ST.MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

THE IMPACT OF BRAND IMAGE ON CUSTOMER SATISFUCTION: THE CASE OF OK BOTTLING AND BEVERAGE S.C/FIKER WATER.

BY
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ID: SGS/0390/2011

JULAY, 2020
ADDIS ABAB, ETHIOPPIA

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A THESIS SUBMITTED TO ST.MARYS UNVERSITY SCHOOL OF GRADUATE STUDIES IN PARTIAL FULFILLMENT OF THE REQUIRMENTS FOR THE DEGREE OF MASTER IN MARKRTING MANAGMENT.

ADVISOR:
GETIE ANDUALEM (PH.D)

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ST.MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES FACULTY OF BUSINESS

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Declaration

This is to certify that Tadelech Tadesse carried out her thesis on the topic entitled "The Impact of Brand Image on Consumer Satisfaction: The Case of Ok Bottling and Beverage S.C/Fiker-water work is original in nature and suitable for submission for the award of Masters of Arts in Marketing Management.

_____

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I declared that I carried out my thesis on the topic entitle "The Impact of Brand Image on Consumer Satisfaction: The Case of Ok Bottling and Beverage S.C/Fiker-water". This work is original in nature and submitted for the award of Masters of Arts in Marketing Management.

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Tadelech Tadesse.

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Abstract

Using a measurement method of brand image and consumer satisfaction, this study aimed on investigate the impact of brand image on consumer satisfaction; the case of Ok Bottling and Beverage S.C/Fiker-water". This study sought to investigate specifically, the influence of brand image on consumer satisfaction. Moreover, all possible correlations between brand image dimension (Brand Personality, Brand Characteristic and Brand Association) and consumer Satisfactions are also tested like Pearson's Correlation and normality test. Pearson's regression testing was made to indicate the influence of brand image on consumer Satisfaction. In the context of the study, the introduced model adopted from Aaker (1996) was tested by a questionnaire instrument with 19 items excluding the general information. The research used estimation method to select sample size of 403. A total of 364 completed copies of questionnaires were used for analysis were as 39 responses remained in-appropriate & unreturned. The research used systematic sampling method with two strata's (Retailers-owned outlets and agent owned outlets). Moreover the research used descriptive analysis (frequency of general responses, general information of respondents, mean & standard deviation), Pearson correlation analysis, normality test and multiple regressions to explore the relationship among variables. The results suggest that, brand image variables have statistically significant relationships with consumer satisfaction. The findings of the study indicated positive correlations with all variables with high factor loadings. Brand image has significant impact on the overall satisfaction of the consumer according to Pearson regression test.

I.

II.   Acronyms/ Abbreviations

AMA-: American Marketing Association.

IBCS -: Impact of Brand image on Customer Satisfaction.

NLSC-: Nefas-silk Lafto Sub- city.

SPSS-: Statistical Package for Social Sciences.

ANOVA-: Analysis of Variance.

S. C -: Share Com pany.

Fiker :- Love

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

According to American Marketing Association (AMA), a brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those competition" (Keller, 2003:3). A brand is a promise what benefits the company brings to the customers so that the relationship between customers and the company or its business will be strong (Chiaraville&Schenck, 2007). In light of this, Hague (2018) expressed brand in terms of its merits to both companies and customers. The advantages of strong brand image are company gain best prices, the company will have demanded products, enhance good flow of information between the company and customers, customers will be satisfied, and there is a chance of opening new business/product. And Hedging, Knudtzen&Bjerre (2009) also reported that brand image is the perception of consumers. Besides, brand image not only an essential to create long-term competitive advantage for the company (Kotler, 1997) This shows that brand image has a positive relationship with service quality and customer satisfaction .

Customer satisfaction is significant to business achievement because satisfied customers are willing to buy the product repeatedly, being loyal customer, dedicated to the product and pay higher prices (Hoyer &Macinnis, 2017). In support of this, Reichet(2016) point out those existing customers can increase the profit of the company than attracting new customers.Ok Bottling & beverage S.C is found in Nefas-silk laftosub-city ,wereda 01 around Bisrate-Gebreal square in front of home depo. .Fiker pure natural spring water is mined from natural spring water of Jejer, at Guragie chained mountain, SNNP region, Ethiopia, at ChehaWereda. Although the company working to produce other product lines, Ok bottling and beverage currently produces 600 ml, 1000 ml and 2000 ml size of bottled water.

1.2 Statement of the Problem

Businesses interaction with customers may become the competitive advantage in these dynamic markets. While customers become more sophisticated and require high standards of service, the business must improve customer service in order to remain ahead of the competition (Wicks,2012). As companies face difficulty to differentiate their physical products, they focus on service differentiation, seeking to win and retain customers through delivering better-quality of goods and services on the base of customers need and want (Kotler, Saunders & Armstrong, 2015). According to the company Annual report, the performance of its market share was fluctuate from 35.8% in 2018 to 45.2% in 2019 which shows increasing of customers' satisfaction as they are shifting from other companies product due to various reasons. For this reason, this study tries to investigate the reason why customers are enhanced in terms brand image satisfaction as an independent variable. Therefore, this study will be designed to investigate the impact of brand image on customer satisfaction in ok bottling and beverage S.C /Fiker-water.

1.3 Basic Questions

To achieve valid facts, the researcher specifically formulates the following basic research questions:

1. What is the impact of brand image/Brand Personality, Characteristics and Association/on customer satisfaction in the study area?
2. What are the major challenging factors that affect customer satisfaction in ok bottling and beverage S.C/Fiker-water.
3. What solution strategies can improve the effectiveness of customer satisfaction in general and Fiker-water in particular?

1.4.Objectives

1.4.1 General Objective:

The general objective of the research is to examine the impact of brand image/brand personality, characteristics and association/ on consumer satisfaction: in Addis Ababa, Nefas-silk lafto sub-city the case of Ok bottling and beverage S. C /Fiker-water.

1.4.2 Specific Objective of the study: Specifically, this study is designed:

1. To identify the impact of brand image/Brand Personality, Characteristics and Association/on customer satisfaction in the study area?

2. To measure the major challenging factors that affect customer satisfaction in ok bottling and beverage S.C/Fiker-water.

3. To suggest the possible solutions/recommendations that encounters the impact of brand image /brand personality, characteristics and association/ on customer satisfaction in general & in ok bottling and beverage S. C /Fikire-water in particular.

1.5 Significance of the Study

The central purpose of this study is to examine the impact of brand image on customer satisfaction in Case of ok bottling and Beverage share Company/Fiker-water.

Specifically, from the findings of the study, the following contributions will be gained:

- It may help Ok bottling & beverage S.C and other related companies at different marketing levels in providing valuable information about the impact of brand image on customer satisfaction and so that, they can take timely corrective –measures against deviation.
- It may serve as good input for marketing planners and to set strategy for better brand image.
- The study also may serve as source of information for those who conduct similar studies on the other areas.

1.6 Hypothesis of the study

H1: Brand personality has significant positive influence on consumers' satisfaction,

H2: Brand characteristic has optimistic impact /significant positive influence on consumers'satisfaction,

H3: Brand association has significant positive influence on consumers' satisfaction.

In general, Brand image/brand personality, identity/ characteristic and association / will have positive impact on customer satisfaction in general & in ok bottling and beverage S. C. /Fikire-water in particular.

1.7 Limitation of the Study

The major limitation of this research was the respondents' reaction towards the questionnaires, due to COVID 19 Pandemic outbreak /all over the world including Ethiopia.

The main source of primary data were the organization agents shop customers and retailer's customer who are placed in all sub-cities of Addis Ababa and most of them were not timely responding which had an impact on the research schedule. In addition to that some were even not responding an open ended question in a proper manner.

1.8 Delimitation of the Study

The researcher has found that it is very important to delimit the scope of the study to a manageable size in order to investigate the issue thoroughly. Therefore, this research will be confined only in a single organization for the sake of in-depth analysis with genuine investigation on the impact of brand image/brand association, identity and personality/ on customer satisfaction in Ok bottling and beverage S. Co /Fiker-water distributers and retailer customers with in the ten sub-cities of Addis.

It would be impossible and difficult to conduct a research on the impact of branding issues in all impacts of brand image variables other than the above three variables, like brand equity, positioning, stretching, recall, promise, value, differentiation etc.as well as it is difficult to conduct a research nationwide (in all over the country) within such a short period of time together with limited financial resource.

1.9   Definition of Terms

The following operational definitions will be used in the context of this study.

1.9.1. Operational definition

Brand-A brand is, a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group and to differentiate them from those of competition" (Lane Keller, 2008).

Consumer-the final user of the product. It can be an individual or an organization that finally used the product to satisfy a particular need or want.

1.10 Organization of the study

This study is comprised of five chapters. The first chapter presents introduction to the study including background of the study, statement of the problem, research questions, research objectives, significance of the study, scope of the study, limitation of the study, definition of technical terms, and organization of the study. The second chapter incorporates 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 includes data analysis and interpretation. This chapter is 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 is chapter five which deals with summary, conclusions and recommendations which drawn from the results discussed under chapter four, and the research limitation and areas of future research will be addressed and finally list of references and appendix also followed.

2.1   Introduction

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: 58) 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 is also an intangible aspect of the brand, but not what the brand does and it is how people think about it (Keller, 2003).

2.2. Theoretical Review

Theoretical review discusses the meaning of brand, the benefits of brand, brand image, and customer satisfaction. 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. Empirical review also shows the relationship between the variables and the impact of independent variable on dependent variable is depicted in the table. Finally, based on the literature review conceptual framework of the study will be discussed.

2.2.1. Brand Benefits

According to Rizwan& Xian (2008), (Keller, 1993) and Laiho & Inha (2012:16) "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 Maclnnis (1986) 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 productrelated, 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. 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.

2.2.2. Conception of Brand Image

According to Bivainiene & Sliburyte (2008: 23) the brand image is related to benefits toconsumer, distinguishing emotions, and associations. In the literature of marketing many definitions of brand image are presented.

2.2.3. Brand Image

As some research showed that companies should not only focus on service quality, but give payattention 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: 58) stated that "Understanding the brand image is of key importance to long term management of a brand. 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). In other words, Keller (2003) described that positive brand image is correlation with the strong, favorable, and unique associations to the brand, and brand image is the perception of customers towards the brand and what they thoughts, feelings, expectations about a brand (American Marketing Association (AMA)". Brand image is also an intangible aspect of the brand, but not what the brand does and it is how people think about it (Keller, 2003). In short, we can conclude based on the above premises that brand image is explained in terms of different directions since writers do not have the same experience. It is also concluding that brand image directly or indirectly significantly influence customer perception towards of service quality and customer satisfaction

The idea behind brand image is that the consumer is not purchasing just the product/service but also the image associated with that product/service. Brand images should be positive, unique and instant. Brand images can be strengthened using brand communications like advertising, packaging, word of mouth publicity, other promotional tools, etc.

Brand image has not to be created, but is automatically formed. The brand image includes products' appeal, ease of use, functionality, fame, and overall value. Brand image is actually brand content. When the consumers purchase the product, they are also purchasing its image. Brand image is the objective and mental feedback of the consumers when they purchase a product. Positive brand image is exceeding the customers' expectations. Positive brand image enhances the goodwill and brand value of an organization. To sum up, "Brand image" is the customer's net extract from the brand. (MSF Experts n. d.)

Porter and Claycomb (1997) measured brand image from two dimensions, namely the symbol and the function. With adjectives to measure the two dimensions, the measuring items mainly focused on the utility of the brand regarding the function, while words like symbolic, reputable, status symbol, and identifiable were contained in terms of symbolic image.

Aaker (1996) believed that brand image could be measured through three dimensions, including:

(1)**Brand personality**, in relation to functional benefits, also the basic condition required by the brand,

(2)**Brand characteristics**, the connection between brand characteristics and customer perception that appeared differences;

(3)**Brand associations**, the associations the customers presented to the brand that the customer would expand to other merchandise and service of the brand. Graeff (1996) mentioned the method to measure brand image being that the customer made the evaluation with the scale which contained a series of languages with different meanings (Shahbaz et al. 2009). It combined the dimensions with personality characteristics to create a section with overall brand image, or made descriptive explanations on typical users' image to each brand. Biel (1992) considered three elements of brand image, namely the maker's image (enterprise image), the product image, and the image of competitor's brand. All of the three had great impact on customers' image of brand while brand image would then have influence on user image.

2.2.4. Significance of Brand Image

Since the inception of the concept, its practical significance has been of importance. Its impact on the purchasing behavior of the consumer has been evident through its use and relevance in "technical and casual applications" (Fishbein 1967; Johnson and Puto 1987). Brand image is proved to have its strategic role in marketing management (Srivastava and

Shocker 1991; Keller 1993; Park and Srinivasan 1994; Aaker 1996) and brand image management is a distinct component in designing the marketing mix for the product. Its communication in an effective manner helps consumers identify the needs the product can satisfy of its users (Park, Jaworski, and Maclnnis 1986). It can be communicated in a way which can make it stand different from the competitors in the market (DiMingo 1988; Reynolds and Gutman 1984). Roth (1995) described it as a key to product's success.

2.2.5. Brand Personality, Brand characteristics and Brand Association

This sub topic will try to go through dimensions of brand image: brand personality, brand characteristic and brand association.

2.2.5.1 Brand Personality

Branding has emerged as a corporate strategy in the recent times. All business organizations in all sectors have embraced the strategy of building their identity through their corporate brands besides the product related brands. Branding is definitely a marketing strategy. However the

strategy of investing into brand building and managing the reputation of the corporate brand goes beyond marketing. Branding is considered to be a strategy that is driven and managed by the CEO or the organization along with the senior management as well as marketing heads. Over the recent years, we see new concepts of brand value, brand power and brand equity etc. being coined and measured (Caroline T, 2012).

The brands have their own personalities. The market leadership and profitability of a certain product or business is realized through the brand Personality. Growing the brand power and using the brand personality as a driver to increase profitability as well as the market calls for expert management of branding. Maintaining the leadership of a brand calls for strategic planning in the long term perspective.

2.2.5.2 Brand characteristics/Identity

Brand Identity/characteristics can be best described by the physical appearance of the brand. Symbols, logos or trademarks can best describe the character of a given brand.

SYMBOLS- Symbols help customers memorize organization's products and services. They help us correlate positive attributes that bring us closer and make it convenient for us to purchase those products and services. Symbols emphasize our brand expectations and shape corporateimages. Symbols become a key component of brand equity and help in differentiating the brand characteristics. Symbols are easier to memorize than the brand names as they are visual images. These can include logos, people, geometric shapes, cartoon images, anything. Brand symbols are strong means to attract attention and enhance brand personalities by making customers like them. It is feasible to learn the relationship between symbol and brand if the symbol is reflective/ representative of the brand (Maurice p & Lisa O, 2006).

LOGOS- A logo is a unique graphic or symbol that represents a company, product, service, or other entity. It represents an organization very well and makes the customers well-acquainted with the company. It is due to logo that customers form an image for the product/service in mind. The elements of a logo are:

1. Logotype - It can be a simple or expanded name.

2. Icon - It is a name or visual symbol that communicates a market position.

3. Slogan - It is best way of conveying company's message to the consumers.

TRADEMARKS- Trademark is a unique symbol, design, or any form of identification that helps people recognize a brand. A renowned brand has a popular trademark and that helps

consumers purchase quality products. The goodwill of the dealer/maker of the product also enhances by use of trademark. Trademark totally indicates the commercial source of product/service. Trademark contributes in brand equity formation of a brand. Trademark name should be original.

Registration of trademark is essential in some countries to give exclusive rights to it. Without adequate trademark protection, brand names can become legally declared generic.

Brand characteristic develops from the source or the company. Brand message is tied together in terms of brand identity. The general meaning of brand identity is "who you really are?" and its nature is that it is substance oriented or strategic symbolizing firms' reality representing desire and enduring. Characteristic is looking ahead actively signifying "where you want to be" promising that a company makes to consumers. While brand image is perceived by the receiver or the consumer. Brand message is untied by the consumer in the form of brand image. The general meaning of brand image is "How market perceives you?" and its nature is that it is appearance oriented or tactical symbolizing perception of consumers representing "others view" and superficial. Brand Image looks back.Passively signifying "what you have got". It is total consumers' perception about the brand (Maurice p & Lisa O, 2006).

2.2.5.3 Brand Association

According to MSF Experts, n. d, Brand Associations are not benefits, but are images and symbols associated with a brand or a brand benefit. Associations are not "reasons-to-buy" but provide acquaintance and differentiation that's not replicable. It is relating perceived qualities of a brand to a known entity. Brand association is anything which is deep seated in customer's mind about the brand. Brand should be associated with something positive so that the customers relate your brand to being positive. Brand associations are the attributes of brand which come into consumers mind when the brand is talked about. It is related with the implicit and explicit meanings which a consumer relates/associates with a specific brand name. Brand association can also be defined as the degree to which a specific product/service is recognized within its product/service class/category. While choosing a brand name, it is essential that the name chosen should reinforce an important attribute or benefit association that forms its product positioning. Brand associations are formed on the following basis:

  ➢ Customers contact with the organization and its employees;
  ➢ Advertisements;

➢ Word of mouth publicity;

➢ Price at which the brand is sold;

➢ Celebrity/big entity association;

➢ Quality of the product;

➢ Products and schemes offered by competitors;

➢ Product class/category to which the brand belongs;

➢ POP (Point of purchase) displays; etc

Positive brand associations are developed if the product which the brand depicts is durable, marketable and desirable. The customers must be persuaded that the brand possess the features and attributes satisfying their needs. This will lead to customers having a positive impression about the product. Positive brand association helps an organization to gain goodwill, and obstructs the competitor's entry into the market.

2.2.6. 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: 1) 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) depicted brand knowledge from the lowest level to the highest level with figure which is found below.

Lowest level Highest level

Deep and Broad
Brand awareness

Positive and
accessible brand

Intense and active
brand satisfaction.
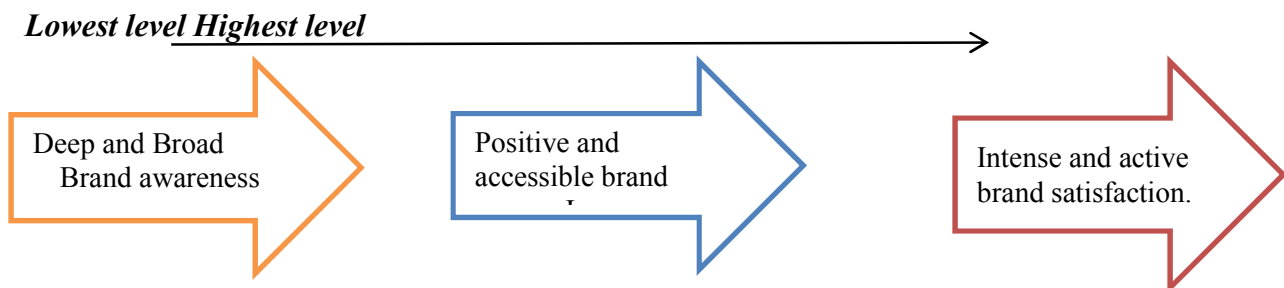
Figure 2.1 Brand knowledge level

2.2.7. 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. According to American Marketing Association (AMA) customer satisfaction is a measure of how products and services supplied by a company meet or surpass 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. 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).

2.2.8. Customer Satisfaction and its Measurement

As County,K. (2010:10) 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 tomake changes to create improvement if changes are needed, and to determine if the changes led to improvement. In light of this, Ostrom and Iacobucci (1995) 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 (2015:197) 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: Overall measures Behavioral measures Satisfaction measurement: Expectation measures Cognitive measures Affective measures Customer Satisfaction

2.2.9. 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 &Nortan (1996) 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, 1996). 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.

2.2.10. Relationship between Market Share and Customer Satisfaction

Many researchers attempted to link customer satisfaction to business performance, loyalty, productivity, profitability, reputation and market share. According to Forenell (1992) an increase customer satisfaction can lead company to a sustainable competitive position that will in turn create an increase in market share and a cost reduction of attracting new customers. Hallowell (1996) show also that higher customer satisfaction translates into higher than normal market share. However, Griffin and Hauser (1993) and Forenell (1992) discuss the possibility of negative relationship between customer satisfaction and market share.

2.3. Empirical Review

2.3.1. 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 (1996) mentioned that, when the customer's self-image was more similar to the brand image, customer satisfaction would be affected. Many scholars such as Lahap et.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). As Yulianti& Tung, (2013:163) 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 (4) higher levels of customer retention and loyalty. In addition, the previous research shows a significance relationship between customer satisfaction and brand of product (different kindsof brand such as brand equity, brand image, brand experience and so on) as well as how brandelements influence customer satisfaction.

2.4. Conceptual Framework

Some researchers' findings in their research pointed out that there is relationship among brandimage and customer satisfaction. Chao, Wu, & Yen (2015) and 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. Thus, based on the theoretical and empirical review of the study, the researcher drives the following conceptual framework.

Fig 2.2:- Conceptual framework

Independent Variables   Dependent Variables
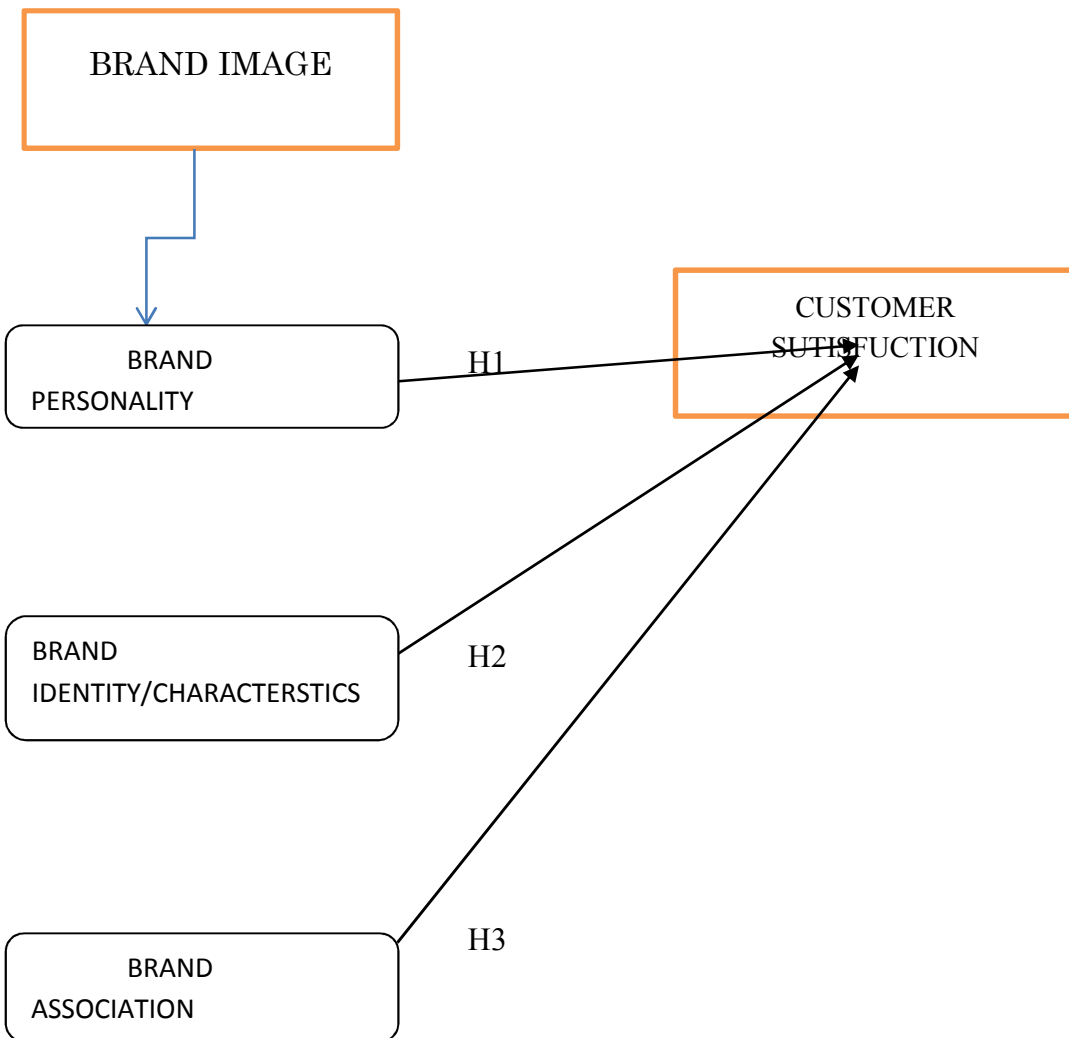
(Source: Researcher's own 2020)

RESEARCH DESIGN AND METHOD

3.1   Introduction

In this chapter, the researcher will be made discussions about the research approach, research design, research method, population and sampling technique, procedure of data collection and method of data analysis and presentation will be presented.

3.2   Research Approach

Mainly the choice of research design is based on the research problem in the study and Personal experiences of the researcher (Creswell, 2009). The method of the study will be mixed. The quantitative method supported by qualitative approach and the research design will be Descriptive in nature. In support of this method, Sharma (2000:148) stated that descriptive survey Method is appropriate to gather data from a relatively large number of cases at a particular time. In addition, descriptive survey methods are direct sources of valuable knowledge concerning issues related to the study. Descriptive survey design will be employed in this study on the ground that to obtain reliable and relevant information from a variety of groups on the actual implementation of the issue under investigation Leedy and Ormrod (2005)

3.3   Research Design

Descriptive survey involves acquiring information about one or more groups of people perhaps about their characteristics, opinion, attitudes or previous experiences by asking those questions and tabulating their answers. Similarly Best and Kahan (2003) noted that descriptive research design help to describe and interpret the current condition.

The method is selected as an appropriate method to carry out the study as a whole (Best and Kahn, 1998). Accordingly, quantitative and qualitative approach will be employed throughout the study. In line with this, Bryman (1984) describes that the problem under investigation properly dictates the method of investigation. Employing mixed approach enables the researcher to look from different perspectives and the context based practice from participants view. This method will be chosen with the assumption that helps to have data as it exists and to gather several information related to the problem under study. Having both qualitative and quantitative data together provides a better understanding of the issue under investigation. This approach

enables, encourages, and promotes each participant to reflect their views in their own words qualitatively and help them as stand point to answer with closed and structured questions quantitatively.

Quantitative research is a research strategy that requires quantification in the collection and analysis of data. Qualitative, in contrast, is a research strategy that predominantly makes use of words rather than quantification in the collection and analysis of data. On the other hand, a mixed research design is a procedure used for collecting and analyzing data both quantitative and qualitative research methods in a single study to understand a research problem (Creswell, 2009:194-198). Therefore, questioner will be employed in this study which incorporate both close-ended and open-ended questions to obtain qualitative and quantitative information from respondents.

3.4   Source of Data

The data will be gathered from both primary and secondary data sources .primary data will be gathered from different respondents through questioners, who will have adequate exposure to the impact of branding in customer satisfaction in Ok bottling & beverage S.C and observation also used Other essential secondary sources included in this study will be relevant thesis, books, contributed by deferent authors, internet based information which contains relevant information related to the subject under the study, and document analysis will be consulted thoroughly.

3.5   Population and Sampling Techniques

3.5.1   Population of the study

Populations of the study are Fiker-water Agent distributer and retailer customers in Addis Ababa among ten sub-cities.The targeted population for the study was the consumers of Fiker-water in Addis Ababa outlet shops both in Retailer-owned and agent -owned outlets. Please see the below table:

Table 3.1- Location of Outlet shops in Addis Ababa

	Strata		
No	Retailer –owned	No	Agent –owned
1	GolagulBldg (Hayahulet)	1	Winget
2	BethelhemBldg (Megenagna)	2	Sheromeda
3	Arat Kilo	3	Zefmesh Mall (Megenagna)
4	Kazanchis (Around Total Gas Station)	4	Piassa
5	Piassa	5	Ayer-Tena
6	Merkato	6	Merkato
7	AddisuGebeya	7	Legehar
8	Jemo	8	**AkakiKaliti**
9	Bole Michael	9	**Saris**
		10	**Hayat**

Source company document &own survey result 2020

3.5.2 Sampling Technique

Systematic sampling is used. The number of participants involved in the study and sample proportion will be taking into account to be statistically representative and adequate to the analysis as well as to make the inference. Besides this, it is very important for this study to keep variety of sex and field of studies from all dimensions of the participants will be taken in to account. OK bottling & beverage is selected using Systematic sampling technique. Systematic sampling method may prove to be effective when only homogenous sampling population and limited numbers of organization can serve as primary data sources due to the nature of research design and aims with their objectives. Second, it was difficult and unmanageable to conduct a research on all of these organizations at a timeframe. On the other hand the target population will be selected   on the basis of simple random sampling techniques.

3.5.3 Sample Size

The sample size (Adams, Khan, Raeside and White, 2010) is associated with time and cost. With the point made under consideration, the sample selection from the sampling frame is carried out based on a formula by Israel (2013). This formula is written as (n_0 $= Z^2 pq/e^2$); Where n0 is the sample size,

Z^2 is the statistic that defines the level of confidence desired. The value for Z is found in statistical tables which contain the area under the normal curve. e is the desired level of precision (acceptable margin of error for the estimate) or the amount of precision or allowable error in the sample estimate of the population to determine how close to the actual rate the estimate should be, p is the estimated proportion of an attribute that is present in thepopulation, and q is the opposite point to the presence of the attribute i.e. P and is gained by 1-p. This calculation is for populations that are very large.

Thus, n=$\dfrac{1.96)^2 X 0.05 X 0.05}{(0.05)^2}$

n=384.16=384

By considering the non-respondent rate, 5% of the calculated sample size was included that is (5%*384)+ 384= 403. Thus, the final calculated sample size to be **403.**

3.6   Data Collection Tools

The study is employed both quantitative and qualitative data. Both types of data will be gathered by using appropriate data collection tool in order to obtain sample information from respondents. Thus, a questionnaire is the major and the only one that used for data collection tool in this study.

3.7   Research Instrument

Questionnaires are instruments that enable the researcher to gather relevant and large amount of data within short period of time. Based on the basic research questions and the objectives of the study, closed ended and open ended questionnaires will be conducted to collect appropriate data from the respondents. At the beginning, the draft of the questionnaire will be critically checked and the relevance of their content will be commented by the advisor.To carry out this study, questionnaires will be prepared in two sets. The first is for professionals of stakeholders, and the second will be for non-professional stakeholders in English and Amharic respectively. Both sets of questionnaires will consist of three parts; items on background information of respondents, items that related with the impact of branding in customer satisfaction in case of Ok bottling and

beverage S.C as well as close ended questions and open ended questions to collect detail information that helps to explain the numerical data.

3.8   Methods of Data Analysis

The data gathered is analyzed by using methods and statistical techniques called descriptive statistics and inferential. Descriptive statistics has been used to deal with demographic variables of the respondents, to measure consumers' familiarity with the selected stimuli, and their tendency to evaluate extended brands. Descriptive analysis (frequency of general information, mean & standard deviation of variables), Pearson's Correlation analysis and Multiple Regression Analysis were used for the dependent and independent variables, employed to analyze the data through SPSS V.20

3.8.1. Descriptive analysis

The descriptive statistical results were presented by tables, frequency distributions and percentages to analyze the data. This was achieved through summary statistics, which includes the mean values and standard deviation which were computed for each variable in this study.

3.8.2. Pearson correlation analysis

In this study Pearson's correlation coefficient was used to determine the relationships between independent variables (brand personality, brand characteristic and brand association) and the dependent variable consumer preference.

3.8.3. Multiple Regression analysis

Multiple regression analysis was used to examine the impact of the independent variables (brand personality, brand characteristic and brand association) on consumer satisfaction.

Regression equation:

CS= a + (B1) BP + (B2) BC+ (B3) BA

Where;

CS= consumer satisfaction,

BP= brand Personality,

BC= brand characteristic,

BA= brand association,

a= constant and

B1, B2, B3= beta coefficients.

Regression functions

The equation of multiple regressions on this study was generally built around two sets of variable, namely dependent variable and independent variables. The basic objective of using regression equation on this study was to make the researcher more effective at describing, understanding, predicting, and controlling the stated variables.

Generally, questionnaires, observation and document inventory/analysis will be the instruments applied to gather information from the sampled population. The data gathered through questioner and document analysis will be analyzed in percentage and triangulated with information gathered through observation. Moreover, the information gathered from the document is also used to develop tangible evidences for quantitative data.

3.9. Ethical issues

While conducting this study ethical considerations will be taken in to consideration. Adequate care will be taken to select appropriate time to distribute questionnaires and to conduct interviews, Circumstances such as busy and high peak office task hours will be avoided so that respondents can give answer to the questions in a relaxed manner. By explaining the purpose and objective of the study, maximum effort will be made to make respondents feel secured and confidentiality is maintained so that no harm can happen to them. And the researcher will make sure all participants are involved in voluntary basses.

CHAPTER FOUR

Data Analysis and Discussion of Results

4.1- Introduction

In this chapter data was presented and discussed to address the research questions and objectives. The following are the main headings: reliability and validity test, response rate, respondents' general information, descriptive statistics results, normality test, Pearson correlation analysis and multiple regression analysis but before the main data collection pilot test was performed to check/pre-tested the reliability of the questionnaire developed.

4.2. Reliability and Validity Test

Validity and reliability are the two important characteristics of every measure of materials such as questionnaire. Reliability is fundamentally concerned with issues of consistency of measures whereas validity is the degree to which an instrument measures what it is supposed to measure. (Bryman and Bell, 2017). So before analyzing the collected data the reliability of the main items of the questionnaire was tested using Cronbach's alpha and validity of the instrument for the present study was ensured as the independent variables and items are identified from the literature and were reviewed by other academicians and by my advisor. Pilot tests were then conducted with twenty consumers who were seen as similar to the population for the study. The purpose of the pre-testing was to refine the questionnaire and to assess the validity of measures in Ethiopian context. First reliability of the independent variables (brand Personality, brand characteristics, and brand association) and the dependent variable (consumer satisfaction) was checked then overall reliability for all items which were important for the research was performed by using SPSS.

4.2.1. Validity:-

means the validity of the results that is how well the questions measure the matters chosen to bestudied. Pilot test was conducted with a small group in which the feedback to check validity and received to redefine it (Korb, 2018).When evaluating the results, careful appraisal of study methodology for sources of bias by the supervisor and a panel enabled the researcher reduce bias and en

hence internal validity. The researchers ensure internal validity by ensuring the questionnaire provides adequate coverage of the investigative questions guiding the research. The questionnaire will pre-test on customers who are not on the sample to evaluate the questions in

order to determine the non-essential items that needed to be removed and the essential items to be added.

4.2.2. Reliability:-

Tells about stability of the results that is how accurately the study or measuring has been carried out. It refers to whether a measurement instrument is able to yield consistent results each time it was applied. It is also the property of measurement device that causes it yield similar outcomes for similar inputs. In this study, Alpha reliability was used to measure internal consistency of the mean of the itemsat the time of administration of the questionnaire. Cronbach's Alpha is a reliability coefficient that indicates how well the items in a set are positively related to one another (Shuttleworth, 2018).

Table 4.1- Reliability of the instrument

No	Dimension	Number of items	Alpha Value
1	Brand Personality	6	.805
2	Brand Characteristics	6	.728
3	Brand Association	6	.710
4	Consumer satisfaction	1	.935

Source: - Own survey result, 2020

According to Hair, et al., (2017), if α is greater than 0.7, it means that it has high reliability and if α is smaller than 0.3, then it implies that there is low reliability. To meet consistency reliability, the questionnaire was distributed to twenty consumers who are similar to the population of the study. In this study, all the independent variables and dependent variable, met the above requirement. The alpha value is identified and summarized in the above table.

Table 4.2- Reliability statistics of Overall Factor of alpha value of the Liker Five Scale Questions/

No of items	Cronbach's Alpha
Brand Personality	.805
Brand Characteristics	.728
Brand Association	.710
Consumer satisfaction	.935

Source: - Own survey result, 2020

Therefore, the reliability of cronbach's alpha value of the three independent variable and dependent variable are critical to determine the effect of brand image on consumer satisfaction has been tested. According to Hair et al. (2006) the reliability coefficient which is more than or equal to 70 % (A> 0.7) is acceptable. So, reliability of the question was evaluated and the result (Cronbach's Alpha) was used to test the reliability of the material used in this research. Thus, the reliability coefficient of the above items is greater than 70% and the overall reliability test for the 19 items is 91.9%. This implies that the items were reliable and understandable to the respondents.

4.3- Response Rate

A total of 403 questionnaires were distributed and the response rate was indicated in the table below.

Table 4.3- Response Rate

Items	Response Rate	
	No	**Percent**
Sample Size	403	100%
Collected	364	86.26%
Remain Uncollected	39	13.74%

Source: - Own survey result, 2020

From the above table, out of 403 distributed questionnaire 364 (86.26%) were collected while 39 (13.74%) of the questionnaire remained uncollected. Therefore, analysis was made based on the responses obtained from 364 questionnaires i.e. (86.26%).

4.4- General Information of Respondents

The general information of the respondents include: gender, age, marital status, highest level of education, occupation and purchased product.

This aspect of the analysis deals with the personal data on the respondents of the questionnaires given to them. The table below shows the details of general information of the respondents.

Table 4.4- General Information/ Demographic and socio-economic status of Respondents

Variable	Category	No.	Percentage
Gender	**Male**	**239**	65.7%
	Female	**125**	34.3%
Age	**<30**	**96**	26.4%
	31-45	**142**	39%
	46-60	**103**	28.3%
	>60	**23**	6.3%
Marital Status	**Married**	**167**	45.9%
	Single	**197**	54.1%
Education background	Student	68	17.7%
	Certificate	71	18.5%
	Diploma	78	20.3%
	BA/BSc Degree	111	28.9%
	MSc Degree and above	56	14.6%
Occupation	Employee	199	51.8%
	Merchant	149	38.8%
	Others	**36**	9.4%
Net income per month	<1000 ETB	31	8.1%
	2000-3000 ETB	64	16.7%
	3000-4000 ETB	83	21.6%
	>4000 ETB	206	53.6%

Source: - Own survey result, 2020

The general information of the respondents of Fiker-water consumers are presented in the above table. Gender of respondents is 65.7% of them are males and 34.3% are females. In terms of age, 26.4% of the respondents are below 30 years, 39% between 31and 45 years, 28.3% between 46-60, and 6.3% were above 60 years, the majority of them are between 31-45 years of age. This reveals that the highest bottled water consumers are young aged people whose age falls between 31-45 years. In terms of marital status 45.9% of the respondents are married and 54.1% are single. In case of educational background, BA/BSc degree holder respondents were the highest

consumers with 28.9%, followed by diploma holders (20.3%), certificate (18.5%), 11-12th Grade (17.7%) and MSc degree and above (14.6%) who were the least consumers of bottled water. In the view of occupation, employees were found to be the highest consumers (51.8%) followed by merchant (38.8%), other consumers found to be the least consumers (9.4%). Whereas, in view of net income per month those who gets >4000 ETB were the highest consumer (53.6%) followed by those who gets 3000-4000 ETB (21.6%) and 2000-3000ETB (16.7%) and lastly with least consumption level those who gets <1000 ETB (8.1%). This result showed that the respondents who got the highest income were the highest bottled water consumer

4.5- Descriptive Statistics Results

Table 4.5- Mean and standard deviation of Brand Personality

No.	Question	N	Mean		Std. Deviation
		Statistics	Statistics	Std. Error	Statistics
1	Fiker-bottled water satisfies my desire.	364	4.07	.076	.882
2	Fiker-bottled water charges fair price	364	4.15	.034	.654
3	Fike-bottled water is available any time where ever.	364	4.41	.040	.767
4	Fiker- bottled water is loveable	364	4.37	.033	.627
5	Fiker- bottled water has sense of love	364	4.48	.026	.500
6	Fiker-bottled water provide a sense of satisfaction for thirsty of love.	364	4.68	.037	.714
	Valid N (listwise)	364			

Source: - Own survey result, 2020

The above table represents the mean and standard deviation of brand value indicators which are satisfying desire, charging fair price, availability, loveable, sense of love and thirsty of love. As shown in the above table among the brand personality indicators consumers was mostly satisfied with the advert of thirsty of love that Fiker-water promotes it's product. Consequently consumers

of Fiker-water agreed that the products have sense of love, loveable and charges fair price. Among the brand personality indicators consumer of Fiker-water were least satisfied with the products regarding availability of any time where ever.

Current Brands of Bottled Water respondent's satisfaction response

Legend:
- Abyssinia
- Aqua Addis
- Fiker-water
- Eden
- One
- Blue
- Yes
- Others
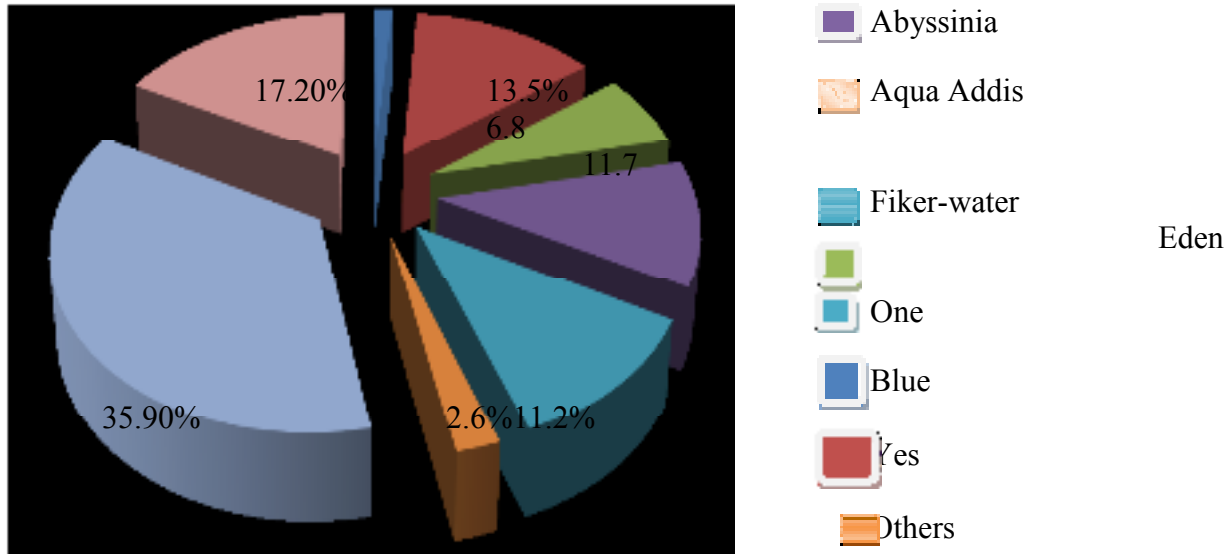
Figure 4.1: Respondents based on Brands of Bottled Water prefers to satisfy their need in Study Area
Source: (Own Survey Result, 2020)

Figure 4.2 Fiker Botteled water

Figer 4.1 depicted that "Fiker- bottled water" took the highest customer preference (35.9%) followed by Aqua Addis (17.2%), and Yes (13.5%), as second and third brands of bottled water preferred by customers as per the result. others brands Almost equal customer preference was found in Abyssinia (11.7%) and One(11.2%) bottled water brands. The result of the study showed that Eden and Blue brands were the least preferred brands with (6.8%) and (1.3%), respectively .This indicate that respondents prefer Fiker-water for their satisfaction.

Table 4.6- Mean and standard deviation of Brand Characteristic

| No.	Question	N	Mean		Std. Deviation
		Statistics	Statistics	Std. Error	Statistics
7	Fiker- bottled water logo is attractive	364	4.62	.032	.602
8	Fiker- bottled water is purified natural water	364	4.78	.022	.413
9	Fiker- bottled water is standardized in quality.	364	4.29	.024	.455
10	Fiker- bottled water have good word of mouth publicity	364	4.76	.022	.427
11	Fiker- bottled water has a good brand name	364	4.58	.026	.495
12	Fiker- bottled water advert is attractive	364	4.61	.026	.488
	Valid N (listwise)	364			

Source: - Own survey result, 2020

The above table represents the mean and standard deviation of brand characteristic indicators which are attractiveness of the logo, usage of purified natural water, standardized in quality, good word of mouth publicity, good brand name and advert attractiveness. As shown in the above table among the brand characteristic indicators consumers was mostly satisfied with purified natural water that Fiker-water products use. Consequently consumers of Fiker-water agreed that the products have good word of mouth publicity, attractive logo, attractive advert and good brand name. Among the brand characteristic indicators consumer of Fiker-water were least satisfied with the products standardized in quality.

Table 4.7- Mean and standard deviation of Brand Association

No.	Question	N	Mean		Std. Deviation
		Statistics	Statistics	Std. Error	Statistics
13	Fiker- bottled water has good memory recall	364	4.43	.027	.517
14	Fiker- bottled water reminds of special events	364	4.50	.026	.501
15	Fiker- bottled water is unique for gift of boy or girl friend.	364	4.76	.023	.430
16	Fiker- bottled water have a sensational feeling	364	4.59	.027	.510
17	Fiker- bottled water has a good brand name and makes me feel very attached	364	4.69	.024	.464
18	Fiker- bottled water is obsessive.	364	4.40	.040	.767
	Valid N (listwise)	364			

Source: - Own survey result, 2020

The above table represents the mean and standard deviation of brand association indicators which are good memory recall, reminding special events,is unique for gift of boy or girl friend., sensational feeling, attachment and has a good brand name.As shown in the above table among the brand association indicators consumers was mostly satisfied with Fiker-water is unique for gift of boy or girl friend. Consequently consumers of Fiker-water agreed that the products have a feeling of attachment, feeling of sensation, reminds of special events and good memory recall. Among the brand characteristic indicators consumer of Fiker-water were least satisfied with the products obsessiveness.

Table 4.8- Mean and standard deviation of Consumer satisfaction

No	Question	N	Mean		Std. Deviation
19	Overall, Brand personality, Brand Characteristic and Brand Association strongly influence consumer satisfaction.	Statistic	Statistic	Std. Error	Statistic
		364	**4.46**	**.026**	**.499**
	Valid N (list wise)	**364**			

The above table represents the mean and standard deviation of the independent variable (Consumer Preference). As shown in the table consumers of Fiker-water chose agree from the likert five scale measurements with high loading factor.

Table 4.9- Mean and standard deviation of variables

	N	Mean	Standard Deviation
Brand Personality	364	4.3594	.44845
Brand Characteristics	364	4.6081	.27759
Brand Association	364	4.5595	.30146
Consumer satisfaction	364	4.46	.499
Valid N	364		

Source: - Own survey result, 2020

As indicated in the above table consumers mean values show that the consumers' chose more agree among the alternatives of the Likert scale for all dimensions which are the brand image dimensions i.e. independent variables (brand Personality mean=4.3594, std.deviation=0.44845), (brand characteristics mean=4.6081,std.deviation=0.27759) and (brand association mean=4.5595,std. deviation =0.30146)as well as the dependent variable which is (consumer satisfuction mean=4.46, std..deviation=0.499).From all brand image dimensions brand characteristics have the highest mean value and brand Personality holds the lowest mean value.

4.6- 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 i.e. kurtosis and skeweness using SPSS so there exist 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 (AsgharandSaleh 2012)

Table 4.10- Skewness and Kurtosis test for each variable

Variables		Brand Personality	Brand Characteristics	Brand Association	Consumer sutisfuction
N	Valid	364	364	364	364
Missing		0	0	0	0
Skewness		.418	.293	.407	.166
Std. Error of Skewness		.128	.128	.128	.128
Kurtosis		-1.400	-1.238	-1.125	-1.938
Std. Error of Kurtosis		.255	.255	.255	.255

Source: - Own survey result, 2020

The values from above table shows that skewness values are all under three for all independent variables (brand personality, brand characteristics and brand association) and dependent variable (consumer sutisfuction) and the same thing exists for kurtosis values which are under six for the existing variables independent and dependent variable listed above. Therefore, from the results shown above we can say that the data was normally distributed among the sample population.

4.7- Pearson Correlation Analysis

To determine the relationship between brand image dimensions (brand Personality, brand characteristics and brand association) and consumer satisfaction, Pearson correlation was computed. The following below table represents the results of Pearson correlation on the relationship between brand image dimensions (brand Personality, brand characteristics and brand association) and consumer satisfaction.

Table 4.11- Pearson Correlation analysis

		CONSUMER SATISFACTION
BRAND PERSONALITY	Pearson Correlation	.426**
	Sig. (2-tailed)	.000
	N	364
BRAND IDENTITY/CHARACTERSTICS	Pearson Correlation	.546**
	Sig. (2-tailed)	.000
	N	364
BRAND ASOSSATION	Pearson Correlation	.654**
	Sig. (2-tailed)	.000
	N	364
CONSUMER SATISFACTION	Pearson Correlation	1
	Sig. (2-tailed)	.000
	N	364

Source: - Own survey result, 2020

**. Correlation is significant at the 0.01 level (2-tailed).

This study employs the correlation analysis, which investigates the strength of relationships between the studied variables. Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (−1.0 to +1.0). Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, et al., 2005). As per Marczyk, et al., (2005) general guidelines correlations of .01 to .30 are considered small, correlations of .30 to .70 are considered moderate, correlations of .70 to .90 are considered large, and correlations of .90 to 1.00 are considered very large.

As can be seen from the above table there was a significant positive correlation between the three independent variables (brand value, brand characteristics and brand association) and dependent variable (consumer preference). And the result was found to be statistically significant at (P<0.01) for each variables. This shows that the factors have moderate correlation and have an impact on consumer preference.

4.8- Multiple Regression Analysis

Multiple regression analysis was employed to examine the effect of brand image dimensions on consumer satisfaction. The following subsections present the results of multiple regressions analysis. Multi-collinearity Test: in multiple regression analysis, multi-collinearity refers to the correlation among the independent variables (Kline, 1998).

According to (Kline, 1998) multi collinearity is not a threat if a correlation value is less than 80%. Before conducting the multiple regression analysis, the researcher examined the result of multiple correlations among the independent variables and found out that, the pair wise correlation between the independent variables is less than 80%, as shown in the below table. VIF (Variance Inflation Factor) is another factor for diagnosis of collinearity so it is supposed to be less than five which indicates no multi collinearity problem exists among the independent variables. The following subsections present the results of multiple regression analysis.

Table 4.12- Multi Collinearity test

Independent Variables	Collinearity Statistics	
	Tolerance	VIF
Brand Personality	.154	4.506
Brand Characteristics	.380	2.628
Brand Association	.221	4.519

<div align="center">

Source: - Own survey result, 2020

</div>

As seen in the above table VIF results of the independent variables are less than five which indicates there is no multi collinearity among them.

Table 4.13- Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.825[a]	.680	.678	.283	.680	255.248	3	.320	.000

Source: - Own survey result, 2020

Predictors: (Constant), Brand Personality, Brand Characteristics, Brand Association

The above table represents the analysis of multiple regression models for the beta coefficients of each brand image dimensions. Independent variable accounted for 68% of the variance in consumer satisfaction (R^2= 0.680). Thus, 68% of the variation in consumer preference could be explained by the three brand image dimensions (brand personality, brand characteristics and brand association) and other unexplored variables may explain the variation in consumer satisfaction which accounts for about 32%, shown in the above table.

Table 4.14- ANOVA Result for Brand Image dimensions and consumer satisfaction

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	61.479	3	20.493	255.248	.000b
	Residual	28.903	360	.080		
	Total	90.382	363			

Source: - Own survey result, 2020

As indicated in table 4.14 there is statistically significant effect between independent variable (brand image) and dependent variable (consumer satisfaction) where, (F) value was (255.248) at 0.000 which states that there is significant effect of brand image on consumer satisfaction.

Table 4.15- Multiple regression analysis

Model		Unstandardized coefficient		standardized coefficient	t	Sign
		B	Std. Error	Beta		
1	**(Constant)**	4.720	.343		13.757	.000
	Brand Personality	1.364	.085	1.226	16.129	.000
	BrandIdentity /Characteristics	1.130	.087	.629	13.016	.000
	Brand Association	2.175	.105	1.314	20.739	.000

Source: - Own survey result, 2020   R²= .680, p<0.001

❖ **The linear regression equation**

CS= a + (B1) BP + (B2) BC+ (B3) BA

Where, **CS**=Consumer Satisfaction

➢ **BP**=Brand Personality

➢ **BC**=Brand characteristics

➢ **BA**=Brand Association

➢ **a**= constant and

➢ **B1, B2, B3**= beta coefficients.

➢ **CS=4.720 +1.364BV+1.130 BC+2.175BA**

Hypothesis testing is based on standardized coefficients beta and P-value to test whether the hypotheses are rejected or not.

Table-4.16 Summary of hypothesis based on multiple regression of beta value.

Hypothesis	β Value	P/Sig	Direction of relationship	Descion
H1: Brand Personality has significant influence on consumer satisfaction	1.226	.000 <.05	Positive	Accepted /Supported
H2: Brand characteristics have significant positive influence on consumer satisfaction.	o.629	.000 <.05	Positive	Accepted /Supported
H3: Brand association has significant positive influence on consumer satisfaction.	1.314	.000 <.05	Positive	Accepted /Supported

Hypothesis 1

H1: Brand Personality has significant influence on consumer satisfaction. The results of multiple regressions, as presented in table 4.15, revealed that brand Personality has a positive and significant effect on consumer satisfaction with a beta value (beta = 1.226), p value (p < 0.01). Therefore; the researcher failed to reject this hypothesis.

Hypothesis 2

H2: Brand characteristics have significant positive influence on consumer satisfaction. The results of table 4.15 showed that the standardized coefficient beta and p value of brand characteristics were positive and significant effect on consumer satisfaction (beta = 0.629, p < 0.01). Therefore; the researcher failed to reject this hypothesis.

Hypothesis 3

H3: Brand association has significant positive influence on consumer satisfaction. The results of table 4.15 showed that the standardized coefficient beta and p value of brand association were positive and significant (beta = 1.314, p < 0.01). Thus, the researcher failed to reject the hypothesis that, brand association has a positive and significant effect on consumer preference.

In overall, the results revealed that all independent variables accounted for 68% of the variance in consumer satisfaction (R^2= 0.680). Thus, 68% of the variation in consumer satisfaction could be explained by the three brand image dimensions and other

unexplored variables may explain the variation in consumer satisfaction which accounts for about 32%, shown in table 4.13.

Moreover, from the findings of this study, the researcher found out that all the three brand image dimensions (brand Personality, brand characteristics, brand association) have positive effects on consumer satisfaction. The findings of this study also indicated that brand association was the most important factor to have positive and significant effect on consumer satisfaction followed by brand personality and brand characteristics respectively.

CHAPTER FIVE

Summary, Conclusions and Recommendations

5.1- Summary

The study was intended to investigate the impactof brand image on consumer satisfaction the case of Ok bottling and beverage s.c /Fiker-water based on the questionnaire consisting of 364 randomly selected consumers by using convenient selection i.e. conveniently distribute the questionnaires at the outlet agent shops.

- The results of background information of respondents indicated thatgender of respondents is 65.7% of them are males and 34.3% are females. In terms of age, 26.4% of the respondents are below 30 years, 39% between 31and 45 years, 28.3% between 46-60, and 6.3% were above 60 years, and the majority of them are between 31-45 years of age. This reveals that the highest Fiker-water bottled water consumers are young agedpeople whose age falls between 31-45 years.

- In terms of marital status 45.9% of the respondents are married and 54.1% are single. Therefore, unmarried guises are courageous to use Fiker-water than married.

- In case of educational background, BA/BSc degree holder respondents were the highest consumers with 28.9%, followed by diploma holders (20.3%), certificate (18.5%), students (17.7%) and MSc degree and above (14.6%) who were the least consumers of bottled water. In the view of occupation, employees were found to be the highest consumers (51.8%) followed by merchant (38.8%), other consumers found to be the least consumers (9.4%). Whereas, in view of net income per month those who gets >4000 ETB were the highest consumer (53.6%) followed by those who gets 3000-4000 ETB (21.6%) and 2000-3000ETB (16.7%) and lastly with least consumption level those who gets <1000 ETB (8.1%). This result showed that the respondents who got the highest income were the highest bottled water consumers.

- The results of the descriptive statistical analysis also indicated that, consumers mostly chose agree among the alternatives on the Likert scale.The descriptive results show that among the indictors of the brand personality dimension Fiker-water customers are mostly satisfied with the advertisement of thirsty of love that Fiker-water promotes its product. Among the brand personality indicators consumer of Fiker-water were least satisfied with

the products have no jar. It provide a sense of satisfaction for trusty of love takes the highest mean value of 4.68 and Fiker-water satisfies my desire takes the lowest mean value of 4.07.

- "Fiker-water" bottled water took the highest customer satisfaction (35.9%) followed by Aqua Addis (17.2%), and Yes (13.5%), as second and third brands of bottled water preferred by customers as per the result. others brands Almost equal customer preference was found in Abyssinia (11.7%) and One (11.2%) bottled water brands. The result of the study showed that Eden and Blue brands were the least preferred brands with (6.8%) and (1.3%), respectively .This indicate that respondents prefer Fiker-water for their satisfaction.

- Among the brand characteristic indicators consumers was mostly satisfied with purified natural water that takes the highest mean value of 4.78 of Fiker-water products use. Consequently consumers agreed that the products have good word of mouth publicity, attractive logo, attractive advert and good brand name.

- The mean and standard deviation of brand association indicators which are good memory recall, reminding special events,is unique for gift of boy or girl friend., sensational feeling, attachment and has a good brand name. Consequently consumers of Fiker-water agreed that the products have a feeling of attachment, feeling or reminds of special events and good memory recall.

- The correlation result shows that there is a positive and significant relationship between brand personality and consumer satisfaction, brand characteristics and consumer satisfaction, brand association and consumer satisfaction. The finding also indicates that the highest relationship was found between brand association and consumer satisfaction. Furthermore, the multiple regression results showed that the all brand image dimensions have positive and significant effect on consumer satisfaction where brand association holds the highest value and brand characteristic holds the lowest value. Also the multi-collinearity result shows there is no colinearity among the independent variable

- The findings of this study also indicated that brand association was the most important factor to have positive and significant effect on consumer satisfaction followed by brand personality and brand characteristics respectively. The R square value of 0.680, demonstrates that 68% of variation in consumer satisfaction can be accounted by the

explored brand image dimensions and the remaining 32% could be explained by other unexplored variables.

5.2- Conclusions

The study was conducted to examine the impact of brand image on consumer satisfaction the case of Ok bottling and beverage s.c /Fiker-water. The finding of the study indicates that among the three brand image dimensions which are brand personality, brand characteristics and brand association consumers of Fiker-water were satisfied with brand association, brand characteristics and brand personality dimensions respectively. The descriptive result shows a high loading factor of agree for all the independent (brand personality, brand characteristic and brand association) and dependent variables (consumer satisfaction) as well. The correlation result shows that, the three brand image dimensions (brand personality, brand characteristics and brand association) are positively and significantly related with consumer satisfaction. The regression analysis shows that there is no collinearity among variables and 68% of the explored variables explained the dependent variable where 32% remained unexplored.In terms of the stated research hypotheses the following specific empirical findings emerged from the investigation: The three brand image dimensions brand personality, brand characteristics and brand association have positive and significant effect on consumer satisfaction .Where the researcher failed to reject the entire tested hypothesis.

5.3- Recommendations

Based on the findings and conclusions of the study, the researcher forwards the following recommendations to the management of the Bottled water Company and suggestion for other researchers.

- The finding of the study indicates that among the three brand image dimensions which are brand personality, brand characteristics and brand association consumers of Fiker-water were satisfied by all three dimensions and there is a high factor relationship between brand image and consumer satisfaction also as per the descriptive results consumers were satisfied with all dimension therefore, the company should maintain the following in order to have persistent consumer in today's market.

- The campany should keep and enhance brand personality by satisfying desire of consumers, charging fair price, being available and providing jar to be competent in the market.

- Brand characteristic of the company by keeping and innovating the logo of the company, usage quality purified water, loveablity, word of mouth publicity, good brand name and attractive advertisement.

- In order to have a sustainable association the company should be strong in maintaining to work on that the consumer have a good memory recall, reminding of special events, being different among others, having sensational feeling, being attached and obsessive.

- All this qualities should be consistent by using different managerial tools and the management should work on how to preserve the good brand image of the company so that way loyal consumer shall arise.

- There might be other factors other than the brand image dimensions that affect consumer satisfaction so the company should be able to identify what other factors affect brand image.

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Appendix A

Brand Image survey

(Questionnaire to be filled by Consumer of Fiker-weha bottled water)

Dear respondents, the purpose of this questionnaire is to collect primary data for conducting a study on the topic, "The Impact of brand image on consumer satisfaction: The case of Ok bottling and beverage S.C Fikerweha" for the partial fulfillment of the Master of Art (MA) in Marketing Management Program at St. Merry University, College of Business and Economics. I kindly request you to provide me reliable information. The data collected is confidential and will only be used for analysis of the study and not for any other purpose.

Thank you in advance for your cooperation!

N.B

- No need to write your name,

- Please complete each parts of the survey with care, honesty and due attention,

- Please encircle the appropriate answer of your opinion.

Part I: General Information

1. Gender: 1- Male 2-Female

2. Age: 1- < 30 2- 31-45 3- 46-60 4- > 60

3. Marital Status: 1- Married 2- Single

4. Highest Level of Education: 1- High School 2- Certificate   3. Diploma 4- Degree 5- Masters and above

5. Occupation: 1- Employee 2- Merchant3- other

6. Net-income per month   1.< 1000   2.1000-2000   3. 3000-4000   4. >4000

Part II: Determinants of Brand Image and customer satisfaction

Direction: Please encircle your choice

1. **Strongly dis agrees 2. Dis agrees 3. Neutral 4. Agree 5. Strongly agrees**

I-   **BRAND PERSONALITY**

No.	Question	Choice				
1	Fiker- weha bottled water satisfies my desire to drink	1	2	3	4	5
2	Fiker- weha bottled water charges fair price	1	2	3	4	5
3	Fiker- weha bottled water is available any time wherever	1	2	3	4	5
4	Fiker- weha bottled water is loveable	1	2	3	4	5
5	Fiker- weha bottled water has sense of love	1	2	3	4	5
6	Fiker- weha bottled water provide a sense of satisfaction for thirsty of love.	1	2	3	4	5

II- BRAND CHARACTERISTIC/IDENTITY

No.	Question	Choice				
7	Fiker- weha bottled water logo is attractive	1	2	3	4	5
8	Fiker- weha bottled water use quality material	1	2	3	4	5
9	Fiker- weha bottled water is fashionable	1	2	3	4	5

10	Fiker- weha bottled water have good word of mouth publicity	1	2	3	4	5
11	Fiker- weha bottled water has a good brand name	1	2	3	4	5
12	Fiker- weha bottled water advert is attractive	1	2	3	4	5

III- BRAND ASSOCIATION

No.	Question	Choice				
13	Fiker- weha bottled water has good memory recall	1	2	3	4	5
14	Fiker- weha bottled water reminds of special events	1	2	3	4	5
15	Fiker- weha bottled water is unique	1	2	3	4	5
16	Fiker- weha bottled water have a sensational feeling/obsessive	1	2	3	4	5
17	Fiker- weha bottled water has a good brand name	1	2	3	4	5
18	Fiker- weha bottled water makes me feel very attached	1	2	3	4	5

IV- CONSUMER SUTISFUCTION

No	Question	Choice				
19	Overall, Brand personality, Brand Characteristic and Brand Association strongly influence consumer sutisfuction.	1	2	3	4	5

Vi. Open ended questions regarding to brand image and customer satisfaction please explain in short and precisely.

1. Please give your own rank of satisfaction that you have from bottled water provided in the market respectively.--

2. What do you think the criteria that you evaluate those products on the above rank.--

3. List some of the limitation of Fiker-weha products.--

Thank you very much !!!