



**ST. MARY'S UNIVERSITY**  
**SCHOOL OF GRADUATE STUDIES**

**EFFECT OF BRAND IMAGE ON CUSTOMER SATISFACTION AND  
LOYALTY: THE CASE OF ZENITH GEBES-ESHET ETHIOPIA LTD**

By

Nesro Hussien

(ID №: SGS/0350/2011A)

AUGUST, 2020  
ADDIS ABABA, ETHIOPIA

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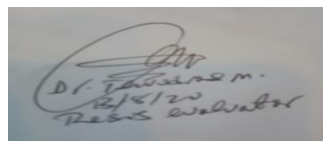
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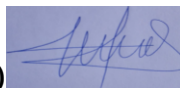
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## DECLARATION

I Nesro Hussien, the undersigned, declare that this thesis is my original work, prepared under the guidance of ShiferawMitiku. (PhD) All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

Declared by: \_\_\_\_\_

Student Signature \_\_\_\_\_

Date \_\_\_\_\_

## Certification

I, the undersigned, certify that, **Nesro Hussien** has conducted her thesis under my guidance and to the best of my knowledge all sources of materials used for the thesis have been duly acknowledged.

**Shiferaw Mitiku, PhD**  
Advisor

  
Signature

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## **ABSTRACT**

*Brand could be defined as perceptual entity that leaves in the customers mind. The general objective of this study is to examine effect of brand image on customer satisfaction (case study Zenith Gebes-Eshet Ethiopia Ltd). The target populations of this research were target population are Customer of ZenitGebisEshit Ethiopia LTD in the Head Office, the population for the study are customer who are using ZenitGebisEshit Ethiopia LTD product for one and above year. Questionnaires were distributed to 385 customers and 205 were properly completed and returned. Both primary and secondary data was used in the study. Moreover, structured and unstructured questionnaires was used to gather relevant information and the data were analyzed by using SPSS (statistical package for social sciences) and presented through descriptive, correlation, and regression analysis. The study come up with branding has a significant effect on consumer buying behavior. The study revealed that the four dimensions of branding that is, brand Image, brand loyalty, symbolic benefits, customer satisfaction and customer loyalty have positive and significant relation with customer buying behavior. The study recommend that branding is very vita to attract and retain customers; therefore, continues improvement must be maintained at all times on brand awareness, brand loyalty and brand association as well as Product quality that meet consumer buying behavior.*

**Key Words:** Brand Loyalty, brand Image, Symbolic benefit, customer satisfaction and Customer loyalty.

# CHAPTER ONE

## 1. Introduction

The introductory chapter starts with a background of the subject and a problem discussion and the research questions, followed by the objective of this study, and then hypothesis for the study was presented. This chapter will end up with frame work of the study, significance, scope and limitation of the study, and finally organization of the study will be discussed.

### 1.1. Background of the study

Brand could be defined as perceptual entity that leaves in the customers mind. According to America Marketing Association brand is defined as a name, term, sign, symbol or any other feature that identifies one seller's product or service as distinct from those of other sellers (Keller, 2003). Currently the role of a brand is more than what is stated earlier. Globalization has made business to work under high level of competition making price based, service based, and other competitions difficult. This led businesses to focus highly on their brand image.

As brand image is the favorable position that customers give to a particular brand as a result of its equity, it could be the major means of differentiation and competition. Moreover, building strong image could be considered as an asset which assists in attracting new customers as well as retaining existing ones.

It is imperative to mention service quality and customer satisfaction when discussing about customer loyalty. Satisfaction plays an important role in influencing the overall consumer behavior and consumption pattern. As loyalty is the function of satisfaction, satisfied customers tend to stay loyal and show higher commitment (Sivadas & Baker, 2000).

In recent years, researchers and practitioners in the field of marketing has paid great attention to brand. Nowadays, the brand is no longer an efficient tool in the managers' hands. Brand is a strategic necessity which helps companies to create more value to customers and also to develop sustainable competitive advantages. Successful brands will increase trust in products and intangible services, and customer will be able to better visualize and identify their services. As well as, it will increase high rate of brand equity, customer satisfaction, reacquisition intention, and the level of loyalty. Nowadays, brand management is a significant area in the marketing management. One of the main problems that involve customers is choosing a valid brand product. In many markets, a brand will create an identity to a product and links them to a

particular group of society. Psychologically, such type of commodities, in addition to appearance applications (cosmetic tools), will bring customers dignity and self-confidence, therefore customers willingly pay different prices. Once consumers experience using a brand and feel comfort with it, the tendency of reusing it will increase in them. Organizations, in today's competitive environment, use each instrument to be successful and to achieve ideal and attractive situations. Paying attention to marketing activities as an instrument to customers' mental preparation, and developing an intellectual property as brand, is a new perspective in the marketing science. Brand is considered as an intangible asset to companies and organizations. "Brand" is a symbol or a sign that will help customer to identify a product; a company that the brand of its product is better publicly, certainly will has better position in the market, as well as it can maintain its competitive advantage and increase the value of market share. Some studies have found that, ideal brand image always contribute customer satisfaction, in order to develop loyal customers principle. Public image about a brand is a mental structure that is formulated and developed by customer, based on some particular interpretation on a particular branded product. According to Kotler public conception about a brand is a collection of beliefs, ideas and perceptions that a person pays attention it as an object, on the other hand, it is a collection of perceptions that a brand reflects in the mind. (Kotler, 2005).

Brand image is indispensable for marketing where customers infer the quality of products by the brand image and are further stirred up the behavior of purchasing (Lin Chien-Hsiung, 2011).

## **1.2. Background of the company**

Zenith Gebes-Eshet Ethiopia Ltd was established in 1989. Zenith has made a name for itself with its wide range of fine distinctive personal care products. Made from top quality materials and using advanced manufacturing processes, our products enjoy strong consumer demand both at home and abroad.

For every moment of the day, for every reason, we have something for everyone. Zenith Gebes-Eshet Ethiopia Ltd products include personal care products, shampoos, conditioner, relaxers, pomade, moisturizing cream, lotions, nail polish, baby products, perfumes and body spray.

Zenith is the leading company for cosmetics and personal care products in Ethiopia and the East Africa region.

### **1.3. Statement of the problems**

As a consequence of today's competitive environment, low levels of product differentiation, consumers' perception of product quality performing at a similar standard, increased numbers of superior brands and alternatives, more acceptances of generic and private label brands, low risk in brand switching and high customer expectations (Bennett & Rundle-Thiele, 2005) put companies in a challenging position where there is a decline of loyal customers (Rosenberg & Czepiel, 1983; Bennett & Rundle-Thiele, 2005; Kapferer, 2005; Dekimpe et al., 1997). To address this issue, several researchers suggest that brands that are perceived as having highly rated image may generate more loyal consumers (Nandan, 2005; Bennett & Rundle-Thiele, 2005; Martenson, 2007). A number of researchers have examined the relationships between brand image, satisfaction and loyalty in the retail (e.g., Koo, 2003; Chang & Tu, 2005; Martenson, 2007) and service industry (e.g., Bloemer et al., 1998; Nguyen & LeBlanc, 1998; Hung, 2008; Kandampully & Suhartanto, 2000; Cengiz, Ayyildiz, & Er, 2007; Lewis & Soureli, 2006), but there are a limited number of studies focusing on product markets (in explaining the abovementioned relationships). The impact of image on satisfaction, however, requires a more complete validation, since some contradictory results are found in image literature (Palacio et al., 2002). Similarly, Bloemer et al. (1998) point out that the literal relationship between image and loyalty remains a matter of debate. For example, in a study of retail store image, Bloemer and de Ruyter (1998) found that image towards the store has an indirect effect on store loyalty through store satisfaction.

Although the findings above showing the relationship between image, satisfaction and loyalty are inconclusive, it is important to note that the multidimensional construct of store image, bank image, higher learning institutions and automobile images differ from each other as they each have unique characteristics of image attributes which cannot be generalized to other products or service categories. Therefore, the effect of image on customer satisfaction and loyalty stills need to be further validated in other product or services categories. Several researchers have suggested the importance of understanding how consumers perceive the images of a product, brand, service or company, the meaning that consumers attach to the brand, consumer expectations and beliefs associated with the product/brand (Reynolds, 1965; Lawson & Balakrishnan, 1998; Roth, 1995). Therefore, it is noteworthy to investigate whether certain types of consumer personality traits cause different perceptions towards the image of cosmetic brand attributes and benefits.

Based upon the above discussion, the present study was examined whether the effect of brand image on customer satisfaction.

Furthermore, it has been suggested that the CAD personality scale should be examined as a moderating variable and not as a predictor variable (Sullivan & O'Connor, 1984). Based upon the above discussion, the present study looked into whether brand image have effect on customer satisfaction in the case of Zenith GebesEshet Ethiopia Ltd, there are no studies that have attempted to empirically examine these relationships. In summary, there is a gap in the identification of the effect of brand image on customer satisfaction and customer loyalty.

Cosmetics industry in current market become more competitive compared to last decade. With this competition among the Cosmetics product providers, each of the company needs to be very concern towards consumers' needs and wants. Therefore, it is important for the companies to create a great and effective brand image or identity no matter from internal and external sources. Therefore, all the competitors are willing to do so because the brand image has the direct impact to generate consumer satisfaction value. If a company failed to provide the positive brand image, it may directly or indirectly affect the consumers' decision making on choosing the Cosmetics product. Consumers may shift to the other competitors which offered better experience.

Due to these gaps, the present study aims to identify the effect of brand image based on attributes and benefits on both overall customer satisfaction and loyalty intention in the context of cosmetic products. The moderating effects of personality types and dwelling areas on the relationship between brand image and overall customer satisfaction are also investigated.

#### **1.4. Objective of the study**

##### **1.4.1. General Objective**

The general objective of this study is to examine effect of brand image on customer satisfaction and loyalty (Case study Zenith Gebes-Eshet Ethiopia Ltd)

##### **1.4.2. Specific objectives**

The research focus on the following specific points:

- To examine the postive relationship between brand image(Easily Recall, point of difference, Knowledge & competitive) and customer loyalty.
- To examine the postive relationship between brand image(Easily Recall, Point of difference, Knowledge & Competitive) and customer satisfaction

- To investigate the effect of brand image(Easily Recall, point of difference, Knowledge & competitive) on customer satisfaction and Loyalty.
- To examine the mediating role of customer satisfaction in brand image, customer loyalty and customer relationship.

### **1.5. Research Questions**

The following basic research questions were answered in the course of the study.

- Does brand image positively effect customer satisfaction?
- Does extent brand image positively effect customer loyalty?
- Does brand image mediate between customer satisfactions and customer loyalty?
- To what extent does the positively effect of brand image on customer satisfaction and Loyalty?

### **1.6. Significance of the problem**

Companies in the Cosmetics industry are experiencing high level of competition and are struggling to attract and retain more customers. Customers' expectation has also increased tremendously. Therefore, it is important assess factors affecting customer satisfaction and loyalty and develop the necessary customer retention strategy.

Since, ZenitGebisEshit Ethiopia LTD should be able to compete and fulfill customers' needs. The Company should also generate high level of customer satisfaction and create favorable condition for the image and reputation. Image and reputation may help the company in building strong customer relationship and ensure loyalty.

The study is expected to provide a valuable insight about brand image and its impact on customer satisfaction and loyalty. The outcome of the study wasproviding ways of customer retention mechanism through brand image.

Finally, this research is presumed to develop the knowledge of the reader on brand image and its impact on customer satisfaction and loyalty. Which will in turn gives a way for other researchers to conduct detailed researches on the problem. Eventually, this study may contribute paramount importance to previous literature in this area which will serve as additional source of reference.

### **1.7. Scope of the study**

In ZenitGebisEshit Ethiopia LTD each district not only assists and supervises branches under it but also they act as main branch and have their own customers. Therefore, the scope of the study focused on ZenitGebisEshit Ethiopia LTD customers of districts and branches which were found

only in Addis Ababa. Besides, this study only used questionnaire for data collection instrument. The increasing demand for cosmetic products among Zenith Oil product, there is not much information as to whether this phenomenon is the result of high customer loyalty, high level of customer satisfaction or the images of the cosmetic brands. Therefore, this study focused on cosmetic brands. Cosmetic products include Zenith Paraffin, Olive Oil, Charles Paraffin, Bonita paraffin, Vaseline, lotion, Glycyine, body Cream (Euromonitor, 2007). This type of product category is considered a high involvement product market (Chiou&Droge, 2006; Suh & Yi, 2006; Whelan & Davies, 2006).

### **1.8. Organization of the Study**

This study comprised of five chapters. The first chapter presented introduction to the study including background of the study, background the organization, statement of the problem, research questions, research objectives, significance of the study, scope of the study, limitation of the study. The second chapter was review of related literature. In this chapter both theoretical and empirical evidences related to the topic under study are discussed.

Next, the third chapter described the research methodology that deals with descriptions of the study area, research approach, research approach and design, population and sample, data sources and types, data collection procedures, ethical consideration and data analysis.

The fourth chapter was data analysis and interpretation. This chapter summarized the results or findings of the study, and interprets and discusses the results in accordance with the review related literature. The last part of the study was chapter five which deals with summary, conclusions and recommendations which were drawn from the results discussed under chapter four, and the research limitation and areas of future research were addressed and finally list of references and appendix were followed.

## **CHAPTER TWO**

### **RELATED LITERATURE REVIEW**

#### **2. Introduction**

This chapter discusses both theoretical review and empirical review of the study. Theoretical review discusses the meaning of brand, the benefits of brand, brand image, customer satisfaction and its measurement, customer loyalty and its measurement. The second part, empirical review, discusses the relationship between brand image with customer satisfaction and customer loyalty, and the relationship between customer satisfaction and customer loyalty, the impact of brand image on customer satisfaction and loyalty. Finally, based on the literature review conceptual framework and hypothesis of the study are discussed in Empirical review also shows the relationship between the variables and the impact of independent variable on dependent variable is depicted in the table.

#### **2.1. Theoretical Literature Review**

#### **2.2. Brand**

Brand means a specific product, service, or business identity. ‘Brand love’, or love of a brand, is an emerging term encompassing the perceived value of the brand image (Keller, 2003). Pearson (2005) explains a brand is constructed by features, customer benefits and values. A brand is invented when the marketing is adding value to a certain product within the process to distinguish the similar features and benefits from the other products.

#### **2.3. Brand image**

As some research showed that companies should not only focus on service quality, but give pay attention to the perception of customers towards their brand image. Brand image helps the company to ensure that consumers hold strong and favorable association of the brand in their minds (Hedging, Knudtzen&Bjerre, 2009). In this regard (Eiilm University, 2001) stated that “Understanding the brand image is of key importance to long term management of a brand. It is also important how the consumers formed the brand and what kind of relationship was formed with the brand what the brand means to them and how they have accepted it. Understanding the relationship between consumers and brands can help a company control its successful brand positioning and the efficiency of advertising”. This is to mean that the success of the company is directly related to awareness of the customers towards the brand. The brand image also occupies



an important position in the minds of consumers and refers to consumers' knowledge and evaluation of a brand (Wu, Chao, & Yen, 2015). Brand image represents an important aspect of marketing activities; branding and market offering with varied definition and approaches to its conceptualization. Burleigh and Sidney; Dobni and Zinkhan; Martinez and Pina(As Cited in Ike-ElechiOgba and Zhenzhen Tan, 2009).

A widely accepted view is that brand image represents customers' perceptions of a brand as reflected by the brand associations held in consumer memory (Herzog, 2010; Keller, 2003). Argued that these associations could originate from customers direct experience or from information obtained on a market offering or due to the impact a pre-existing associations with an organization had on consumer. Brand image is, therefore, the mental picture or perception of a brand or a branded product or service and includes symbolic meanings that consumers associate with the specific attributes of a product or service Dobniet *al* (As Cited in Ike-Elechi, *et al* 2009). Brand image is defined by Keller (2003) as a strong, favorable with unique brand association in recognition, which will result in positive attitude, perceived quality and positive affect in overall. He also states that brand image has been widely accepted in literature that is the perception existing in the memory of the customer.

### **2.3.1. Comparison of brand image and Brand identity**

Firstly, brand identity is focused on the University, whereas brand image is focused on the stakeholders. Secondly, brand identity is created by executive managers or marketing communication strategists, whilst brand image is created by perceptions of stakeholders. Thirdly, the message is 'packaged' or 'wrapped' in terms of brand identity, and it is 'unpackaged' or 'unwrapped' by stakeholders in the form of brand image. Finally, brand identity is established by marketing communication strategists, which represents the institution's reality, while brand image is received or perceived by the stakeholders, which represents the perceptions of the stakeholders. These differences between brand identity and brand image are noteworthy, and are further amplified by the view of Kapferer (2004) that brand identity precedes brand image.

### **2.3.2. Brand Benefits**

According to Rizwan& Xian (2008), (Keller, 1993) and Laiho&Inha (2012) “Benefits are the personal value consumers attach to the product attributes that is, what the consumers think the product can do for them” and they categorized brand image benefits in to three parts. The first kind of brand image benefits is functional benefits which refers mainly to physiological and safety needs, as well as to desires for problem removal or problem avoidance, the second kind of brand image benefits is experiential benefits which refer to what it feels like to use the product.

They are related with sensory pleasure, variety and cognitive stimulation and the third kinds of brand image benefits is symbolic benefits which is related to underlying needs for social approval or personal expression and outer-directed self-esteem.

In addition, Park, Jaworski, and MacInnis (2008) mention that based on their relationship, brand benefits are categorized into functional benefits, experiential benefits, and symbolic benefits. Functional benefits are related to physiological and safety needs. As their attributes are product related, they involve a desire for problem elimination by consuming product. Experiential benefits, like functional benefits, correspond to the product related attributes. Sensory pleasure, variety, and cognitive stimulation to use the product are incorporated in experiential benefits. Symbolic benefits, unlike functional benefits and experiential benefits, correspond to non-product-related attributes. They are related to acceptability in society or personal expression and outer directed self-esteem, and are more extrinsic advantages of product consumption.

Moreover, Hague (2001) pointed out the benefits of strong brand image to a company in terms of the following directions: the company will gain best prices, customer will require the products, influence on other competitive brands, there will be good flow of information, the brand’s acceptability can be enhanced, customer satisfaction will be improved, and improve a chance of opening new related business/ product.

Furthermore, Joshi (2012) explained the benefits of brand image in terms of the advantage of branding to both producer side and consumer side. Producer side advantages of branding are: a company’s reputation is increased, easy to introduce new products, differentiates its products from competitor, helps for sales promotion, increases the markets share, reduces advertising cost, increase sales, and minimize price competition. On the other hand, consumer side advantages of

branding are: differentiates the products of different producers, gain quality products, and consumers will be satisfied.

### **2.3.3. Brand Image Measurement**

According to Driesener, C & Romaniuk, J (2006) the three brand image measurement techniques are: (1) A Likert rating technique (Scaling), (2) A ranking technique (Scaling), and (3) A Pick any technique (sorting). When rating brands, respondents are typically asked to respond on a 5- or 7-point scale, which ranges from strongly agree to strongly disagree (Likert, 1932). The score gauges the extent to which the respondents feel the brand is associated with a certain attribute. The second type of measure (ranking) is where brands are ranked relative to competitors according to their association with an attribute meaning that if brand ranked 'first' the brand is most associated with/ strongest on the attribute of the choice set. The key difference between rating and ranking approaches is that while two brands cannot be afforded the same rank, they can be afforded the same rating. Third measure is the 'pick-any' measure, where respondents are asked which brands, if any, they associate with each attribute. Respondents can name any, all or none of the brands. As with the other techniques, brand names can be provided in a list or recalled from memory. The key difference between this measure and the others is that the pick any measure is a response indicating association with the brand, rather than the degree of association. With this technique, therefore, multiple brands can be associated with the same attribute, but there is no discrimination between those brands as to the degree of association with the attribute by that individual these measures thus differ on three criteria. The first is whether the technique is scaling or sorting (Joyce, 2003). Rating and ranking measures require the respondent not only to show whether or not there is an association but also to indicate the strength of that association.

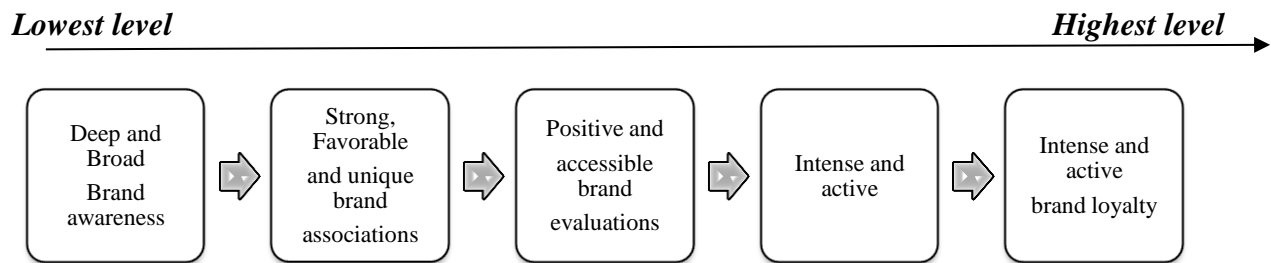
These are therefore scaling techniques. In contrast, the pick-any measure requires the respondent only to indicate whether they perceive the brand and attribute to be associated. The second criterion is that for some measures brands are not directly compared, whereas others explicitly require a direct comparison of the brands. Ranking is considered to be a comparative measure, while rating and pick-any approaches are not (Joyce, 2003).

### 2.3.4. Brand Knowledge

There is confusion on the concept of brand knowledge and brand image. Brand knowledge includes brand awareness and brand image meaning that brand image is part of brand knowledge.

According to Chandon, 2003 brand knowledge refers to brand awareness (whether, and when, consumers know the brand) and brand image (what are the associations that consumers have with the brand (Keller, 2001). The different dimensions of brand knowledge can be classified in a pyramid in which each lower-level element provides the foundations of the higher element. In this regard, (Keller, 2001) describe depicted brand knowledge from the lowest level to the highest level with figure which is found below.

*Figure 1: Brand knowledge*



### 2.3.5. Customer Satisfaction

Business always starts and closes due to customers and hence customers must be treated as the King of the market since business enhancements, profits, status and image of the organization depends on customers. Customer judge the services provided or the product delivered by making a very subjective value judgment which many times do not reflect in reality and only customers can evaluate service in light of their unique expectations. Besides, the current stiff competition and sophisticated marketing environment has urged service organizations to shift focus from profitability to customer satisfaction. Customer satisfaction has business leader attention, as it is the basis for ensuring sustainability in a business. In this regard, the International Engineering Consortium (2005) spells out the ability to be flexible in managing customers, enables the business to reap the benefits of good customer satisfaction and this is because customer satisfaction is closely linked to quality in recent years.

According to American Marketing Association AMA (2018) customer satisfaction is a measure of how products and services supplied by a company meet or surpasses customer expectation and

it is also the number of customers or percentage of total customers, whose reported experience with a firm's products or services exceeds specified satisfaction goals. In this regards, Negel (2007) explained that customer satisfaction measures how products and services supplied by a company surpasses their expectations. Customer satisfaction is also the state of mind that customers have about a company when their expectation have been met or exceeded over the life time of the product or service. Customers' satisfaction depends on also the product's perceived performance in delivering value relative to a buyer's expectations. If the products' performance falls short of expectation, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted (Kotler & Armstrong, 2012). According to Berry & Chicago (2010) customer satisfaction is discussed in terms of ten dimensions of satisfaction which include quality, value, timeless, efficiency, ease of access, environment, interdepartmental team work, frontline services, behavior, comment to the customer and innovation.

Satisfied customers are also less on price sensitive and remain in that company for a long period. They buy again and/or additional products over time as the company introduce related products or improvements. And they talk favorably to others about their good expectations of the company and its products. Satisfied customers will tell others about their experiences, increasing the likelihood that those consumers will then buy the product. And customers tend to spend more on the brand with which they are satisfied when they make purchases in that product category (Hayer&Macinnis, 2010). However, dissatisfied customers often switch to competitors and criticize the products to others (Kotler & Armstrong, 2012; Kotler *et.al* 2005). Contrary to the above premises, Taylor (2004) stated that "companies began to notice that they often were losing customers despite high satisfaction" and Reichheld (2004) argued that satisfied customers are not necessary loyal.

On the other hand, clearly defining and understating customer satisfaction can help any company identify opportunities for product and service innovation, and serve as the basis for performance appraisal and reward systems and in a competitive market place where business compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy and it will be competitive advantage for the company.

In addition to this, customer satisfaction provides customer value and as a result customers become loyal, be brand loyal and be committed to the product (Hoyer & Macinnis 2010).

According to Edty (2000) customer satisfaction is the process through which business ensure customer loyalty and non-defection of customers to the competitors. This means highly satisfied customers produce several benefits for the company and are more likely to be loyal customers, and loyal customers are more likely to give the company a larger share of their business which in turn results in better company performance (Kotler *et.al* 2005).

### **2.3.6. Customer Satisfaction and its Measurement**

As County, K. (2010) study report, principles for customer satisfaction measurement that inform and guide departments' customer service performance measurement are: The ultimate goal for all customer service should be "service excellence". A good way to find out what your customers care about and what their experiences are is to ask them.

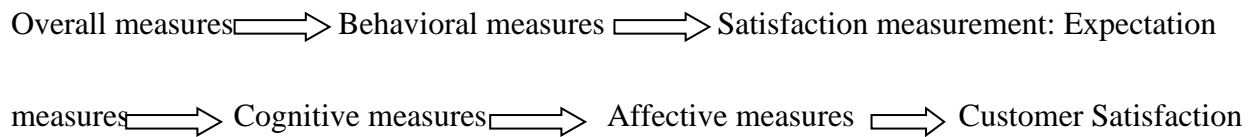
Customer satisfaction results are important to understand service delivery, will be used by management and employees to improve services, and will be reported to the public along with changes made based on the results. Whenever possible, leverage existing information and build on existing surveys and customer focused work. Differences in programs, services, and customer populations may require differences in data collection procedures, measures, and strategies for improvement. Customer satisfaction measurement should focus on the entire customer experience, not just the final result or decision. Every program should strive to obtain scientifically representative and valid data, even though the degree to which this is achieved may vary based on resource availability, types of customers, and products/services offered. Customer satisfaction data collection efforts should be adapted to and modified for diverse customer populations. Customer satisfaction measurement should be proximal, or close in time, to the time of service or interaction. Assess customer satisfaction when a customer's experience is fresh. Measurement should reflect the various ways (channels or methods) customers access the service.

Besides, according to Cengiz (2010), measuring customer satisfactions provide a comprehensive insight to the customer pre and post purchase behavior. Without this approach understanding, improving and developing better customer services could not be possible. Customer satisfaction measures allow business to know how well the business process is working, to know where to make changes to create improvement if changes are needed, and to determine if the changes led

to improvement. In light of this, Ostrom and Iacobucci (2005) thought that there were many dimensions in measuring customer satisfaction, including (1) price of goods, (2) service efficiency, (3) attendant attitude, (4) overall performance of the company, and (5) the closeness to the ideal company.

Moreover, Anisor& Luciana (2015) measuring the customer satisfaction is a relatively new concept to many companies that have been focused exclusively on income statements and balance sheets. And the major attributes of customer satisfaction are product quality, keeping delivery commitments, price, responsiveness and ability to resolve complaints and reject reports and overall communication, accessibility and attitude. Anisor& Luciana (2015) tried to show customer satisfaction measures with figure as follows:

*Fig.2.2. customer satisfaction and measurement*



### **2.3.7. Customer Satisfaction Dimensions**

Customer satisfaction is the extent to which a product’s perceived performance matches a buyer’s expectations (Kotler & Armstrong, 2012). According to Kaplan & Norton (2001) customer satisfaction measures provide feedback on how well the company is doing. These authors say that assessing the satisfaction level of customer is based on specific performance criteria within the value propositions. The three classes of attributes of the customers’ value propositions are: product and service attributes like functionality, quality; customer relationship like quality of purchasing experience and personal relationship, and image and reputation (Kaplan & Norton, 2001). The first attribute which is product and service attributes encompasses the functionality of the product/ service, its price, and its quality. This customer satisfaction dimensions can be measured by safe, engineering service, minimum revision of submitted procedure, clean facility, standard of input provided, innovativeness to reduce cost, money value and others. The second attribute that is customer relationship dimension includes the delivery of the product/ service to the customer, including the response and delivery time dimension, and how customers feel about purchasing from the company. It is measured by speedy service, friendly helpful employees.

Finally, the last attribute which is image and reputation dimension refers to the intangible factors that attract a customer to a company.

## **2.4. Empirical Review**

### **2.4.1. Relationship between Brand Image and Customer Satisfaction**

Some researchers try to show the relationship between brand image and customer satisfaction in their research papers findings. Lin Chien-Hsiung (2011) pointed out that, with the construction of good brand image, customers were likely to increase the satisfaction of usage, and would like to recommend to others. Graeff (2000) mentioned that, when the customer's self-image was more similar to the brand image, customer satisfaction would be affected. Many scholars such as Lahapet.al (2016), Malik, Ghafloor& Iqbal (2012), Saeed *et al* (2013), Chien-Hsiung (2011), Yulianti& Tung (2013) and Chen (2015) also confirmed the positive relations between brand image and customer satisfaction.

As cited by Ibrahim (2014) brand image constructs measurement variables with user image, product image, and enterprise image that customer satisfaction and brand image show remarkably positive relation (Zhang & Mo, 2008). And customer satisfaction and brand characteristics presented significantly positive relation that customer satisfaction was the provided service higher than the expectation of the customer so that the customer was satisfied (Sang, 2009).

According to Yulianti& Tung, (2013) customer satisfaction has led to: (1) Higher future profitability of a firm; (2) Lower costs related to defective goods and services; (3) Increase of customer willingness to pay premium price, provide referrals, and use more products or services, and higher levels of customer retention and loyalty.

In addition, similar researches show a significance relationship between customer satisfaction and brand of product (different kinds of brand such as brand equity, brand image, brand experience and so on) as well as how brand elements influence customer satisfaction. According to this study, the dimensions that will be considered are summarized the findings of some researchers in the table 2.1.below.



*Table 2.1: Empirical Review on Brand Image and Customer Satisfaction*

<b>Author and year</b>	<b>Title</b>	<b>Country</b>	<b>Findings</b>
Chen,C. F. (2015)	The effect of higher education brand images on satisfaction and lifetime value from students' Viewpoint.	Taiwan	Brand image affected Customer satisfaction.
Chien-Hsiung (2011)	A study on the relations between the brand image and customer satisfaction in catering businesses	Taiwan	Brand image presented positive relations to customer satisfaction
Juhana, Manik, Febrinella, &Sidharta (2015)	A study of brand image towards customer's satisfaction in the Malaysian hotel industry.	Malaysia	Brand image could influence customer satisfaction. Brand image will attract more potential customers and able to retain the existing customers.
Malik, Ghafloor& Iqbal (2012)	Impact of bran image, service quality and price on customer satisfaction in Pakistan telecommunication sector	Pakistan	Brand image is correlated to customer satisfaction. Improvement in brand image has resulted in increased customer satisfaction.
Nazir, Ali & Jamil (2016)	The impact of brand image on the customer retention: A mediating role of customer satisfaction in Pakistan.	Pakistan	Customer satisfaction is linked with brand image and positively related with each other.
Neupane (2015)	The effects of brand image on customer satisfaction and loyalty intention in retail supermarket chain UK.	London	There is positive relationship among brand image, customer satisfaction and customer loyalty. Brand image has significant effects on customer satisfaction.
Saeed, Lodhi, Mehmood, Ishfaque, Dustgeer, Sami, Mahmood, Ahmed (2013)	Effect of brand image on brand loyalty and role of customer satisfaction in it	Pakistan	There is positive and significant relation exists between brand image and customer satisfaction.
Yulianti& Tung (2013)	The relationship among brand Experience, brand image and customer satisfaction of face book users in Indonesia	Indonesia	Brand image had positive influence to customer satisfaction

From the above premises and table which is summary of research findings of different researcher in different topic and country, the researcher proposes the effect of brand image on customer satisfaction.

H1: Brand image has significance effect on customer satisfaction

#### 2.4.2. Relationship between Brand Image and Customer Loyalty

As Ibrahim (2014) cited that Eris (2012) states that strong competition and rapid technological developments in various sectors made the firms aiming to increase their market shares by gaining more customers protect their market shares. The way to protect their market shares is to create customer loyalty. According to this study, the dimensions that will be considered are summarized the findings of some researchers in the table 2.2 below

*Table 2.2 Empirical Review on Brand Image and Customer Loyalty*

<b>Author and year</b>	<b>Title</b>	<b>Country</b>	<b>Findings</b>
All- Msallan (2015)	Customer satisfaction and brand loyalty in the hotel industry	Syria	The factors of brand image affect brand loyalty.
Agyei&Kilika (2014)	Relationship between corporate image and customer loyalty in the mobile telecommunication market in Kenya	Kenya	Brand image significantly forecast customer loyalty.
Bang, Kim, Park, & Chung (2015)	Building customer loyalty through CSR (corporate Social Responsibility): moderating effect of Authenticity	South Korea	Brand image and customer trust influence customer loyalty
Wu, Chao & Yen (2015)	The influence of service quality, Brand image, and customer satisfaction on customer loyalty for private Karaoke Rooms in Taiwan	Taiwan	Brand image has a positive influence on attract more potential customer loyalty. customers and able to Retain the existing Customers loyalty.
Chung, Yu, Kim, & Shin (2015 )	The effect of perceived value on customer loyalty in low-priced cosmetic brand of South Korea: the moderating effect	South Korea	Brand image Positively influences customer loyalty.

	of gender		
Juhana, Manik, Febrinella, & Sidharta (2015)	Empirical study on patient satisfaction and patient loyalty on public hospital in Bandung, Indonesia	Indonesia	Brand image influence on customer loyalty.
Khizindar (2015)	An empirical study of factors affecting customer loyalty of telecommunication industry in the kingdom of Saudi Arabia	Saudi Arabia	In service provider company brand image had a direct effect on Customer loyalty.
Liao (2012)	The casual effects of service quality, brand image, customer satisfaction on customer loyalty in the leisure resort enterprise	Taiwan	Brand image has a direct relation with customer loyalty.
Malik, Ghafloor & Iqbal (2012)	Impact of brand image, service quality and price on customer satisfaction in Pakistan telecommunication sector	Pakistan	Advancement in brand image has resulted in improve brand loyalty.
Ogba & Tan (2009)	Exploring the impact of brand image on customer loyalty and commitment in China	China	Brand image have positive impact on customer expression of loyalty and commitment to market offering.
Saeed, Lodhi, Mehmood, Ishfaq, Dustgeer, Sami, Mahmood, Ahmed (2013)	Effect of brand image on brand loyalty and role of customer satisfaction in it	Pakistan	There is positive and significant relation exists between brand image and brand loyalty
Upamannyu & Sankpal (2014)	Effect of brand image on customer satisfaction and loyalty intention and the role of customer satisfaction between	India	There is a strong positive relationship between brand image and loyalty intention.

	brand image and Loyalty intention.		
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From the above premises and table which is summary of research findings of different researcher in different topic and country, the researcher proposes the effect of brand image on customer satisfaction.

H2: Brand image has significance effect on customer loyalty

**2.4.3. Relationship between Customer Satisfaction and Customer Loyalty**

As Ibrahim (2014) cited Magnini& Honeycutt (2005) reported that customer emotions play an important role in driving customer satisfaction and loyalty. Customer satisfaction and customer loyalty do have positive relationship (Neupane, 2015). The source of customer loyalty is customer satisfaction (LikeKim&Yoon, 2004). Satisfied customers become loyal customers and also share their positive experiences with other people who are potential customers of the same company.

Customer satisfaction can lead to customer loyalty because people tend to be rational and risk adverse so that they might have a tendency to reduce risk and stay with the service providers which they already had good experience with (Belas&Gabcova, 2016, and Coelho &Henseler, 2012). the higher the level of customer satisfaction, the greater the possibility of the customer becoming loyal (Ismail, Khatibi&Thiagarajan, 2003) as cited by (Tweneboah-Koduah, 2016).

According to Van Es (2012) loyalty is a direct result of customer satisfaction and that satisfaction is largely influenced by the quality of services and a key element of loyalty is the exchange of information.

**Hypothesis**

**H1:** Brand image has positive significant relationship with customer Satisfaction

Ho: Brand image has no positive significant relationship with customer Satisfaction

**H2:** Brand image has positive significant relationship with customer loyalty

Ho: Brand image has no positive significant relationship with customer loyalty

**H3:** There is a significant relationship between brand image on customer satisfaction and customer Relationship.

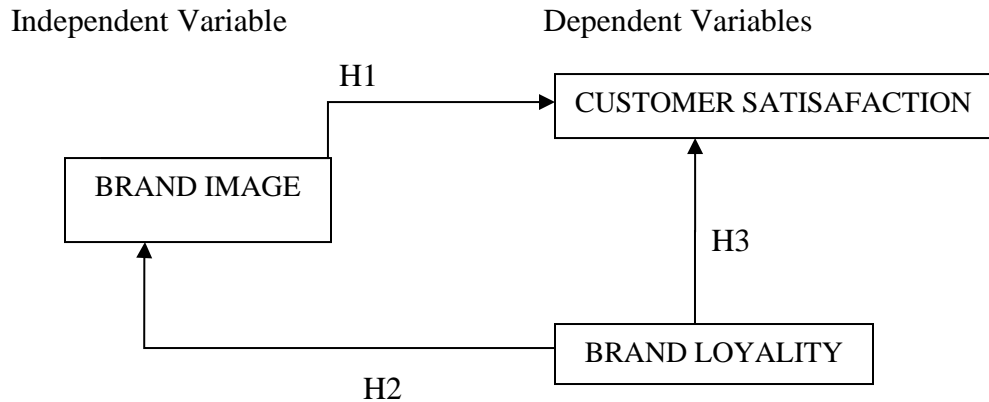
**H0:**There is no significant relationship between brand image on customer satisfaction and customer Relationship.

**H4:** There is a significant relationship between brand image on customer satisfaction and customer Relationship.

## 2.5. Conceptual Framework

Some researchers' findings in their research pointed out that there is relationship among brand image, customer satisfaction and customer loyalty. Chao, Wu, & Yen (2015) and Chung *et al.* (2015) state that brand image has positively influences customer loyalty. Chien-Hsiung (2011) and Yulianti& Tung (2013) mentioned that brand image had positive influence to customer satisfaction. Besides, based on the findings of Chao, Wu, & Yen (2015), customer satisfaction has mediating role for the relationship between service quality, customer loyalty and brand image. All Msallan (2015) and Upamannyu&Sankpal (2014) discussed that customers' overall satisfaction does significantly influence customers' loyalty which implies that marketers should focus on brand image benefits to achieve customer loyalty. Thus, based on the theoretical and empirical review of the study, the researcher drives the following conceptual framework.

Figure 1: *Conceptual framework*



Source: Researcher own, 2020

## **CHAPTER THREE**

### **METHODS OF THE STUDY**

#### **3. Introduction**

This chapter deals with the methodology adopted for the study. It includes: Description of the study, Research design, Sampling method, Source of data, Measuring instruments, Data preparation, Data analysis and interpretation, and Ethical considerations.

#### **3.1. Research Approach**

Selecting the right research approach is important for the research as it has an effect on the relevant information extract from the data. There are two types of method researchers use to collect data: qualitative and quantitative method. Qualitative research method is more intrusive and less structured than quantitative research techniques and, thus, are appropriate when the research is exploratory in nature, when the area for examination is unfamiliar to the researcher.

While quantitative research method is aimed to classify features, count them, and contrast statistical models in an attempt to explain what is observed and the data collected are in form of number and statistics. According to McDaniel and Roger (2002), to study the meaning of involving variables statistically, quantitative research is considered useful.

The aim of this research is. According to the above discussion, the researcher used quantitative methodology to allow the researcher measure and analyze the dependent variable (Brand Image) and the independent variable (customer satisfaction and Brand loyalty).

#### **3.2. Research Design**

Research design is a logical and systematic plan prepared for directing research study. It deals with issues as techniques for data collocation, sampling technique as well as time and cost constrain. (Kothari, 2001). According to Bryman and Bell (2007), a research design provides a framework for the collection and analysis of data. A choice of research design reflects decisions about the priority being given to a range of dimensions of the research process.

In this study the researcher used explanatory research design to enable the researcher accomplishes the objectives of the study. Therefore, given the concepts of the above parts since the aim of this research was to measure of selected customer in ZenithGebes-Eshet Ethiopia ltd, this research was a quantitative research design as it used data that are numeric in nature. In addition to this, since the researcher uses systematic collection and measurement of data as well

as application of statistical tools to analyze and obtain the findings so as to address the raised research questions, objectives and to test the formulated hypotheses, it is a quantitative research design.

### **3.3. Data Type and Source**

The type of the data that the researcher used was primary and secondary data. The primarily data were gathered by using structured questionnaire that were answered by respondents who are the customers of ZenitGebisEshit Ethiopia LTD Addis Ababa Head Office. The secondary type of data which was used to examine were: issues related to ZenitGebisEshit Ethiopia LTD and reviewing books, articles and journals related and online available information.

#### **3.3.1. Population and Sampling**

As this research is meant to target population are Customer of ZenitGebisEshit Ethiopia LTD in the Head Office, the population for the study was customer who are using ZenitGebisEshit Ethiopia LTD product for one and above year Since, and have a good pool of different Customer i.e. Supermarket, Beauty supply shop from different areas of the Addis Ababa with diverse product.

#### **3.3.2. Sampling Technique**

The questionnaire was distributed among the customers at Addis Ababa and ZenitGebisEshit Ethiopia LTD Head office. Selection of respondents was by convenience sampling (non-probability sampling); customers who used the ZenitGebisEshit Ethiopia LTD Head office service at least for once and who use the service recently were included in the sample. Questionnaires were customers by giving insight on the objective and significance of the study.

#### **3.3.3. Sample Size**

ZenitGebisEshit Ethiopia LTD number of customers is numerous and the exact number of total population is unknown. Therefore, to gather the information needed for the research on the given time and resource the sample was 384 which are determined using the following formula, which is based on 95% confidence interval and 5% error term, is recommended by scholars (Gill *et al.*, 2010).

$$n = \frac{z^2 p (1-p)}{e^2}$$

$$n = \frac{1.96^2 (0.5) (1-0.5)}{0.05^2}$$

Sample size= 384

### **3.4. Data Collection Instrument and Procedure**

The researcher used questionnaire to gather original primary data from respondents who are the customer of ZenitGebisEshit Ethiopia LTD of Ethiopian Addis Ababa. In this study the researcher used questionnaire that was developed earlier by Del Rio, Vazuez and Iglesias (2001) and Cho (2011) was adjusted to fit for the context of the study and some of the questions were self-developed. The questionnaire had 22 items under five categories like functional (four items), symbolic (five items), and experiential (four items) brand image benefits as well as overall customer satisfaction (four items) and customer loyalty (five items).The questionnaire has had two parts. The first part was prepared to gather general information about the respondent's gender, age, type of occupation and the length of time as customer. The second part also asked respondents about the effects of brand image benefits on customer satisfaction and customer loyalty. The questions under this part were arranged in a five-point Likert Scale, going through strongly disagree (measured as 1), disagree (measured as 2), no opinion (measured as 3), agree (measured as 4), and strongly agree (measured as 5).Moreover, the researcher distributed and administers the total of 384 questionnaires to the target sample population based on the time schedule at different time during business work hours. The respondents were requested to complete and gave back the questionnaires coordinating with front line employees who are in positions of Principal Customer Care in and marketing officers in Addis Ababa.

### **3.5. Data preparation**

In this research, after the data have been secured, preparing table to list the variables, sorting variables, counting the variables, represent them in "code", entering in to computer to use SPSS, and editing was done.

### **3.6. Data Analysis and Interpretation**

Data in this study was analyzed using both descriptive and inferential statistics. Descriptive statistics was used to interpret data in general and for testing hypothesis and investigating research objectives inferential method has been used using statistical package for social science (SPSS) version 20. Descriptive analysis used to describe the demographic factors such as gender, age, occupation, and the time length being the customer. Correlation analysis is also used to assess the relationship among brand image, customer satisfaction and customer loyalty.



Besides, multiple linear regression analysis was used to examine the effect of brand image on customer satisfaction and customer loyalty.

### **3.7. Reliability Test**

'Reliability and validity have different meanings under the different types of research i.e. quantitative and qualitative research' (Creswell, 2014) in quantitative research reliability is the most important factors of the instrument (Polit&Hungler, 1997). When either conducting or criticizing research, reliability is an important concept to enhance the accuracy of the assessment and evaluation of a research work (Tavakol&Dennick, 2011). Thus, the internal consistency for each variable of research data collection instrument was checked by Cronbach's alpha and the result showed in acceptable range. From this we conclude that the data collection instrument is internally consistent. According to Bryman& Bell, (2007) the reliability value for any study should be substantial enough, for the fact that the highest the reliability the stronger the acceptability of the model.

### **3.8. Ethical Considerations**

To make the respondents feel confidence, the purpose of the study be disclosed in the introductory part of the questionnaire and they were not be required to write their name and other information that easily identify them. The researcher assured that their responses was used only for this research paper and inform them strict confidentiality of their responses. Furthermore, the researcher avoided misleading or deceptive statements in the questionnaire that were distributed only to voluntary participants.

## CHAPTER FOUR

### DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4. Introduction

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

##### 4.1. Overall response rate

From the total of 385 questionnaires distributed only 205 were returned. Therefore, 205 were effectively used.

##### 4.2. General Characteristics of the Respondents

The general characteristic of the respondents discussed gender, age, occupation, and years of experience as customer of the respondents. According the result of the study, the majority of the respondents i.e. 113 (57.1%) were male and the rest 85 (42.9%) were female, and 42.9% of the respondents' age is between 51 and 65 and the second highest age category is greater than 56 which comprises 28.3% of the respondents. Besides, the majority 145(73.2%) of the respondent occupation was personal care and the respondents were asked for how long they had been as Zenith Gebes-Eshet Ethiopia Ltd customer. Most of the respondents (66%) were customers who have an experience of more than 11 years, and those who have an experience of less than three years, those seven to ten, and those greater than eleven years as customers do not have significance different among themselves.

*Table 4.1. Demographic Profile of the respondent*

Dimensions	Variables	Frequency	Percent
Gender	Male	113	57.1
	Female	85	42.9
	Total	198	100
Age	18 to 35	21	10.6
	36 to 50	36	18.2
	51 to 65	85	42.9
	Greater than 65	56	28.3
	Total	198	100
Type of occupation	Home Care	53	26.8
	Personal Care	145	73.2

	Total	198	100
<b>Year as a customer</b>	Less than 3 years	48	24.3
	Seven to ten years	17	8.6
	Four to six years	67	33.8
	More than 11 years	66	33.3
	Total	198	100

### 4.3. Descriptive Analysis

Table 4.4. Descriptive of Brand image

Descriptive of Brand image	Mean	Std. Deviation
Easily Recall	3.6465	1.09742
Point of Difference	3.4949	1.16090
Knowledge	3.7525	1.32694
Competitive	2.9040	1.11104
Grand Mean	3.449475	

The experiential benefit of brand image was also measured in a three measure items. The mean score was between 3.75 and 3.64. Thus, the results of the respondents indicate that, the respondents have adequate knowledge about the brand. This means that the respondents feeling towards the given four dimensions of experiential benefits almost 'agree'.

Table 4.3: Frequency of Brand Loyalty

Brand Loyalty	Mean	Std. Deviation
Brand Favorability	2.6313	1.04246
Attractive	3.1768	.99443
Brand Strength	3.6869	1.15012
Variety of offerings	3.2626	1.24294
Grand Mean	3.1894	

As the mean scores of the four dimensions of functional benefits fall within the range of 2.63 to 3.68, the brand has positive functional benefits. This means that the respondents feeling towards given three dimensions of functional benefits almost 'agree', but the respondents 'disagree' with the dimension 'The brand favorability is an important factor in repurchase and recommendation.

*Table 4.5 Descriptive Statistics of Brand Knowledge*

<b>Descriptive of Knowledge</b>	<b>Mean</b>	<b>Std. Deviation</b>
Outstanding	3.6212	.95745
Leading	3.0909	1.15403
better fit	3.1566	1.34456
Prevented	3.2071	1.48855
Increases my self esteem	3.7121	1.11426
<b>Grand Mean</b>	<b>3.35758</b>	

Like other benefits of brand image, brand knowledge were also measured in a five measure items. The mean score was between 3.62 and 3.71. This means that the respondents feeling towards the given four dimensions of symbolic benefits almost ‘agree’, but the respondents ‘Agree’ with the dimension ‘Zenith Gebes-Eshet Ethiopia Ltd is the leading brand in the market’ which is produce in Ethiopia.

**Table 4.6. Customer Satisfaction Descriptive Statistics**

<b>Customer Satisfaction</b>	<b>Mean</b>	<b>Std. Deviation</b>
Satisfied	3.6465	1.09742
Expectation	3.4949	1.16090
Explain all services	3.7525	1.32694
Contribution	2.9040	1.11104
<b>Grand Mean</b>	<b>3.449475</b>	

The frequency of table that shows the mean score of each measure items of customer satisfaction did not have significance different as compare to the four brand and customer satisfaction. The mean score was fallen into a range 3.75 to 3.49. This means that the respondents feeling towards the given four dimensions of customer satisfaction almost ‘agree’ and respond disagree for the brand makes a positive contribution to my business/me.

**Table 4.7. Customer Loyalty Descriptive Statistics**

<b>Customer Loyalty</b>	<b>Mean</b>	<b>Std. Deviation</b>
Tell positive	3.6212	.95745
Repurchase	3.0909	1.15403
First choice	3.1566	1.34456
Launches new product	3.2071	1.48855
Advertisement	3.7121	1.11426
<b>Grand Mean</b>	<b>3.35758</b>	

Finally, five dimensions’ measurement items were used to find the mean score of customer loyalty. As the table shows the lowest mean score was 3.62 and the largest was 3.71. Thus, the

results indicate that the respondents were almost neither agree nor disagree towards each dimension of customer loyalty.

#### 4.4. Test for Normality of Data

According to Brown (2017), a normal distribution of data's skewness and excess kurtosis is 0. As explained the way to interpreting the value: if skewness is less than -1 or greater than +1, the distribution is highly skewed, or if skewness is between -1 and -0.5 or between 0.5 and 1, the distribution is moderately skewed, or if skewness is between -0.5 and +0.5, the distribution is approximately symmetric. Besides, if the kurtosis is close to 0, then a normal distribution is assumed, or if the kurtosis is less than 0, then the distribution is light tail, or if the kurtosis is greater than 0, then the distribution has heavier tails. This implies table 4.8 shows that the skewness of the data is approximately symmetric and the kurtosis of the data is approximately normal distribution.

Table 4.8. Normality Test

	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error
Brand Loyalty	.135	.173	1.298	.344
Brand Image	.425	.173	.629	.344
Customer satisfaction	.425	.173	.629	.344
Customer loyalty	-.263	.173	.846	.344
Valid N (listwise)				

#### 4.4.1. Correlation Analysis between Variables

Pearson correlation test was conducted to know whether there is significant correlation between variables. The result of correlation analysis prove that brand Image and Customer satisfaction Brand loyalty.

Brand Image are correlated with a relationship ( $r = 0.53$ ), customer satisfaction and Brand loyalty are correlated with a relationship ( $r = 0.41$ ), and customer satisfaction are correlated with brand loyalty a relationship ( $r = 0.62$ ) Correlation between variables. As it is clearly depicted in the upper table, there is strong positive correlation for both between Brand loyalty and customer satisfaction and customer loyalty, and moderate positive correlation between customer satisfaction and customer loyalty.

The result of correlation analysis prove that brand image and customer loyalty are correlated with a relationship ( $r = 0.48$ ), brand image and customer loyalty are correlated with a relationship ( $r = 0.41$ ), and customer loyalty are correlated with a relationship ( $r = 0.62$ ). And the result of correlation analysis assure that customer satisfaction and customer loyalty are correlated with a relationship ( $r=0.35$ ).Moreover, the researcher was also try to check whether the model is suffering from heteroscedasticity and found that as the residual will be scattered plotted meaning that there is no systematic pattern (i.e. random). From this premises we can conclude that the research model is free from heteroscedasticity problem or we can say that the model is not suffering from heteroscedasticity problem.

*Table 4.9: Correlations analysis*

		Brand Image	Customer Satisfaction	Customer Loyalty	Between Customer Sat and loyalty
Brand Image	Pearson Correlation	1	.53	.41*	.20
	Sig. (2-tailed)		.62	.48	.53
	N	198	198	198	198
Customer Satisfaction	Pearson Correlation	.53	1	.53	.29**
	Sig. (2-tailed)	.62		.62	.000
	N	198	198	198	198
Customer Loyalty	Pearson Correlation	.41*	.53	1	.41**
	Sig. (2-tailed)	.48	.62		.48
	N	198	198	198	198
Between Customer Sat and loyalty	Pearson Correlation	.20	.29**	.29**	1
	Sig. (2-tailed)	.53	.45	.45	
	N	198	198	198	198

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

#### 4.5. Regression Analysis

This regression is conducted to know how much the independent variable explains the dependent variable. It is also used to understand by how much each independent variable (Brand loyalty, experiential benefits and symbolic benefits) explain the dependent variables (customer satisfaction and customer loyalty). The results of the regression analysis are presented as follows.

##### 4.5.1. Regression Analysis of Brand Image Benefits and Customers' Satisfaction

The result shows in **table 4.10a, b, & c** that brand image benefits have the power to explain customer satisfaction. In this case the results of correlation of brand image benefits and customers' satisfaction, sig level, F-value and adjusted R square are taken into consideration.

The regression analysis model summary (table 4.10a) indicates that the adjusted R square is 0.652. Which means that 65.2% customer satisfaction is significantly explained by brand image and as the ANOVA model (table 4.10b) shows that as sig value is less than 5% and the F-value (statistics) (41.951) is significant, the brand image has significantly explained customer satisfaction (dependent variable). Besides, the correlation coefficient (table 4.10c) shows that the Beta value is 0.84 for brand loyalty, .251 for brand image and 0.080 for symbolic benefits meaning that one unit change in brand loyalty will cause 0.84 times change in customer satisfaction, one unit change in experiential benefits will cause 0.287 times change in customer satisfaction and one unit change in symbolic benefits will cause 0.080 times change in customer satisfaction. This shows that brand loyalty of brand image have the most significantly influence customer satisfaction than that of experiential and symbolic benefits, and the experiential benefits have the least influence on customer loyalty.

Therefore, from the above premise we can conclude that the null hypothesis will be rejected and Accept alternative hypothesis and the model will also be accepted.

**Table 4.10: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.817 <sup>a</sup>	.668	.652	.61525

a. Predictors: (Constant), customer satisfaction, Brand loyalty, brand image, symbolic benefit and customer loyalty

**Table 4.11: ANOVA<sup>a</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	142.921	9	15.880	41.951	.000 <sup>b</sup>
	Residual	71.165	188	.379		
	Total	214.086	197			

a. Dependent Variable: customer loyalty

b. Predictors: (Constant), customer satisfaction, Brand loyalty, brand image, symbolic benefit

**Table 4.12: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.836	.558		6.875	.000
	Easily Recall	.076	.054	.084	1.399	.000
	point of difference	.197	.043	.251	4.576	.000
	Knowledge	.088	.063	.080	1.389	.000
	competitive	.202	.059	.223	3.399	.005

a. Dependent Variable: Brand Image

#### **4.5.2. Regression Analysis of Brand Image Benefits and Customers' Loyalty**

As it is clearly indicated in the table 4.11a, b & c, brand image benefits have significantly explained customer loyalty. In this case the results of correlation of brand image benefits and customers' satisfaction, sig level, F-value and adjusted R square are taken into consideration. The regression analysis model summary (table 4.11a) indicates that the adjusted R square is customer loyalty is significantly explained by brand image and as the ANOVA model (table 4.11b) shows that as sig value is less than 5% and the F-value (statistics) is significant, the brand image significantly explains customer loyalty (dependent variable). Besides, the correlation coefficient (table 4.11c) shows that the Beta value is 0.080 for symbolic benefits, 0.084 for brand loyalty meaning that one unit change in brand loyalty will cause 0.084 times change in customer satisfaction, one unit change in brand image will cause 0.251 times change in customer satisfaction. This shows that customer loyalty of brand image has the most significantly influence customer loyalty than that of functional and brand image, and the brand loyalty have the least influence on customer loyalty. Therefore, from the above premise we can conclude that the null hypothesis will be rejected and accept alternative hypothesis and the model will also be accepted.

#### **4.6. Hypothesis Testing**

The result shows that brand image benefits significantly correlated and effect on customer satisfaction and customer loyalty. Neupane (2015) stated in his findings there is positive relationship among brand image, customer satisfaction and customer loyalty and brand image has significant effects on customer satisfaction. Liao (2012) in his findings mentioned that brand image has a direct relation with customer loyalty. Besides, Wu, Chao & Yen (2015) in their findings described customer satisfaction has mediating role for the relationship between customer loyalty and brand image.



<b>Hypotesis</b>	<b>Result</b>
H1: Brand image has positive significant relationship with customer Satisfaction	Accept H1 reject Ho
H2: Brand image has positive significant relationship with customer loyalty	Accept H2 reject Ho
H3: There is a significant relationship between brand image on customer satisfaction and customer Relationship.	Accept H3 reject Ho
H4:There is a significant relationship between brand image on customer satisfaction and customer Relationship.	Accept H4 reject Ho

Source: Survey Result

## CHAPTER FIVE

### SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

#### 5. Introduction

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

##### 5.1. Summary of Findings

The objective of the study is to examine the effects of brand image on customer satisfaction and loyalty in Zenith Gebes-Eshet Ethiopia Ltd by analyzing the relationship of every construct in the theoretical framework. This result and discussion of the study is using 198 respondents' questionnaire and shows general characteristics of the respondents, Pearson correlation analysis of the variables and regression analysis of the variables.

General characteristics of the respondents such as gender, age, occupation, experience of respondents as customer, and which organization represents for have been considered. The research took 57.1 % male and 42.9% of female respondents. In terms of age, the majority (42.9%) of the respondents are found to be between 51 – 65 years of age. The second larger (28.3%) respondents' age categorized a range of greater than 65. With regard to occupation of the respondents, majorities (73.2%) of the respondents are personal care user and 26.8% of the respondents are government organization. Besides, the study shows 33.3% of the respondents have more than 11 years' experience as customer.

In this study the mean value of each dimension is also analyzed. Almost all dimensions mean value are greater than three and less four, but one dimensions of brand loyalty mean value is 2.63 and one dimensions of symbolic benefits mean value is 3.6869.

Based on the results of Pearson correlation analysis, functional benefits are positively correlated with customers' satisfaction experiential benefits are positively correlated with customer satisfaction and symbolic benefits is also positively correlated with customer satisfaction. Moreover, the study shows Pearson correlation of independent variables and customer loyalty. Brand loyalties are positively correlated with customer loyalty experiential benefits is positively correlated with customer loyalty, and a symbolic benefit is also positively correlated with customer loyalty. This implies that all independent variables directly influence customer satisfaction and loyalty. In light of this some researchers assured the relationship between brand image and customer satisfaction and loyalty in their findings. Nazir, Ali & Jamil (2016) stated

customer satisfaction is linked with brand image and positively related with each other. Liao (2012) described brand image has a direct relation with customer loyalty

The regression analysis of the study shows the effect of brand image on customer satisfaction and on customer loyalty separately. The result depicted that customer satisfaction is explained by brand image benefits (Brand loyalty, brand image and symbolic benefits) and customer loyalty is explained by brand image benefits. In light of this some researchers confirmed the effect of brand image on customer satisfaction and loyalty in their findings. Chen, (2015) mentioned that brand image affected customer satisfaction. Wu, Chao & Yen (2015) explained that brand image has a positive influence on customer loyalty.

Finally, the regression analysis shows the mediating effect of customer satisfaction is significantly positive but partially. In this regard some researchers proved the effect of brand image on customer satisfaction and loyalty in their findings. Chen (2015) stated customer satisfaction was a partial mediating variable between brand image and customer loyalty. Wu, Chao & Yen (2015) mentioned customer satisfaction has mediating role for the relationship between customer loyalty and brand image.

## **5.2. Conclusion**

The study tried to examine the effect of brand image on customer satisfaction and loyalty. The reason why the researcher wanted to conduct this study was to increase productivity and also profit by increasing loyal customers; to study ways of customer retention mechanism through brand image and in order to compete and fulfill customers' needs. Three research questions were also raised to be answered with this study by setting the general objective and specific objectives. The specific objectives were to examine the relationship between brand image and customer satisfaction, to discuss the relation between brand image and customer loyalty and to check the mediating effect of customer satisfaction on the relationship brand image- customer loyalty. Besides, conceptual framework and hypothesis were also derived from theoretical and empirical reviews of literature.

Moreover, the researcher prepared questionnaire for the sample of 348 respondents, but the research analysis and interpretation of the study was conducted using 198 completed questionnaires that were filled by sample population. The sample population characteristics of the study private customers which were selected probability sampling. The researcher also used descriptive, correlation and regression analysis methods to answer research questions and to

accept or reject the hypothesis. The descriptive analysis results showed that the respondents were neutral for almost all dimensions of the variables and the finding of the study demonstrated that there is positive relationship among the measures used and support the assumption that brand image dimensions can enhance customer satisfaction and loyalty. All the three benefits of brand image (i.e. Brand loyalty, brand Image, and Symbolic) are positively perceived by most respondents. In regard to the Pearson correlation analysis, all variables do have strong and positive correlation between each other. This means the correlation independent variables against each other and independent variables against dependent variables were strong and positive. Finally, the regression analysis shows that brand image is significantly influence on customer satisfaction and loyalty, and customer satisfaction has mediating effect on relationship brand image-customer loyalty. The model was also accepted since multiple regressions showed that there is no heteroscedasticity problem.

### **5.3. Recommendations**

Based on the findings of the study and conclusions made, the following points are forwarded as recommendations so that the Cosmetic industry can enhance the return it gains from brand image practices it experiences to improve customer satisfaction and loyalty.

The company Zenith Gebes-Eshet Ethiopia Ltd emphasis the improvement of brand image that will help building and supporting positive relationships with its customers and segment customers by their impact on the collection of premium and treat them as required.

The company Zenith Gebes-Eshet Ethiopia Ltd has to give training especially those employees who have direct contact with customers because those employees have direct impact on the image of the company.

The company could periodically review the status or the level of customer satisfaction and loyalty is advisable for its profitability.

The company makes sure that its brand image is more familiar to existing customer and especially to new potential customers through different means of advertising.

The company Zenith Gebes-Eshet Ethiopia Ltd can study the effect of brand image on customer satisfaction and loyalty based on all its customers throughout the country.

As this study focused on general cosmetic business customers, the company can conduct study to compare the effect of brand image on customer satisfaction and loyalty based on long-term personal care business against general cosmetics business customers.

As brand image, customer satisfaction and customer loyalty have strong correlation among each other, it is advisable to give pay attention to them because they will be used for comparative advantage.

As the effect of brand image on customer satisfaction and loyalty is positively significant, the company would strength the status of it brand in order to enhance its market share.

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## Appendix I

### QUESTIONNAIRE

*Dear Respondent,*

This questionnaire has designed to see your experiences Zenith GebesEshet Ethiopia Ltd brand image, satisfaction and loyalty and is designed purely for academic purpose for the study title “to examine effect of brand image on customer satisfaction (case study Zenith Gebes-Eshet Ethiopia Ltd)” in partial fulfillment of Master of Arts Degree in Marketing Management in St. Marry University. Your genuine input is highly important to the analysis.

The questionnaire is purely for academic purpose and your answers will be treated confidentially. Your genuine input is highly important to the analysis.

**Thank you in advance for your cooperation in filling the questionnaire.**

#### **PART ONE: PERSONAL PROFILE**

Please put a tick (√) mark corresponding to your response

1. **Gender:** 1) Male                      2) Female
2. **Age:**        1) 18 to 35            2) 36 to 50        3) 51 to 65    4) Greater than 65
3. **Type of occupation:**  
Which Types of product you use from different Product of Zenith GebesEshet?
  - 1) Home Care    2) Personal Care
4. **Numbers of year as customer in Zenith GebesEshet Ethiopia:**
  - 1) Less than 3 years    2) Seven to ten years
  - 3) Four to six years     4) More than 11 years

#### **PART II: Brand Image Benefits**

The following statements relate to your feelings about Zenith GebesEshet Ethiopia. For each statement, please show the extent to which you believe indicating the number from “1” to “5” representing your feeling. There is no right or wrong answer; what matters is the number that best shows your perception about Zenith GebesEshet Ethiopia.

Please circle the number that shows your feeling.

#### **Scale of Measurement:**

- (1) Strongly Disagree    (2) Disagree    (3) Neutral    (4) Agree    (5) Strongly Agree

	<b>Brand Image</b>	<b>1)</b> Strongly Disagree	<b>(2)</b> Disagree	<b>(3)</b> Neutral	<b>(4)</b> Agree	<b>(5)</b> Strongly Agree
1	The brand is easily accessible					
2	The brand has all products that I want					
3	The brand gives me on-time service					
4	The brand provides good service quality with affordable price					
	<b>Customer Loyalty</b>	<b>1)</b> Strongly Disagree	<b>(2)</b> Disagree	<b>(3)</b> Neutral	<b>(4)</b> Agree	<b>(5)</b> Strongly Agree
	I can count on the products of this brand always					
	I feel safe with Zenith GebesEshet Ethiopia service					
	This brand service is really dependable					
	The company provides adequate support at all time					
	<b>Brand Loyalty</b>	<b>1)</b> Strongly Disagree	<b>(2)</b> Disagree	<b>(3)</b> Neutral	<b>(4)</b> Agree	<b>(5)</b> Strongly Agree
	The brand image is outstanding and gives me a good impression					
	This is the leading brand in the market					
	The brand helps me to better fit in to my social group					
	The brand prevented me from looking cheap					
	Using this brand increases myself-esteem					
	<b>Customer Satisfaction</b>	<b>1)</b> Strongly Disagree	<b>(2)</b> Disagree	<b>(3)</b> Neutral	<b>(4)</b> Agree	<b>(5)</b> Strongly Agree

	Overall I am satisfied with the service					
	The brand perfectly fits my expectation					
	The company staff is knowledgeable to introduce and explain all services that I want					
	The brand makes a positive contribution to my business/myself					
	<b>Customer satisfaction and Brand Loyalty</b>	<b>1) Strongly Disagree</b>	<b>(2) Disagree</b>	<b>(3) Neutral</b>	<b>(4) Agree</b>	<b>(5) Strongly Agree</b>
	I often tell positive things about the brand to other people					
	I am pleased to repurchase this brand					
	This brand is my first choice					
	I will purchase if Zenith GebsEshet launches new product					
	I shall continue to use the brand in the future even no advertisement					