer was perceived as higher quality than commercial beer because beer consumers believed that craft beer was produced from selective raw materials and better production process. The benefit of this research could apply to beer producers in order to understand the new trend of beer market.

Krutulyte, Costa, and Grunert (2009) explained that products have intrinsic quality cues, which include all physical characteristics of the product (including packaging) and extrinsic quality cues, including "brand name, price, store type, label information, information on origin, etc.". Intrinsic quality cues have some research supporting their effects. Ares et al. (2009) stated that the liking and purchase of a product depends on more than just the sensory details. Non-physical details such as brand and price influence consumers' decisions.

Gabriel (2001) found in a study on beer that, when brand names were unknown, families favored a different brand of beer each day, and when asked which they preferred, the actual selection rarely matched the indicated preference. In Allison and Uhl's (1964) study on beer taste perception, all labeled bottles received higher scores than unlabeled; even the lowest-rated labeled bottle was preferred over the high estrated unlabeled bottle (as cited in Fichter& Jonas, 2008).

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1. Research Approach

According to John, (2014) Research approaches are plans and the procedures for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation. The selection of a research approach is also based on the nature of the research problem or issue being addressed, the researchers' personal experiences, and the audiences for the study. There are three basic approaches to research (a) qualitative (b) quantitative (c) mixed methods. According to Christensen, (1985) noted that quantitative survey is the most appropriate one to use if the purpose of an investigation is to describe the degree of relationship which exists between the variables. Accordingly, this research was conducted using both of quantitative and qualitative research approach hence it assesses the factors affecting beer brand choice in case of Addis Ababa. Therefore, the quantitative method is used by considering sample customers by distributed questionnaires and qualitative method has been conducted by open ended questionnaires.

3.2. Research Design

The study employed descriptive and survey research type. Research design is the applied strategy chosen to collectively integrate components of a study while addressing a research problem (Bryman and Bell 2003). This study used a descriptive survey design to analyze the factors affecting consumer choice of beer brand in Addis Ababa. A descriptive survey design is a research design and framework that seeks to explain and describe a certain trend, phenomenon or case interest. In most instances, descriptive surveys attempt to capture attitude or patterns of past behavior (Hagan, 2000).

3.3. Target Population

The research was conducted on Beer drinking population in case of Addis Ababa. EphremTesfaye (2015) describes the beer drinking population in Addis Ababa to be undefined but estimated to be over the half million mark. Ideally, Addis Ababa is termed as an actively

drinking nation. The target populations of the study involved the residents of Addis Ababa who are occasional and regular users of beer from above ages 18 and over and has been included both men and women.

3.4. Sampling Size and Techniques

3.4.1. Sample size

Because it's difficult to study the entire population of the city administration, it is important to select a sample from the total populations. Accordingly, the sample size for this study is only 400 from total population 3.6 million. From total population the sample size has calculated at 95% confidence level and 5% margin of error for all respondents based on the formula for finite population correction.

For estimation of sample size, the following formula has used for the study (Israel, 2009).

$$N_o = \frac{N}{1 + N(e)^2} \quad \text{And} \quad n = \frac{N_o}{1 + \frac{(N_o - 1)}{N}}$$

$$N_o = \frac{3.6\text{mill}}{1 + 3.6\text{mill}(0.05)^2} \quad n = \frac{399.99}{1 + \frac{(399.99 - 1)}{3.6\text{mill}}}$$

Unadjusted sample size (N_o) = **399.99** and adjusted sample size (n) will be= **399.99**

Where, N = Total population

N_o = Unadjusted Sample size

n = Adjusted sample size

e = Sampling error

3.4.2. Sampling techniques

For purposes of this study, Convenience Sampling technique of Non probability sampling were employed and effectively used to address the objectives of the study. Researcher has employed convenience sampling technique to select the respondent of questionnaire from total population and purposive sample method for interview. The rationale behind employing

convenience sampling method is because all customers are not available in one outlet (groceries, bars and etc.) at the same time and it is not possible to contact everyone who may be sampled, then systematic sampling of 25 bars from every street/ area has made and Convenience Sampling technique of Non probability sampling were employed and effectively used to address the objectives of the study.

3.5. Types and sources of data

The study has been used both of quantitative and qualitative data types. Moreover, both primary and secondary sources have been employed. The primary data for the study has collected from structured questionnaires administered to all beer-drinking persons. Secondary data was collected from the proclamation, journals, and reports. Different web sites, related reading materials, media and data from beer factory. Both theoretical and empirical data was used to support justification.

3.6. Data collection techniques

The data for the study has been collected from the Beer drinking population. According to Bless and Higson-Smith (2000), there are three common methods of data collection, namely, observation, interviews and questionnaires. The researcher has been conducted physical observation on Beer drinking population in order to understand the factors affecting beer brand choice. UmanSekaran (2005) suggests that questionnaires are an efficient data collection mechanism provided the researcher knows exactly what is required and how to measure the variables of interest. For the purposes of this research, structured questionnaire containing both open-ended and closed ended types of questions were designed and distribute to the respondents.

3.7. Method of data analysis and Interpretation

To meet the research objectives data collected from open and close ended questionnaires and documents were encoded, tabulated and interpreted in systematic way. Table s and Figures were used to summarize qualitative and quantitative data that was collected and analyzed to full fill the desired objective of the issue under study.

Data was analyzed and presented using statistics techniques such as tabulation, frequency distribution, bar charts, pie charts and percentage. Descriptive statistics, such as; means, and standard deviations and inter correlations among the main variables, where present the main

characteristics of the sample. Also inferential statistics such as t-test and ANOVA were used to present the relationship between variables.

3.8. Measures

A questionnaire was designed in order to assess the factors affecting beer brand choice. All measures have been made on the 5-point Likert scale (1=Very poorly, 2=poorly, 3=fairly, 4=well, 5=Very well). The questionnaires have pages consisting of two sections. The first section requests on the demographic information on the respondent's sex, age, marriage status and qualification. The second section asked to assess the factors affecting beer brand choice.

The questionnaires have prepared in English. The respondents will be asked for each item to show their degree of agreement on 5-point Likert type scale which will makes the respondents to understand the formal and produce more accurate answer.

3.9. Pilot Test (Validity and Reliability)

Pilot test were carried out on June, 2019. 40(forty) respondents have been selected for the pilot test. Respondents have been randomly selected. The purpose of the pilot test is to evaluate the reliability of the questionnaires. The researcher can know whether the questionnaire is understandable by the respondents or not.

A questionnaire was designed in order to assess effects of Factors affecting beer brand choice. According to Kothari (2004) Content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is good.

Reliability is that individuals should receive a similar score each time they use the measuring instrument Jackson, (2010). The questionnaires reliability has checked to assess the internal consistency of variables in the research instrument. The questionnaires have pages consisting of two sections. The first section requests on the demographic information on the respondent's sex, age, marriage status and qualification. The second section asked to assess factors affecting beer brand choice. The questionnaires have prepared in English language and respondents asked for each item to show their degree of agreement on 5-point Likert type scale which will makes the respondents to understand the formal and produce more accurate answer. To measure the reliability of the instruments used Cronbach's alpha were used. The Cronbach's alpha of the variable shows the following result:

According to Uma Sekaran (2005), if the alpha value is less than .6, the instrument used has a low reliability which opens for some errors. If the alpha value is within .7, the instrument has acceptable.

Table 3.1 The Cronbach's Alpha of the Variable

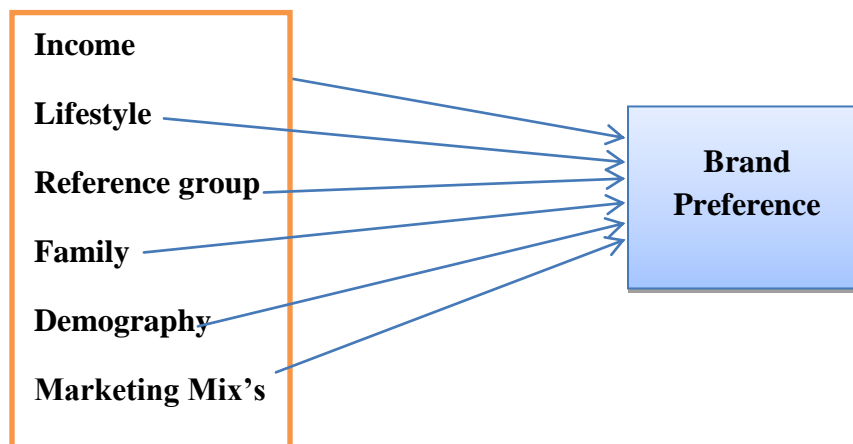
Items	Frequency of items	Cronbach's Alpha
General questions for choice of Beer Brand	21	.952
Factors affecting Beer Brand choice	20	.826
Effects of Marketing Mix's on Consumer Choice	25	.872

Source: Survey (2020)

3.10. Conceptual model of the study

The conceptual framework indicates the vital process, which is useful to illustrate the track of the study. The study demonstrates the relationship between the Brand preference and nine Independent variables shown as follows:

Figure 3.1 Conceptual Frame work of the study



Source: Researcher own work (2020).

The above conceptual model of the study shows variables used in research: Independent variables (Income, Life style, Reference group, Family, Demography, Product, Price, Promotion, and Place) while the dependent variable of the study is brand preference.

3.11. Hypothesis

From related literature, theories, conceptual framework, and previous studies can be hypothesized as follow

Hypothesis.1. There is a positive relationship between Income and Brand preference.

Hypothesis.2. There is a positive relationship between Life style and Brand preference.

Hypothesis.3. There is a positive relationship between Reference group and Brand preference.

Hypothesis.4. There is a positive relationship between Family and brand preference.

Hypothesis.5. There is a positive relationship between Demography and brand preference.

Hypothesis.6. There is a positive relationship between Product and brand preference.

Hypothesis.7. There is a positive relationship between Pricing and brand preference.

Hypothesis.8. There is a positive relationship between promotion and brand preference.

Hypothesis.9. There is a positive relationship between place and brand preference.

CHAPTER FOUR

4. RESULT AND DISCUSSION

4.1. Introduction

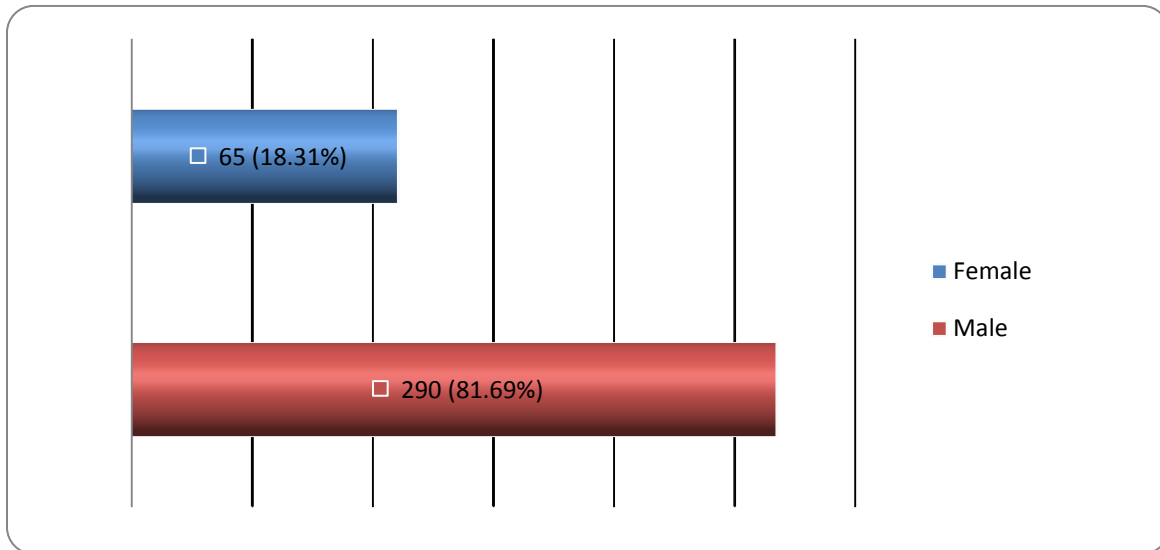
Under this section the data collected from respondents of each department of Lafto Sub-City Users of Beer were presented and analysis was made based on the collected primary and secondary data through questionnaires and Interviews from each Consumers, experts and users.

The questionnaires were distributed to a total of 400 respondents from the Users of Beer. Among them 355 were returned back. Out of distributed questionnaires 45 questionnaires were not returned back. The questionnaires include the direct question to assess the factors affecting consumers brand choice. Each questionnaire was accompanied by a further covering letter explaining the purpose of the study to the prospective respondent. General instructions on completing the questionnaire and the importance of completing all questions were included. The covering letter also explained why it is important that the respondent personally complete the questionnaire.

4.2. General profile of the Respondents

In this section the general profile of the respondents is analyzed using frequency and percentage. The gender, age group, educational qualification, marriage status and their position are analyzed, interpreted and discussed based on the data gathered.

Figure 4.1 Sex of Respondents



Source: Survey (2020)

According to Figure 4.1, out of 355 respondents, 290 (81.69%) were males and only 65 (18.31%) were females. This finding reflects that the majority of male consumers are dominating in users of Beer.

Table 4. 1Age Group of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-29	62.00	17.46 %	17.46 %	17.46%
	30-39	86.00	24.23 %	24.23 %	41.69%
	40-49	86.00	24.23 %	24.23 %	65.92%
	50-59	121.00	34.08 %	34.08 %	100.0
	Above 60	-	-	-	
	Total	355	100.0	100.0	

Source:

Survey (2020)

Table 4. 2Qualification of Respondents

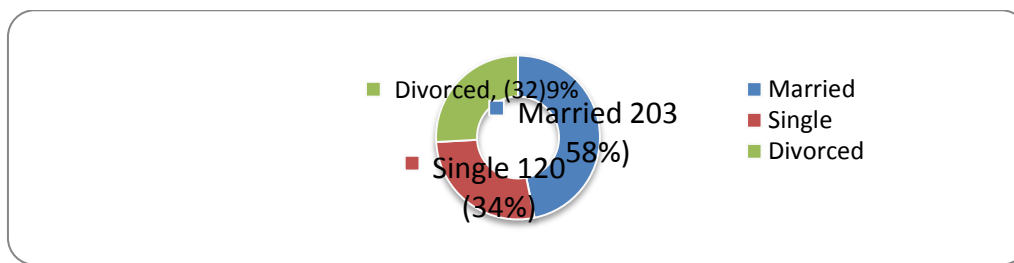
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	97	26.4	27.33%	27.33%
	First degree	95	25.9	26.76%	54.09%
	Master's degree	45	12.3	12.67%	66.76%
	Ph. D	5	1.4	1.41%	68.17%
	others	113	30.8	31.83%	1000
	Total	110	96.7	100.0	

Source:Survey (2020)

When looking into age of the respondents Table 4.2 most of them were in the cumulative age group of 30-39 and 40-49 with a cumulative percent of 48.46%.

From Table 4.3 the academic qualification of respondents shows that, 113(31.83%) are classified under other category and 95 (26.76%) hold first degree. This implies that the majority of respondents have low educational qualification.

Figure 4.2 Marriage Status of Consumers



Source: Survey (2020)

Figure 4.2 shows that Out of 355 Respondents, 203(58%) respondents are married, 120(34%) respondents are single and 32(9%) are divorced respondents. The profile of respondents seems to be representative of actual population proportion of Addis Ababa city Users of Beer.

4.3. Respondents Beer Consumption Characteristics

Table 4.3 Did You Drink Beer?

		Frequency	Percent	Valid Percent
Valid	yes	355	96.7	100.0
Missing	System	12	3.3	
Total		367	100.0	

Source: Survey (2020)

According to Table 4.4 almost all respondents 355 (96.7%) of them have drink beer, and (12) 3.3% of them were not responded the question.

Table 4.4 Usually preferred Beer Brand

		Frequency	Percent	Valid Percent
Valid	Bedele	33	9.0	9.3
	Dashen	65	17.7	18.3
	Heineken	30	8.2	8.5
	Walia	62	16.9	17.5
	St george	65	17.7	18.3
	Habesha	55	15.0	15.5
	Harar	45	12.3	12.7
	Total	355	96.7	100.0

Source: Survey (2020)

With regards to the preference of the beer brand Dashen, St. Georges, Walia and Habesha are the major players in the industry.

A majority of the respondents (18.31%) stated that Dashen and St.Georges is their first choice being followed up by Walia and Habesha 17.43% and 15.49% respectively. The others shared the remaining consumers' preference.

Table 4. 5 Drinker of Beer

		Frequency	Percent	Valid Percent
Valid	Occasionally	255	69.5	71.8
	Regularly	100	27.2	28.2
	Total	355	96.7	100.0

Source: Survey (2020)

From the 355 respondents, 71.83% drink beer occasionally and the rest 28.17% are regular beer drinkers.

Table 4. 6 Consumption of beer within One Time

		Frequency	Percent	Valid Percent
Valid	<2 Bottles	240	65.4	67.6
	>2Bottles	115	31.3	32.4
	Total	355	96.7	100.0

Source: Survey (2020)

Out of total respondents 67.61% were drink 1-2 bottles of beer and the rest 32.39% drink more than 2 bottles.

Table 4. 7 Frequently of Drinking Beer

		Frequency	Percent	Valid Percent
Valid	Every day	70	19.1	19.7
	Once in a week	115	31.3	32.4
	More than once in a week	120	32.7	33.8
	Other	50	13.6	14.1
	Total	355	96.7	100.0

Source: Survey (2020)

Out of total respondents, 33.80% of the respondent drinks beer more than once in a week and 32.39% of the respondent drinks beer once in a week.

Table 4. 8 You Drink Beer Usually When You Are

		Frequency	Percent	Valid Percent
Valid	In the party / with friends	43	11.7	12.1
	In sad moment	135	36.8	38.0
	In happy	112	30.5	31.5
	No reason	65	17.7	18.3
	Total	355	96.7	100.0

Source: Survey (2020)

From total respondents, 38.03% of the respondent's drink beer in sad moments and other 31.55% drink beer inHappy moment.

Table 4. 9 You Like to Consume the Beer At

		Frequency	Percent	Valid Percent
Valid	Home	120	32.7	33.8
	Bar	102	27.8	28.7
	Restaurant	79	21.5	22.3
	Open space	54	14.7	15.2
	Total	355	96.7	100.0

From total respondents, 33.80% of the respondent drink beer at home and 28.73% of the respondent drink beer in bar or pubs.

Table 4. 10How Long Have You Been Consuming Your Current Beer Brand?

		Frequency	Percent	Valid Percent
Valid	1 year	56	15.3	15.8
	1 year to 3 years	132	36.0	37.2
	3 years to 5 years	105	28.6	29.6
	More than 5 years	62	16.9	17.5
	Total	355	96.7	100.0

Source: Survey (2020)

From total respondents, 37.18% were drink beer for about one to three year and 29.58% were drink beer for three to five years.

Table 4. 11Days of the Week consuming beer mostly

		Frequency	Percent	Valid Percent
Valid	Monday	33	9.0	9.3
	Tuesday	40	10.9	11.3
	Wednesday	35	9.5	9.9
	Thursday	32	8.7	9.0
	Friday	47	12.8	13.2
	Saturday	98	26.7	27.6
	Sunday	70	19.1	19.7
	Total	355	96.7	100.0

Source: Survey (2020)

From total respondents, 27.61% of them drinks beer Saturday and 19.72% of them drinks beer on Sunday.

Table 4. 12Most Influence of Beer Purchase Intention

		Frequency	Percent	Valid Percent
Valid	Yourself	89	24.3	25.1
	Friends	130	35.4	36.6
	Families	45	12.3	12.7
	Others	91	24.8	25.6
	Total	355	96.7	100.0

Source: Survey (2020)

Out of total respondents, 36.62% of respondents purchase intension is influenced by their friends, 25.63%of respondents purchase intension is influenced by others and 25.07%of respondents purchase intension is influenced by them self.

Table 4. 13 Cause for Drinking Beer

		Frequency	Percent	Valid Percent
Valid	To relax	145	39.5	40.8
	Socialization	152	41.4	42.8
	Others	58	15.8	16.3
	Total	355	96.7	100.0

Source: Survey (2020)

Finally, 42.82% of respondent's drink beer for Socialization and 40.85% of them drink beer just to relax.

4.3.1. Descriptive Statistics for Beer Consumption Characteristics of Respondents

Table 4.13. 1Descriptive Statistics for Beer Consumption Characteristics

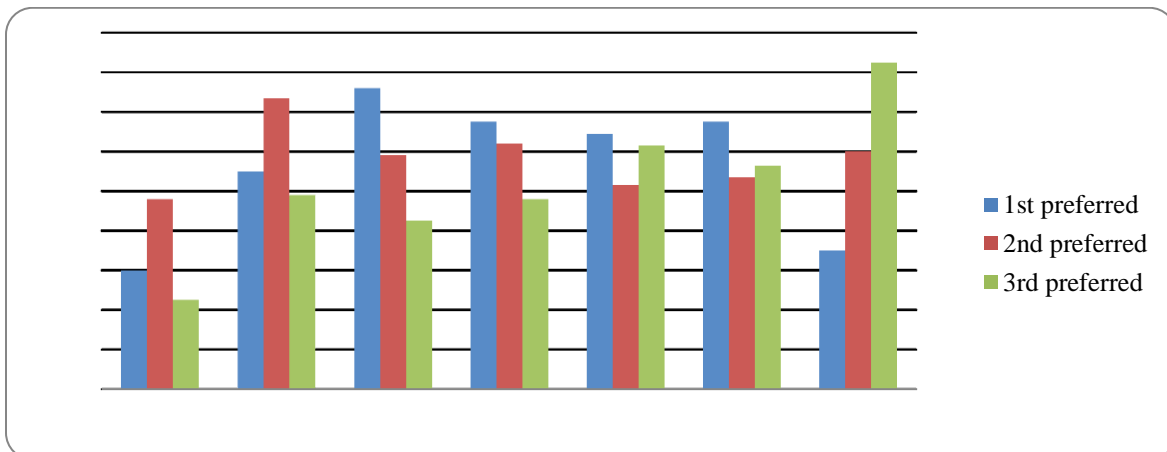
	N	Mean	Std. Deviation
Beer Consumption Characteristics	355	3.506	.890
Valid N (list wise)	355		

Source: Survey (2020)

As we can see descriptive statistics of Beer Consumption Characteristics items, Table 4.13.1 shows the mean value of 3.506.

4.4. Analysis of Data to identify ranks of Respondents preference

Figure 4.3 CUSTOMERS PREFERENCE



Source: Survey (2020)

From the 355 respondents, 152(42.82%) of them selected Heineken as first preferred Brand, 135() of them selected Habesha and Walia as first preferred beer, 129(36.34%) of them selected St George as first preferred brand,110(30.99%)of them selected Dashen beer as first preferred brand beer, 70 (19.72%) of them selected Harar beer as first preferred brand beer and 60(16.90%) of them selected Bedele beer as first preferred brand beer.

From the 355 respondents, 147(41.41%) of them selected Dashen as Second preferred Brand, 124(34.93%) of them selected Walia as Second preferred Brand, 120 (33.80%) of them selected Harar as Second preferred Brand, 118(33.24%) of them selected Heineken as Second preferred Brand, 107(30.14%) of them selected Habesha as Second preferred Brand, 103 (29.01%) of them selected St George as Second preferred Brand, and 96(27.04%) of them selected Bedele as Second preferred Brand.

From the 355 respondents, 165(46.48%) of them selected Harar Beer as third preferred Brand, 123(34.65%) of them selected St George Beer as third preferred Brand, 113(31.83%) of them selected Habesha Beer as third preferred Brand, 98(27.61%) of them selected Dashen Beer as third preferred Brand, 96(27.04%) of them selected Walia Beer as third preferred Brand, 85(23.94%) of them selected Heineken Beer as third preferred Brand, and 45(12.7%) of them selected Bedele Beer as third preferred Brand.

Table 4. 14 Respondents Opinion on their Preference

	1 st preferred					2 nd preferred					3rd preferred				
I like this brand	-	-	55	200	100	-	12	92	116	135	-	10	142	106	97
			15.4 9%	56.3 4 %	28.1 7 %	-	3.4 %	25.9 2%	32.6 8%	38.0 3%	-	2.8 %	40%	29.8 6%	27.3 2%
I like its taste	-	-	145	105	105	-	6	150	99	100	10	14	133	108	90
			40.8 5%	29.5 8%	29.5 8%	-	1.7 %	42.2 5%	27.8 9%	28.1 7%	2.8 %	3.9 %	37.4 6%	30.4 2%	25.3 5%
I'm interest in	-	-	133	195	27	5	16	136	185	13	15	27	157	150	6
			37.4 6%	54.9 3%	7.6 %	1.4 %	4.5 %	38.3 1%	52.1 1%	38.0 3%	4.2 %	7.6 %	44.2 3%	42.2 3%	1.7 %

brand															
It has good quality	-	-	166	123	66	-	12	149	101	93	19	36	175	108	17
	-	-	46.7 6%	34.6 5%	18.5 9%	-	3.4 %	41.9 7%	28.4 5%	26.2 0%	5.4 %	10.1 1%	49.3 0%	30.4 2%	4.8 %
It's refreshing	-	-	106	97	152	-	16	140	100	99	12	12	130	107	94
			29.8 6%	27.3 2%	42.8 2%	-	4.5 %	39.4 4%	28.1 7%	27.8 9%	3.4 %	3.4 %	36.6 2%	30.1 4%	26.4 8%
It's very popular	-	-	140	115	100	4	12	120	100	119	4	6	133	116	96
			39.4 4%	32.3 9%	28.1 7%	1.1 %	3.4 %	33.8 0%	28.1 7%	33.5 2%	1.1 %	1.7 %	37.4 6%	32.6 8%	27.0 4%
It's good value for money	-	-	45	210	100	10	25	167	142	11	10	9	205	101	30
	-	-	12.7 %	59.1 5%	28.1 7%	2.8 %	7%	47.0 4%	40%	3.1 %	2.8 %	2.5 %	57.7 5%	28.4 5%	8.5 %
It's always available	-	-	160	124	71	-	15	141	180	19	-	20	130	120	85
	-	-	45.0 7%	34.9 3%	20%	-	4.2 %	39.7 2%	50.7 0%	5.4 %	-	5.6 %	36.6 2%	33.8 0%	23.9 4%
It reduce my stress	-	-	155	110	90	-	5	155	109	90	5	19	109	138	84
	-	-	43.6 6%	30.9 9%	25.3 5%	-	1.4 %	43.6 6%	30.7 0%	25.3 5%	1.4 %	5.4 %	30.7 0%	38.8 7%	23.6 6%
It's suitable for celebration	-	-	140	110	105	-	19	133	175	28	-	21	119	124	91
	-	-	39.4 4%	30.9 9%	29.5 8%	-	5.4 %	37.4 6%	49.3 0%	7.9 %	-	5.9 %	33.5 2%	34.9 3%	25.6 3%

Source: Survey (2020)

This section describes respondents Opinion on Their Preference, 56.34 % of respondents like brand of their first preferred beer, 38.03% of respondents like brand of their second preferred beer and 40% of respondents like brand of their third preferred beer. Out of 355 respondents, 40.85% of them like taste of their first preferred beer,42.25% of respondents like taste of their second preferred beer and 37.46% of respondents like taste of their third preferred beer. And 54.93%of respondents interested in brand of their first preferred beer, 52.11% of respondents interested in brand of their second preferred beer and 44.23% of respondents interested in brand of their third preferred beer. 46.76%of respondents have select their first preferred beer because of their good quality, 41.97% of respondents have select their second preferred beer because of their good quality, and 49.30% of respondents have select their third preferred beer because of their good quality. 29.86% of respondents have select their first preferred beer because of it's refreshing, 39.44% of respondents have select their second preferred beer because of it's refreshing, and 36.62% of respondents have select their third preferred beer because of it's refreshing.

From total respondents, 39.44% of them perceive their first preferred beer is very popular,33.80% of them perceive their second preferred beer is very popular, and 37.46% of them perceived their third preferred beer is very popular.

4.5. Analysis of Data to Identify the Factors Affecting Beer Brand Choice

In this section, the collected data was tabulated according to the similarity and quantitative data were analyzed and interpreted with the help of statistical package for social science (IBM SPSS 24). Each factor will be examined in details as to what means in relation to standard deviation value of each item. According to Zedatol (2015), Mean score above 3.80 is considered high, 3.40-3.79 considered moderate and below 3.39 considered as low perception. Referring to annex for the details of the response of the respondents on each factorsaffecting Beer Brand Choice, five items were used to measure respondent's perception of factors affecting Beer Brand Choice.

4.5.1. Income

Table 4. 15Income Change affect beer Choice

		Frequency	Percent	Valid Percent
Valid	Very poorly	35	9.5	9.9
	poorly	143	39.0	40.3
	fairly	101	27.5	28.5
	well	76	20.7	21.4
	Total	355	96.7	100.0

Source: Survey (2020)

Table 4.13 shows income change affects choice of respondents mean score 2.61, considered as low perception.

Table 4. 16Availability of Expensive Option Affects Choice of Beer

		Frequency	Percent	Valid Percent
Valid	Very poorly	13	3.5	3.7
	poorly	79	21.5	22.3
	fairly	128	34.9	36.1
	well	135	36.8	38.0
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Availability of expensive option affects your choice of beer	355	3.08	.863
Valid N (listwise)	355		

Table 4.16 shows availability of expensive option affects choice of beer respondents mean score 3.08, considered as low perception.

Table 4.17 Availability of a Cheaper Option Affects Your Choice of Beer

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poorly	110	30.0	31.0	31.0
	fairly	105	28.6	29.6	60.6
	well	140	38.1	39.4	100.0
	Total	355	96.7	100.0	

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Availability of a cheaper option affects your choice of beer	355	3.08	.836
Valid N (listwise)	355		

Table 4.17 shows availability of a cheaper option affects your choice of beer respondents mean score 3.08, considered as low perception.

Table 4.18 The Price of Beer Doesn't Affects Choice of Beer Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poorly	35	9.5	9.9	9.9
	poorly	47	12.8	13.2	23.1
	fairly	128	34.9	36.1	59.2
	well	129	35.1	36.3	95.5
	very well	16	4.4	4.5	100.0
	Total	355	96.7	100.0	

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
The price of beer doesn't affects your choice of beer brand	355	3.12	1.029
Valid N (listwise)	355		

Table 4.18 shows the price of beer doesn't affects choice of beer brand respondents mean score 3.12, considered as low perception.

4.5.2. Lifestyle

Table 4. 19The Brand Image can Influences brand Choice

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	fairly	105	28.6	29.6	29.6
	well	163	44.4	45.9	75.5
	very well	87	23.7	24.5	100.0
	Total	355	96.7	100.0	

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
The brand image influences your choice	355	3.95	.735
Valid N (listwise)	355		

Table 4.19 shows the brand image influences your choice respondents mean score 3.95, considered as high perception.

Table 4. 20Choice of Beer Brand Correlates to Lifestyle

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	poorly	70	19.1	19.7	19.7
	fairly	115	31.3	32.4	52.1
	well	126	34.3	35.5	87.6
	very well	44	12.0	12.4	100.0
	Total	355	96.7	100.0	

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Your choice of beer brand correlates to your lifestyle	355	3.41	.941
Valid N (list wise)	355		

Table 4.20 shows the choice of beer brand correlates to your lifestyle respondents mean score 3.41, considered as low perception.

Table 4. 21The Attitude towards Beer Affect Choice of Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poorly	36	9.8	10.1	10.1
	Poorly	150	40.9	42.3	52.4
	Fairly	143	39.0	40.3	92.7
	Well	26	7.1	7.3	100.0
	Total	355	96.7	100.0	

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
The attitude towards beer affect your choice of beer brand	355	2.45	.773
Valid N (listwise)	355		

Table 4.21 shows the attitude towards beer affect your choice of beer brand respondents mean score 2.45, considered as low perception.

Table 4. 22The Product Quality can Influences brand Choice

		Frequency	Percent	Valid Percent
Valid	fairly	155	42.2	43.7
	well	145	39.5	40.8
	very well	55	15.0	15.5
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
The product quality influences your choice	355	3.72	.717
Valid N (listwise)	355		

Table 4.22 shows the product quality influences your choice respondents mean score 3.72, considered as high perception.

4.5.3. Reference group

Table 4. 23Friends Influence Beer Brand Preference.

		Frequency	Percent	Valid Percent
Valid	poorly	90	24.5	25.4
	fairly	90	24.5	25.4
	well	124	33.8	34.9
	very well	51	13.9	14.4
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Your friends influence your beer brand preference.	355	3.38	1.017
Valid N (list wise)	355		

Table 4.23 shows friends influence your beer brand preference respondents mean score 3.38, considered as low perception.

Table 4. 24Choice Is Influenced By What Peers Take

		Frequency	Percent	Valid Percent
Valid	poorly	1	.3	.3
	fairly	140	38.1	39.4
	well	106	28.9	29.9
	very well	108	29.4	30.4
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Your choice is influenced by what your peers take.	355	3.90	.838
Valid N (listwise)	355		

Table 4.24 shows choice is influenced by what your peers take respondents mean score 3.90, considered as high perception.

Table 4. 25Choice of Beer is influenced Users Past Experience

		Frequency	Percent	Valid Percent
Valid	Very poorly	15	4.1	4.2
	poorly	85	23.2	23.9
	fairly	123	33.5	34.6
	well	132	36.0	37.2
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Your choice of beer is influenced by your past experience	355	3.05	.883
Valid N (listwise)	355		

Table 4.25 shows choice of beer is influenced by your past experience respondents mean score 3.05, considered as low perception.

Table 4. 26Beer Choice is influenced by the Celebrities

		Frequency	Percent	Valid Percent
Valid	poorly	53	14.4	14.9
	fairly	132	36.0	37.2
	well	123	33.5	34.6
	very well	47	12.8	13.2
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Your choice is influenced by the Celebrities	355	3.46	.902
Valid N (listwise)	355		

Table 4.26 shows choice is influenced by the celebrities ‘respondents mean score 3.46, considered as moderate perception.

4.5.4. Family

Table 4. 27 Family affects the Choice of Beer Brands

		Frequency	Percent	Valid Percent
Valid	Very poorly	133	36.2	37.5
	poorly	101	27.5	28.5
	fairly	58	15.8	16.3
	well	63	17.2	17.7
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Your family affects your choice of beer brand others.	355	2.14	1.109
Valid N (listwise)	355		

Table 4.27 shows family affects your choice of beer brand others respondents mean score 2.14, considered as moderate perception.

Table 4. 28 Families past Experiences Affects Choice of Beer

		Frequency	Percent	Valid Percent
Valid	Very poorly	148	40.3	41.7
	poorly	131	35.7	36.9
	fairly	61	16.6	17.2
	well	15	4.1	4.2
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Families past Experiences affects your choice of beer	355	1.84	.857
Valid N (listwise)	355		

Table 4.28 shows families past experiences affects your choice of beer respondents mean score 1.84, considered as low perception.

Table 4. 29Family Doesn't Affects Choice of Beer Brand

		Frequency	Percent	Valid Percent
Valid	Very poorly	114	31.1	32.1
	poorly	95	25.9	26.8
	fairly	80	21.8	22.5
	well	63	17.2	17.7
	very well	3	.8	.8
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Your family doesn't affects your choice of beer brand	355	2.28	1.120
Valid N (listwise)	355		

Table 4.29 shows family doesn't affect your choice of beer brand respondents mean score 2.28, considered as low perception.

Table 4. 30Role and Status in the Family Influences Choice of Beer

		Frequency	Percent	Valid Percent
Valid	Very poorly	74	20.2	20.8
	poorly	118	32.2	33.2
	fairly	82	22.3	23.1
	well	44	12.0	12.4
	very well	37	10.1	10.4
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Your Role and status in the family influences your choice of beer	355	2.58	1.240
Valid N (listwise)	355		

Table 4.30 shows role and status in the family influences your choice of beer respondents mean score 2.58, considered as low perception.

4.5.5. Demography

Table 4.31 Gender Influences Choice of Beer Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very poorly	135	36.8	38.0	38.0
	poorly	119	32.4	33.5	71.5
	fairly	89	24.3	25.1	96.6
	well	12	3.3	3.4	100.0
	Total	355	96.7	100.0	

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Gender influences your choice of beer brand	355	1.94	.874
Valid N (listwise)	355		

Table 4.31 shows gender influences your choice of beer brand respondents mean score 1.94, considered as low perception.

Table 4.32 Marriage Status Affects Choice of Beer

		Frequency	Percent	Valid Percent
Valid	Very poorly	4	1.1	1.1
	poorly	60	16.3	16.9
	fairly	142	38.7	40.0
	well	112	30.5	31.5
	very well	37	10.1	10.4
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Your marriage status affects your choice of beer	355	3.33	.916
Valid N (listwise)	355		

Table 4.32 shows marriage status affects your choice of beer respondents mean score 3.33, considered as moderate perception.

Table 4.33 Level of Education Affects Choice of Beer

		Frequency	Percent	Valid Percent
Valid	Very poorly	9	2.5	2.5
	poorly	74	20.2	20.8
	fairly	115	31.3	32.4
	well	129	35.1	36.3
	very well	28	7.6	7.9
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Your level of education affects your choice of beer	355	3.26	.961
Valid N (listwise)	355		

Table 4.33 shows level of education affects your choice of beer respondents mean score 3.26, considered as moderate perception.

Table 4.34 Age Influences Choice of Beer Brand

		Frequency	Percent	Valid Percent
Valid	Very poorly	99	27.0	28.0
	poorly	115	31.3	32.5
	fairly	94	25.6	26.6
	well	46	12.5	13.0
	Total	354	96.5	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Age influences your choice of beer brand	354	2.25	1.004
Valid N (listwise)	354		

Table 4.34 shows age influences your choice of beer brand respondents mean score 2.25, considered as low perception.

4.6. Respondents Perception about Effects of Marketing Mix's On Consumer Choice

4.6.1. Product

Table 4.35 The Packaging can Influences Choice of Beer Brand

		Frequency	Percent	Valid Percent
Valid	Very poorly	137	37.3	38.6
	poorly	105	28.6	29.6
	fairly	106	28.9	29.9
	well	7	1.9	2.0
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
The packaging , influences my choice of beer brand	355	1.95	.874
Valid N (listwise)	355		

The packaging, influences my choice of beer brand shows 1.95 mean score which is low perception.

Table 4. 36The Quality Aspect of Beer Influences Choice of Beer

		Frequency	Percent	Valid Percent
Valid	Very poorly	4	1.1	1.1
	poorly	37	10.1	10.4
	fairly	188	51.2	53.0
	well	126	34.3	35.5
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
The quality aspect of beer influences my choice of beer	355	3.23	.673
Valid N (listwise)	355		

The quality aspect of beer influences my choice of beer shows 3.23 mean score which is moderate perception.

Table 4. 37Shape and Labeling of the Bottle, Influences Choice of Beer

		Frequency	Percent	Valid Percent
Valid	Very poorly	4	1.1	1.1
	poorly	71	19.3	20.0
	fairly	113	30.8	31.8
	well	142	38.7	40.0
	very well	25	6.8	7.0
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Shape and labeling of the bottle, influences my choice of beer	355	3.32	.910
Valid N (listwise)	355		

The shape and labeling of the bottle, influences my choice of beer shows 3.32 mean score which is moderate perception.

Table 4. 38The Alcoholic Percentage of The Beer Affects Choice of Brand

		Frequency	Percent	Valid Percent
Valid	Very poorly	3	.8	.8
	Poorly	17	4.6	4.8
	Fairly	92	25.1	25.9
	Well	171	46.6	48.2
	very well	72	19.6	20.3
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
The Alcoholic percentage of the beer affects your choice of brand	355	3.82	.837
Valid N (listwise)	355		

The alcoholic percentage of the beer affects your choice of brand shows 3.82 mean score which is high perception.

Table 4. 39Size of the Bottle Influences Choice of Beer

		Frequency	Percent	Valid Percent
Valid	Very poorly	5	1.4	1.4
	poorly	42	11.4	11.8
	fairly	105	28.6	29.6
	well	153	41.7	43.1
	very well	50	13.6	14.1
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Size of the bottle influences my choice of beer	355	3.57	.922
Valid N (listwise)	355		

The size of the bottle influences my choice of beer shows 3.57 mean score which is high perception.

4.6.2. Pricing

Table 4. 40The Price, Influences Choice of Beer Brand

		Frequency	Percent	Valid Percent
Valid	Very poorly	3	.8	.8
	poorly	14	3.8	3.9
	fairly	76	20.7	21.4
	well	147	40.1	41.4
	very well	115	31.3	32.4
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
The Price , influences my choice of beer brand	355	4.01	.880
Valid N (listwise)	355		

The price influences my choice of beer brand shows 4.01 mean score which is high perception.

Table 4. 41Brands With a considerable Price Range Influence Choice of Beer

		Frequency	Percent	Valid Percent
Valid	Very poorly	34	9.3	9.6
	poorly	69	18.8	19.4
	fairly	146	39.8	41.1
	well	104	28.3	29.3
	very well	2	.5	.6
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Brands with a considerable price range influence my choice of beer	355	2.92	.943
Valid N (listwise)	355		

The brands with a considerable price range influence my choice of beer shows 2.92 mean score which is low perception.

Table 4. 42Income Is Change Choice of Beer Brand

		Frequency	Percent	Valid Percent
Valid	Very poorly	3	.8	.8
	poorly	65	17.7	18.3
	fairly	167	45.5	47.0
	well	117	31.9	33.0
	very well	3	.8	.8
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
My income is change my choice of beer brand	355	3.15	.749
Valid N (listwise)	355		

The income is change my choices of beer brand shows 3.15 mean score which is moderate perception.

Table 4. 43Availability Of Discounts Affects My Choice Of Beer Brands.

		Frequency	Percent	Valid Percent
Valid	Very poorly	4	1.1	1.1
	poorly	43	11.7	12.1
	fairly	63	17.2	17.7
	well	133	36.2	37.5
	very well	112	30.5	31.5
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Availability of discounts affects my choice of beer brands.	355	3.86	1.031
Valid N (listwise)	355		

The availability of discounts affects my choice of beer brands shows 3.86 mean score which is high perception.

Table 4. 44Availability of a Cheaper Product Will Affect My Choice of Beer

		Frequency	Percent	Valid Percent
Valid	Very poorly	4	1.1	1.1
	poorly	87	23.7	24.5
	fairly	114	31.1	32.1
	well	148	40.3	41.7
	very well	2	.5	.6
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Availability of a cheaper product will affect my choice of beer	355	3.16	.840
Valid N (listwise)	355		

The availability of a cheaper product will affect my choice of beer shows 3.16 mean score which is moderate perception.

4.6.3. Promotion

Table 4. 45The Promotion can affect Choice of Beer Brand

		Frequency	Percent	Valid Percent
Valid	Very poorly	3	.8	.8
	poorly	45	12.3	12.7
	fairly	134	36.5	37.7
	well	163	44.4	45.9
	very well	10	2.7	2.8
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
The promotion activations influence my choice of beer brand	355	3.37	.772
Valid N (listwise)	355		

The promotion activations influence my choice of beer brand shows 3.37 mean score which is moderate perception.

Table 4. 46Brand Awareness in Bar can affect the Choice of customer

		Frequency	Percent	Valid Percent
Valid	Very poorly	80	21.8	22.5
	poorly	138	37.6	38.9
	fairly	107	29.2	30.1
	well	30	8.2	8.5
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Brand awareness on selected shop/ bar affect my choice	355	2.25	.898
Valid N (listwise)	355		

The brand awareness on selected shop/ bar affect my choice shows 2.25 mean score which is low perception.

Table 4. 47I Need Exceptional Bars Which Sale Only One Brand Beers

		Frequency	Percent	Valid Percent
Valid	Very poorly	3	.8	.8
	poorly	39	10.6	11.0
	fairly	52	14.2	14.6
	well	104	28.3	29.3
	very well	157	42.8	44.2
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
I need exceptional bars which sale only one brand beers	355	4.05	1.051
Valid N (listwise)	355		

The need exceptional bars which sale only one brand beers show 4.05 mean score which is high perception.

Table 4. 48Brand Awareness via Social Media Affects Choice of Beer Brand

		Frequency	Percent	Valid Percent
Valid	Very poorly	4	1.1	1.1
	poorly	57	15.5	16.1
	fairly	130	35.4	36.6
	well	157	42.8	44.2
	very well	7	1.9	2.0
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Brand Awareness via social media affects my choice of beer brand	355	3.30	.800
Valid N (listwise)	355		

The brand awareness via social media affects my choice of beer brand shows 3.30 mean score which is moderate perception.

Table 4. 49The Crown Cork Prize Affect Choice of Beer Brand

		Frequency	Percent	Valid Percent
Valid	Very poorly	103	28.1	29.0
	poorly	124	33.8	34.9
	fairly	101	27.5	28.5
	well	26	7.1	7.3
	very well	1	.3	.3
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
The crown cork prize affect my choice of beer brand	355	2.15	.934
Valid N (listwise)	355		

The crown cork prize affect my choice of beer brand shows 2.15 mean score which is low perception.

4.6.4. Place/Distribution

Table 4. 50Widely Available beer is preferred

		Frequency	Percent	Valid Percent
Valid	Very poorly	5	1.4	1.4
	poorly	16	4.4	4.5
	fairly	86	23.4	24.2
	well	127	34.6	35.8
	very well	121	33.0	34.1
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
I prefer a brand of beer, which is widely available	355	3.97	.944
Valid N (listwise)	355		

Prefer of brand of beer, which is widely available shows, 3.97 mean score which is high perception.

Table 4. 51Dial Delivery Service can Affect Beer Choice

		Frequency	Percent	Valid Percent
Valid	Very poorly	62	16.9	17.5
	poorly	130	35.4	36.6
	fairly	113	30.8	31.8
	well	50	13.6	14.1
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Availability of a dial a delivery service will affect my choice	355	2.43	.937
Valid N (listwise)	355		

Availability of a dial a delivery service will affect my choice shows, 2.43 mean score which is low perception.

Table 4. 52First Brand of Beer on Grocery Store Display purchased firstly

		Frequency	Percent	Valid Percent
Valid	Very poorly	6	1.6	1.7
	poorly	13	3.5	3.7
	fairly	37	10.1	10.4
	well	191	52.0	53.8
	very well	108	29.4	30.4
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
I buy the first brand of beer I recognize in a grocery store display	355	4.08	.839
Valid N (listwise)	355		

I buy the first brand of beer i recognize in a grocery store display, 4.08 mean score which is high perception.

Table 4. 53 Availability of beer can affect brand choice

		Frequency	Percent	Valid Percent
Valid	Very poorly	7	1.9	2.0
	poorly	56	15.3	15.8
	fairly	91	24.8	25.6
	well	163	44.4	45.9
	very well	38	10.4	10.7
	Total	355	96.7	100.0

Source: Survey (2020)

	N	Mean	Std. Deviation
If my preferred brand is not available in the store, I will buy any kind of beer brand available	355	3.48	.949
Valid N (listwise)	355		

I buy the first brand of beer i recognize in a grocery store display, 4.08 mean score which is high perception.

Table 4. 54Standard of the House Influence Choice of Brand

		Frequency	Percent	Valid Percent
Valid	Very poorly	5	1.4	1.4
	poorly	26	7.1	7.3
	fairly	49	13.4	13.8
	well	169	46.0	47.6
	very well	106	28.9	29.9
	Total	355	96.7	100.0

Source: Survey (2020)

Descriptive Statistics

	N	Mean	Std. Deviation
Standard of the house influence my choice of brand	355	3.97	.926
Valid N (listwise)	355		

4.7. Relationship between Customers preference, Factors affecting brand choice, Marketing Mix's and Consumer Choice

To describe relationship between Items and Consumer Choice, the researcher has been used correlation analysis statistical technique, because this method indicates whether items share something in common with each other. Pearson correlation analysis shows as follows:

Table 4. 55 coefficient range

Coefficient Range	Strength
±0.91 to ±1.00	Very poor/ very strong
±0.71 to ±0.90	Poor /high
±0.41 to ±0.70	Fair /moderate
±0.21 to ± 0.40	Well /small but definite relationship
±0.00 to ±0.20	Very well/ high relationship

Table 4. 56 relationships between items

Items	Pearson (r)	Level of significance (P)
Brand Preference	.203	.033
Factors Affecting Beer Brand Choice.	.140	.143
Effects of Marketing Mix's on Consumer Choice	-.100	.299

*. Correlation is significant at the 0.05 level (2-tailed)

Source: (Survey 2020)

Table 4.56 shows the result of correlation analysis with ($r = .203$ $p= .033$) Brand Preference. This indicates there is significant relationship between Brand Preference and Consumer Choices. The result of correlation analysis with ($r = .140$ $p=.143$) is significant relationship between Factors Affecting Beer Brand Choice and Consumer Choices. This shows that brand preference highly affected by factors of beer brand choice. Table 4.56 above shows ($r = -.100$ $p= .299$) is significant relationship between Marketing Mix's and consumer choice.

Hypothesis 1, Income has a positive relationship toward Brand preference or not. The analysis exhibited that Income had a positive relationship toward brand preference referred from Pearson's Correlation Coefficient, 0.201 at .01 statistical significant level.

Hypothesis 2, Life style has a positive relationship toward Brand preference or not. The analysis exhibited that Life style had a positive relationship toward brand preference referred from Pearson's Correlation Coefficient, 0.201 at .01 statistical significant level.

Hypothesis 3, Reference group has a positive relationship toward Brand preference or not. The analysis exhibited that Reference group had a positive relationship toward brand preference referred from Pearson's Correlation Coefficient, 0.201 at .01 statistical significant level.

Hypothesis 4, Family has a positive relationship toward Brand preference or not. The analysis exhibited that Family had a positive relationship toward brand preference referred from Pearson's Correlation Coefficient, 0.201 at .01 statistical significant level.

Hypothesis 5, Demography has a positive relationship toward Brand preference or not. The analysis exhibited that Demography had a positive relationship toward brand preference referred from Pearson's Correlation Coefficient, 0.201 at .01 statistical significant level.

Hypothesis 6, Product has a positive relationship toward Brand preference or not. The analysis exhibited that Product had a positive relationship toward brand preference referred from Pearson's Correlation Coefficient, 0.201 at .01 statistical significant level.

Hypothesis 7, Pricing has a positive relationship toward Brand preference or not. The analysis exhibited that Pricing had a positive relationship toward brand preference referred from Pearson's Correlation Coefficient, 0.201 at .01 statistical significant level.

Hypothesis 8, Promotion has a positive relationship toward Brand preference or not. The analysis exhibited that Promotion had a positive relationship toward brand preference referred from Pearson's Correlation Coefficient, 0.201 at .01 statistical significant level.

Hypothesis 9, Place has a positive relationship toward Brand preference or not. The analysis exhibited that Place had a positive relationship toward brand preference referred from Pearson's Correlation Coefficient, 0.201 at .01 statistical significant level.

4.8. Effects of respondent's profile on Consumer Band Choice

In these section the relation between Consumer Band Choices and respondent's profile (sex, age group, qualification and marriage status) are analyzed using t-test and one-way ANOVA inferential statistics tools.

Table 4. 57 Relationships between Consumer Brand Choice and Sex of Respondents

	F	Sig.	t	df	Sig. (2-tailed)
Equal variances assumed	.985	.327	-3.968E-1	39	.694
Equal variances Not assumed			-3.863E-1	3.635E0	.721

Source: (survey 2020)

The relationship between Consumer Band Choices and Gender of respondent is presented with the help of t-test on Table 4.57. The result shows ($F= .985$, $P = .694$). Which illustrates there is Frequency relationship between Consumer Band Choices and sex group of the Consumers.

Table 4.58 Relationship between Consumer Band Choices and Age of Respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.351	4	.588	.743	.565
Within Groups	83.104	105	.791		
Total	85.455	109			

Source:(Survey 2020)

The relationship between Consumer Band Choices and age of respondents is presented with the help of one-way ANOVA on Table 4.58. The result shows ($F=.743$, $P =.565$). Which illustrates there is Frequency significant relationship between Consumer Band Choices and age group of the Consumer Band Choice of consumer cooperatives.

Table 4.59 relationship between consumer band choices and qualification of respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.527	4	.882	.546	.702
Within Groups	169.427	105	1.614		
Total	172.955	109			

Source:(Survey 2020)

The relationship between Consumer Band Choices and educational qualification of Consumer is presented with the help of one-way ANOVA on Table 4.59. The result shows ($F= .546$, $P =.702$). Which illustrates there is significant relationship between Consumer Brand Choices and educational qualification of the respondents.

Table 4. 60Relationship between Consumer Band Choices and Marriage Status of Respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.673	4	.168	1.261	.290
Within Groups	14.017	105	.133		
Total	14.691	109			

Source:(Survey 2020)

The relationship between Consumer Band Choices and marriage status of Respondent is presented with the help of one-way ANOVA on Table 4.60. The result shows (F=1.261, P=.290). Which illustrates there is Frequency relationship between Consumer Band Choices and marriage status of respondents.

4.9. Test for the extent of the impact of Variables.

To test the extent of the impact of independent Variables (Customers preference, Factors affecting brand choice, and Marketing Mix's) on Dependent variable (Consumer Choice) regression analysis was done by the researcher. Before is formulating analysis, two of regression assumptions have performed by researcher in order to address the problem: Normality test, and linearity test

4.9.1. Normality Test

Normality test is used to determine whether sample data has been drawn from a normally distributed population or the population from which the data came is normally distributed.

Normality was checked by two terms by i.e. kurtosis and skewness' by using SPSS so there are normal values for kurtosis as well as skewness. For kurtosis the normal value is less than 3 whereas for skewness the normal value is supposed to be less than 6 or near to 0 (Asghar and Saleh 2012).

Table 4. 61Skewness& Kurtosis

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Customers preference	0.388	0.692	-4.097	1.376
Factors affecting brand choice,	0.185	0.693	-3.470	1.380
Marketing Mix's	0.039	0.692	-3.367	1.377

Source: Survey 2020

Skewness values are all under three for all independent variables (Customers preference, Factors affecting brand choice, and Marketing Mix's) and dependent variable (Consumer Choice) and the same thing exists for kurtosis values which are under six for the existing variables independent and dependent variable listed above. Therefore, the data was normally distributed.

4.9.2. Linearity test

Table 4. 62Regression estimates linearity statistics

		Sum of Squares	df	Mean Square	F	Sig.
Between Groups	(Combined)	324.978	4	6.244	4.102	.084
	Linearity	321.642	1	221.642	14.218	.013
	Deviation from Linearity	3.336	3	1.112	.731	.713
Within Groups		287.682	189	1.522		
Total		612.660	193			

Source: Survey 2020

Based on the ANOVA output Table 4.62, Value sig deviation from linearity of 0.713 >0.05, it can be concluded that there is a linear relationship between the independent variables with Consumer Choice.

4.10. Effects of Item son the factors affecting consumers brand choicein case of Addis Ababa

The general objective of this study is to assess the factors affecting consumers brand choice in case of Addis Ababa city. The factors affecting consumers brand choicewas measured by three items. It is found that the mean score of all items is range between 2.97 -3.391. This indicates that respondent's perception with three items is at low level on five-point scale. To identify the

dominant one among items that have high relationship with Consumer Brand Choices and how the item is explained by the factors affecting consumers brand choice the following multiple regression models has used.

Table 4. 63 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.299 ^a	.089	.063	.838

a. Predictors: (Constant), Brand Preference, Factors Affecting Beer Brand Choice, Effects of Marketing Mix's.

b. Dependent Variable: Consumer Brand Choices

Source: (Survey 2020)

Table 4. 64 Anova^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	7.289	3	2.430	3.460	.019 ^a
	Residual	74.429	106	.702		
	Total	81.718	109			

a. Predictors: (Constant), Brand Preference, Factors Affecting Beer Brand Choice, Effects of Marketing Mix's

b. Dependent Variable: Consumer Brand Choices

Source: (Survey 2020)

Table 4. 65 Coefficients^a

Model	Un standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	2.125	.347		6.128	.000
Brand Preference,	-.039	.078	-.047	-.502	.617
Factors Affecting Beer Brand Choice,	.150	.067	.208	2.239	.027
Effects of Marketing Mix's	.147	.073	.187	2.003	.048

a. Dependent Item: Consumer Brand Choices

Source: (Survey 2020)

The model summary of the multiple regression as shown in Table 4.63 the value $R=0.299$ (29.9%) of three Items. The result of variance in Items (R square = 9%) has been significantly explained by other items.

The result of Table 4.64 shows that the predictor (Brand Preference, Factors Affecting Beer Brand Choice and Effects of Marketing Mix's) are insignificantly related to Consumer Brand Choices. The mode in this study reaches statistical insignificance of 0.019 ($p>0.01$).

The overall Beta value of Items of Consumer Brand Choices has summarized in Table 4.65. The Beta value for Brand Preference (-0.047), Effects of Marketing Mix's (0.187), this means both of the dominant items influencing the Consumer Brand Choices in Addis Ababa city. Based on finding the multiple regression result shows there is positive relationship between Consumer Brand Choices and Brand Preference, Factors and Marketing Mix's.

CHAPTER FIVE

5. SUMMARY OF MAJOR FINDING, CONCLUSION AND RECOMMENDATIONS

This chapter covers summary of the major findings, conclusion, recommendations, and future research direction.

5.1. Summary of Finding

The factors affecting consumers brand choice case in Addis Ababa city has been assessed in this research. Correlation research has been done using primary and secondary sources of data. The collected data has been analyzed using descriptive and inferential statistical techniques.

According to analysis, findings and interpretations made in chapter Four, the major findings the study are summarized as follows:

Assessing the factors affecting consumers brand choice in Addis Ababa is the central objective of this research. Finding of the study shows low mean value of all items range between 2.97 - 3.391.

The study looked at the following factors when studying internal influencers Age, gender, income, education level, lifestyle and Learning. The study revealed that there was a significant relationship between internal influencers and choice of beer brand and internal factors greatly influenced the choice of beer brand.

During analysis of product features the study examined the following features, packaging, quality and alcoholic percentage of the beer. According to the findings most of the respondents agree that packaging aspects influences their choice of beer.

The study examined the following features, price range, availability of discounts offers and availability of a cheaper product. According to the findings most of the respondents agree that the product price range influences their choice of beer. Therefore, product attributes like the price of the product is considered during beer brand choice. During analysis of availability of

discounts, the findings show that most of the respondents agree that discounts and offers influence their choice of beer.

According to the findings most of the respondents agree that the promotion and direct selling influences their choice of beer. Therefore, promotional effort and direct selling affects beer brand choice. During analysis of social media awareness, the findings show that most of the respondents agree that it influences their choice of beer. Therefore, constant awareness effort directly or via social media keeps that brand top of mind.

According to the findings most of the respondents strongly agree that availability and accessibility of the beer brand influences their choice of beer. Therefore, product accessibility is considered during beer brand choice decision. During analysis of availability of dial and delivery service that most of the respondents agree that it influences their choice of beer. Therefore, a delivery service can shift preference of brand affect choice of beer brand greatly for most of the respondents.

5.2. Conclusion

The purpose of this study was to assess factors affecting beer brand choice, the following at the conclusions made based on the findings and discussions. The study concluded that there is a positive significance relationship between the external factors and beer brand choice however factors within external influencers such as religion showed that there is little or no significance to beer brand choice, factors such as beliefs and values and role model influence have a greater significance on beer choice. Social factors such as social class, celebrity influence and peer influence, the study has shown to have a significant relationship to beer brand choice. A look at family factors the study shows that there is little or low significance to beer brand choice therefore marital status or family roles have little or no bearing in the choice of beer brand.

The study concluded that there is a positive significant relationship between internal factors and beer brand choice factors such as income, age and gender showed a greater significance to beer choice, personality, learning, lifestyle and perception showed a positive significance to influencing beer choice, however a certain element of perception regarding brand superiority that had a low significance to influencing beer brand choice, also country of origin carried a great significance to choice of beer, level of education showed a low significance to beer choice.

A look at the product factors the study showed that packaging and alcoholic percentages showed a positive influence towards beer brand choice, however product quality retained a low significance to beer brand choice. A look at the findings of pricing factors products price range and availability of offers and discounts had a significant relationship with choice of beer brand. While availability of a cheaper product did not affect the choice of beer significantly. A look at promotion the elements such as direct selling, social media and above the line promotions show a significant positive relationship to beer brand choice. A closer look at distribution reveals that accessing the product physically bears the greatest significance to choice of beer.

5.3. Recommendations

Based on the finding derived and conclusions drawn from this study, the following recommendations are forwarded for Beer Factories, and for the future researchers of related studies, with the hope that the implementation would reduce the problem identified.

For Beer Factories:

- a-** Beer industries should allocate appropriate influencers for their marketing campaigns as this affects greatly the perception of the beer brand and therefore choice. The age, gender and lifestyle factors should be considered while considering the appropriate influencer, these factors also come handy when selecting the product aspects such a color and shape of packaging as well as promotional messaging and platforms. The study shows Consumer Brand Choice of consumer cooperatives negative feelings about factors facilitate or constrain on the operation of Consumer cooperatives. The Factory should follow step by step implementation cooperatives market strategy for continuous achievement.
- b-** Alcoholic percentage should be considered while targeting different market segments. As regards brand superiority, it is recommending that Factories highlight the unique attributes of each individual beer brand rather than superiority as in light of the findings brand superiority has little or no effect on choice of beer.

C- It is recommended that Beer Factories prices its products appropriately as per its target market as this affects their choice. In light of the findings, they should also watch out for cheaper alternatives within their beer brand collection and also competing brands as this may cannibalize their own products or lose out to competitions products that bear the same attributes but are cheaper in price.

For the future researchers of related studies

This study has its own limitation like other studies. The sample of this study was only focused on Addis Ababa city. In fact, there are different city in Ethiopia. Therefore, the outcome of the study may not represent the result from all other Ethiopian cities.

Future researchers may select one or more other cities as study location, and then the outcome will be more meaningful and useful for the company.

Notably, the findings from this study form the basis of further study on the same field. It is reasonable to validate and justify the advanced recommendations.

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APPENDIX I

ST'MARY'S UNIVERSITY

DEPARTMENT OF MARKETING MANAGEMENT

**THE FACTORS AFFECTING BRAND CHOICE; IN THE CASE OF BEER BRANDS
IN ADDIS ABABA**

SURVEY QUESTIONNAIRE

Dear Dr/sir/Madam:

I am currently in the process of writing my research paper for the completion of a Master's degree in marketing management under the support of the department of Marketing Management at St'mary's University. The purpose of this questionnaire is to assess the factors affecting beer brand choice in the case of Addis Ababa. It will be appreciated if you could answer all the questions in the attached questionnaire. The questions relate to the factors affecting beer brand choice. It will not take more than ten minutes of your time and I want to thank you in advance for your cooperation.

By not placing your name on the questionnaire your responses are kept anonymous and no one will be able to identify you as a respondent in this study.

Thank you!

SECTION A: BIOGRAPHICAL DATA

Instructions: Please provide the following information by making an “” in the appropriate block where the options are provided.

1- What is your gender?

1. Male	<input type="checkbox"/>
2. Female	<input type="checkbox"/>

2- What is your age group?

1. 21-29	<input type="checkbox"/>
2. 30-39	<input type="checkbox"/>
3. 40-49	<input type="checkbox"/>
4. 50-59	<input type="checkbox"/>
5. Above 60	<input type="checkbox"/>

3- Please indicate your highest education qualification

1. Diploma	<input type="checkbox"/>
2. First degree	<input type="checkbox"/>
3. Master’s degree	<input type="checkbox"/>
4. Doctorates degree	<input type="checkbox"/>
5. Other/specify	<input type="checkbox"/>

4- Marriage status

1. Married	<input type="checkbox"/>
2. Single	<input type="checkbox"/>
3. Divorced	<input type="checkbox"/>

SECTION B: QUESTIONNAIRES FOR CHOICE OF BEER BRAND.

I. Instructions: Please read each question carefully and answer each question to the best of your ability, where necessary check [] the boxes provided. There are no correct or incorrect responses; your answers are crucial to the study.

1. Did you drink beer?

- A. Yes B. No

If you have answered 'No' for question No. 1 above, this is the end of the questionnaire for you.

Once again, many thanks for your support!

2. If your answer for question No. 1 is 'Yes', which beer brand do you usually consume?

- A. Bedele B. Dashen C. Heniken D. Walia E. St George F. Habesha G. Harar

3. How often do you drink Beer?

- A. Occasionally B. Regularly

4. How much Beer is consumed by you within one time?

- A. Less than 2 Bottles B. Above 2 Bottles

5. How frequently are you drinking beer?

- A. Everyday B. Once in a Week C. More than once in a Week D. Other

6. You drink Beer usually when you are

A. In the Party/with friends B. In sad moment C. In Happy D. No reason

7. You like to consume the Beer at

A. Home B. Bar/Pubs C. Restaurant D. Open Space

8.How long have you been consuming your current beer brand?

A. 1 year B.1 year to 3 years C. 3 years to 5 years D. More than 5 years

9. Days of the week you consume most. (Can select more than one choice)

A. Monday B. Tuesday C. Wednesday D. Thursday

E. Friday F. Saturday G. Sunday

10. Who has most influence on your beer purchase intention? (Can select more than one choice)

A. Yourself B. Friends C. Families D.Others

11. Why you drink beer?

A. To relax B. Socialization C. Others

II. Instructions: Please rate these seven brands of beer in terms of your preference. Write down number **1** for your first preferred brand, **2** for your second preferred brand and **3** for your third preferred brand.

A. Bedele

B. Dashen

C. Heniken

D. Walia

E. St George F. Habesha G. Harar

Please indicate the extent to which you agree or disagree with the following statements by circling the answer that best describes your opinion. Strongly disagree-1, Disagree-2, Fairly-3, Agree-4 and strongly agree-5

Statements about:																
		my 1 st preferred brand					my 2 nd preferred brand					my 3 rd preferred brand				
1	I like this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
2	I like its taste	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
3	I'm interested in this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
4	It has good quality	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
5	It's refreshing	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
6	It's very popular	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
7	It's good value for money	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
8	It's always available	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
9	It reduce my stress	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
10	It's suitable for celebration	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

SECTION C: QUESTIONNAIRES TO IDENTIFY THE FACTORS AFFECTING BEER BRAND CHOICE.

Instructions: Now please tell me something about how you feel and think about factors affecting beer brand choice in the case of Addis Ababa.

Please use the following scale and circle your response:

1	2	3	4	5
Very poorly	poorly	Fairly	well	Very well

No.	Factors	Response				
1.1	Income					
a	My Income change affects your choice of beer	1	2	3	4	5
b	Availability of expensive option affects your choice of beer	1	2	3	4	5
c	The price of beer doesn't affects your choice of beer brand	1	2	3	4	5
d	Availability of a cheaper option affects your choice of beer	1	2	3	4	5
1.2	Lifestyle					
a	Your choice of beer brand correlates to your lifestyle	1	2	3	4	5
b	The brand image influences your choice of beer	1	2	3	4	5
c	The product quality influences your choice of beer	1	2	3	4	5
d	The attitude towards beer affect your choice of beer brand	1	2	3	4	5
1.3	Reference group					
a	Your friends influence your beer brand preference.	1	2	3	4	5
b	Your choice of beer is influenced by the Celebrities.	1	2	3	4	5

c	Your choice of beer is influenced by what your peers takes.	1	2	3	4	5
d	Your choice of beer is influenced by your past experience	1	2	3	4	5
1.4	Family					
a	Your family doesn't affects your choice of beer brand	1	2	3	4	5
b	Your family affects your choice of beer brand	1	2	3	4	5
c	Families past Experiences affects your choice of beer	1	2	3	4	5
d	Your Role and status in the family influences your choice of beer	1	2	3	4	5
1.5	Demography					
a	Gender influences your choice of beer brand					
b	your marriage status affects your choice of beer	1	2	3	4	5
c	Your level of education affects your choice of beer	1	2	3	4	5
d	Age influences your choice of beer brand	1	2	3	4	5
2	Effects of Marketing Mix Factors on Consumer Choice					
2.1	Product					
a	The packaging , influences my choice of beer brand	1	2	3	4	5
b	The quality aspect of beer influences my choice of beer	1	2	3	4	5
c	The Alcoholic percentage of the beer affects your choice of brand	1	2	3	4	5
d	Shape and labeling of the bottle, influences my choice of beer	1	2	3	4	5
e	Size of the bottle influences my choice of beer	1	2	3	4	5
2.2	Pricing					
a	The Price , influences my choice of beer brand	1	2	3	4	5

b	Brands with a considerable price range influence my choice of beer	1	2	3	4	5
c	My income is change my choice of beer brand	1	2	3	4	5
d	Availability of discounts affects my choice of beer brands.	1	2	3	4	5
e	Availability of a cheaper product will affect my choice of beer	1	2	3	4	5
2.3	Promotion					
a	The promotion activations influence my choice of beer brand	1	2	3	4	5
b	Brand awareness on selected shop/ bar affect my choice	1	2	3	4	5
c	I need exceptional bars which sale only one brand beers	1	2	3	4	5
d	Brand Awareness via social media affects my choice of beer brand	1	2	3	4	5
e	The crown cork prize affect my choice of beer brand	1	2	3	4	5
2.4	Place/Distribution					
a	I prefer a brand of beer, which is widely available	1	2	3	4	5
b	Availability of a dial a delivery service will affect my choice	1	2	3	4	5
c	I buy the first brand of beer I recognize in a grocery store display	1	2	3	4	5
d	If my preferred brand is not available in the store, I will buy any kind of beer brand available	1	2	3	4	5
e	Standard of the house influence my choice of brand	1	2	3	4	5

Please describe other factors that might affect your beer choice

Thank you once again for your cooperation!