ST.MARY'S UNIVERSITY

DEPARTMENT OF MARKETING MANAGEMENT

FACTORS INFLUENCING BOTTLED WATER BRAND CHOICE IN THE CASE OF CONSUMERS IN ADDIS ABEBA

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May, 2021

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DECLARATION

I Samrawit Abate, the undersigned, hereby declare that this thesis paper entitled "Factors influencing bottled water brand choice in the case of consumers in Addis Ababa" is my original work and that it has not been submitted partially; or in full, by any other person for the award of a degree in any other university or institution. And all sources used for the study have been duly acknowledged.

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Date: June, 2021

LETTER OF CERTIFICATION

This is to certify that Samrawit Abate carried out her study on the topic entitled: **"Factors influencing bottled water brand choice in the case of consumers in Addis Ababa"**. This work is original in nature and suitable for submission for the award of Masters of Arts Degree in Marketing Management.

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ACRONYMS

AD- Advertisement

PK –Packaging

BP-Brand price

BI -Brand image

BA- Brand availability

PQ- Product quality

BC- Brand Choice

Abstract

This study was aimed at identifying the factors influencing bottled water brand choice in the case of consumers in Addis Ababa. To achieve this purpose, a mixture of descriptive and explanatory study design was adopted and data were collected through close ended questionnaire from a sample size of 384 employees. A non-probability convenience sampling was used. The collected data was analyzed with statistical measures such as descriptive, correlation and multiple regression analysis. The study result indicate the correlation between brand availability was found to be positive and strong (r = 0.876, p<0.01). Similarly, advertisement has a positive and strong association with brand choice (r=0.867, p<.001). And 74.1% of the variation accounted for the brand choice was due to the combined effect of brand availability, advertisement, packaging, brand price, brand image, brand quality). Further the regression result indicates that brand availability (β=0.411, P<0.05), advertisement (β=0.376, P<0.05), packaging (β=0.352, P<0.05) and brand image (β=0.301, P<0.05) were relatively the major determinant factor affecting the brand choice of customers. Based on the above findings it is recommended that management of manufacturers form has to strongly work on their distribution to ensure consistent availability of their product, they are also advised to increase frequency of their advertising, design persuasive ads, they also should build strong quality control system to maintain the quality of their product, finally they should have set affordable price.

Keywords*: advertisement, packaging, brand price, brand image, brand availability, brand quality, and brand choice*

CHAPTER ONE

INTRODUCTION

This chapter starts off by presenting background of the study followed by explaining the rational for the study which is commonly known as statement of the problem. It then proceeds to explain the purpose, research question and objective of the study. In the final parts of this chapter scope, significance, definition of terms and organization of the paper is provided.

1.1 Background of the study

It is actually known that customers are the life blood of every organization. For this reason the marketer's task of attracting new customers and keeping the existing one is required. There is no doubt that in order for an organization to be best placed to satisfy its needs, it must first satisfy its customers' needs. Success in business is highly depends on customer satisfaction which in return requires the company to understand its customer behavior's. Customer buying motive is one of the issues related with customer behavior which has been investigated a lot across different industries and places. Bottled water manufacturers which are planning to cultivate this vibrant market segment must understand how customers select their products. Every marketing activity starts with the consumer and ends with the consumer. It is very much necessary to know the people that consume products or services or play a role in buying decision and why they do so. Consumers are seen as having goals, wants and beliefs that dispose them to buy. However, consumers may be disposed towards buying a product without actually doing so. A human being by nature is very complex. It is very difficult to understand the human behavior. It is the human brain, which directs all the activities of a human being. It is said that human brain is like a black box (Sherlekar, and Salvadore Victor, 2011).

Though the issue of consumer behavior is complex to understand and difficult to get an accurate read of their mind various scholars' tries to investigate what determines their purchasing behavior in various industries in the service sector, manufacturing sector by considering different market segments. For instance research in what determines the purchasing behavior of business organization while they select financial services in the other industries has been conducted by Aregbeyen (2011 in Nigerian customer, (R K Sharma and

A Sajeevan Rao 2010), Asyraf and Abdullah (2006). But as we all know what becomes a determinant in the purchasing behavior of a customer in other industry may not be applicable to a customer in other sector because due to the difference in the purchase intention, the difference in the application of a purchased product, due of the difference in the user of a product factors influencing the purchase behavior of bottled water users needs a different investigation. Thus limited no of research has been conducted to identify what influence the purchasing behavior bottled water consumers such as (Legesse Lemma , 2018), zeyo Yao , 2011, Suresh Kumar (2014), Neng Qian (2018), Ruth kassaye ,(2018)Njeru, Joseph Muriithi, (2016), Sandra kajitazi, and nail Reshid (2018), James O. Abugu1, Nwafor Michael Ezaka, (2018), Delina, P. J. E1 and Dasinaa (2016). In their research 2016, Njeru and Joseph Muriithi Factors Influencing Customer Choice of Bottled Water Brands were found in Nairobi the researchers found factors that influence customer choice for bottled water were; Customers rely on taste, odor and quality assurance, advertising , packaging element such as shape and wrapper, texture, cap and seal colour and hardness of the bottle.

Another study conducted in Nigeria by O.Abugu1 and Nwafor Michael Ezaka determinants, (2018) found that choice of brand of bottled water is significantly determined; consumer's purchasing power and social status, seal of quality significantly determine the choice of brand of bottled water choice of bottled water. According to the study conducted by Legesse Lemma (2018) By taking samples from consumers who found in Gonder town to assess factors influencing the brand choice of bottled water the researcher found that packaging, product quality, price, brand name, brand availability, brand image and advertisement were significantly associated with consumers brand choice for bottled water products.

Without living our country Ethiopia, another study conducted by Ruth Kassaye, (2018) in the case of Addis Ababa consumer another study conducted by Findings of the study indicated that some dimensions of the demographic factors (occupation), environmental factor such as alternative water source and marketing factors such as convenience, higher quality on the other hand psychological factors such as beliefs and perception were found to be insignificant. Another study by Delina,. And Dasinaa, (2016) in sirilanka, the analysis of the responses shows that some of demographic and marketing factors and perception towards the consumption of bottled water are significantly associated with the consumption pattern and provide a significant contribution to the consumer perception towards bottled water.

In the research conducted by Abednego (2015) to identify factors affecting bottled water choice in Ghana finding of the research prevails that from demographic factors income groups, age, and educational factors have influence on the purchasing behavior. Gender was found to be insignificant. Considering the psychological factors, perception and beliefs show a relationship with the frequency of bottled water usage.

We all can see the number of new bottled water introduced in the market are increasing from day to day and as far as the student researcher knowledge is concerned limited no of researches has been conducted to identify what influence the bottled water brands of consumers in our country. Despite this gap there is also lack of clarity in the independent variables used in previous research in our country by Ruth kassaye in the research entitled factors affecting consumer brand choice of bottled water one of the independent variable used were marketing strategy which is a vague variable and other respondent may give an answer considering the marketing strategy from promotion angle and this may give a biased conclusion and may result in wrong implementation of the findings of the research. In addition to this gap as we can see from the above reviewed literatures there is a difference in the findings of the research, thus by taken it to account the above limitations this research was conducted to investigate the factors influencing bottled water brand choice. Thus this research was conducted with the objective of identifying the factors which influence the bottled water brand choice in the case of consumer who are found in Addis Ababa.

1.2 Statement of the problem

According Pinki Rani (2014) to in order to be successful in the market, companies have to get answer for the question why and how consumers make the purchases decisions, and what factors influence consumer purchases. In the wake of several major infections involving food and water, there is a growing concern for the safety and quality of drinking water. Thus, a number of companies and industries in many countries have come up with bottled/packaged drinking water for sale to a wide range of consumers particularly those in urban areas (Grace and Edgar, 2011). A stiffly competitive business environment exposed consumers to a large number of product alternatives in the market. As result, marketers are struggling to increase their brand preferences by customers and trying to avoid competitors from grabbing of these acquired customers mind. To do this, discovering determinants of consumers brand choices is very essential (Lema, 2018). Because of the similarities of the offer in the bottled water industry consumers have many choice to choose from. So to be viable and seen by customer

in this competitive environment they have to understand their customer and alter their marketing strategy according to the whim of their customer.

There has been a high influx of many brands of bottled water in the Ethiopian market over the decade but a few have been competitive (Jemal kedir, 2019). Most of the bottled water manufacturers are found in the surrounding and exit gates of Addis Ababa. Due to the close ness of the city and lower distribution cost in relative to upcountry market, being able to get a good share in Addis Ababa market is a great success for the manufacturer in the industry. Despite the close ness of the city to the manufacturer's factory the city is a center and a place where all products are bought and taken to upcountry markets and it's a strong base to build the companies brand image. Thus to get all the benefits of this lucrative market companies in the industries should found a way to get consumers pocket and to get the first one selected while displayed in retail or supermarket shelf by identifying the factors lying in the selection and purchase decision of bottled water brands.

Researchers across the globe in different countries have tried to study the factors which influence bottled water brand selection of consumers, however they have analyzed different factors, and findings were also proved to be different. For instance a study conducted by Yalew,(2014) in Addis Ababa to assess the packaging attributes which influence the purchase decision of bottled water brand show that packaging attribute such as color, graphic design, size and shape of packaging significantly influence consumer's purchase decision for bottled water. On the other hand a more comprehensive research conducted by Saranda and Nail (2018) prevails that the consumer's decision is influenced mostly by six key factors, namely quality, marketing, consumer perception, price, preference and practical. Though those researchers employed a more comprehensive way to analyses the factors which influences the selection of bottled water brands, some variables like marketing, lacks clarity for example one of the factor is but lacks clarity. According to Enugu et al. (2018) the company who make the product, purchasing factor, social status, and seal quality were found to be the significant factors in bottled water brand selection. Despite the rise in the consumption and production of bottled water, studies on the reasons for bottled water consumption seem to vary contextually (Durga, 2010). Varies researcher's in various country conducted a research on this topic which prevails different findings.

The factors influencing consumers buying behavior of bottled water in Ethiopia have not been fully understood. In addition to that previous researchers use unclear variables which lacks clarity and may led to a biasness of results. For example a research conducted in by Ruth k. (2018) found that marketing strategy is one of the influencing factors but it still ignores detail issues like the packaging and availability of the brand which are considered to be the most influencing factors by other authors. Therefore, to the limited knowledge of the researcher there is no research conducted before which follows a comprehensive approach to get a full answer for which factor affects the consumers brand choice of the bottled water in the case of Addis Ababa. Thus, this research tried to overcome the gap by previous researchers by incorporating these variables (product quality, advertisement, packaging, price, brand image and brand availability) to follow a more develop and compressive research frame works to thoroughly understand the factors that influence the bottled water brand choice of consumers in the case of Addis Ababa.

1.3 Research question

The general aim of this study was to understand the factors influencing bottled water brand choice in the case of consumers in Addis Ababa. In order to achieve this objective, the research focused to get answer for the following basic questions;

1) What is the effect of product quality on bottled water choice?
2) Does brand availability influence bottled water choice?
3) What is the effect of advertising on bottled water brand choice?
4) What is the influence of packaging on bottled water brand choice?
5) What is the influence of brand image on bottled water choice?
6) Does brand price have a significant impact on bottled water brand choice?

1.4 Research objectives

1.4.1 General Objectives

The general objective of the study was to identify the factors which influence bottled water brand choice in the case of consumers who are found in Addis Ababa.

1.4.2 Specific objectives

Based on the above general objective the following specific objectives were supposed to achieve by the accomplishment of the research;

1) To determine if product quality influences customer's choice of bottled water brand

2) To determine the impact of brand availability on bottled water brand choice

3) To examine the effect of advertising on bottled water brand choice

4) To examine the influence of packaging factors on bottled water choice

5) To analyze whether brand image influences customer's choice of bottled water brand

6) To analyze the   influence of brand price on bottled water brand choice

1.5 Scope of the study

The main aim of this study was to identify the factors which influence bottled water brand choice in the case of consumers in Addis Ababa. The student researcher found it more complicated to extend its study to all types of customer such as retailers, whole sellers and different companies. So this study was conducted solely in the final users. Thus geographical and conceptual scope of this research is described as follows,

Geographically the research was conducted by taking into consideration bottled water consumers who are found in Addis Ababa market. The student researcher justification for limiting the study in this geographical area is, Addis Ababa is a city where people from all over Ethiopia from different background come and live together. In addition, since most commercial items are taken from Addis this city is a good chance for companies to build their brand image.

Conceptually, the research was delimited to identifying the factors which influence the bottled water brand choice. Though consumer behavior is influenced by many factors the independent variable which is going to be used for this study are product quality, advertisement, packaging, price, brand image, brand availability.

The independent variables were measured in the following ways. Even though there are a lot of ways to measure brand image in this paper it was measured through level of brand engagement and attitudinal attachment. Adverting was measured through message content, easiness to understand and frequency. Packaging was measured from label and bottle aspect (picture quality, readable ness of the message, convienience to handle, color, size and shape). Image were measured from reputation aspect whereas price were measured through fairness and reasonable ness. The remaining to variables brand availability and product quality the former were measured from availability aspect and the latter were measured from chemical composition, taste and consistency aspect.

Methodologically, though customers can be business and final consumers, like in other industries bottled water users are final users and business customers who purchase the product for resell, to use in daily operation and other purpose. But this research only focused on the end users and the finding which obtained from the end user may not generalize to the business users due to the difference in the buying reason, and product applicability.

1.6 Significance of the study

The research examined the factors which influence bottled water brand selection in the case of the end user who are found in Addis Ababa city. The importance of this study can be viewed from two dimensions: Theoretical contributions and practical implications.

Theoretically, the study could fill an important gap in the literature that has been observed with current available literatures. Therefore, the findings of this study could be add to the existing body of the literature and can serve as a starting point on which future studies can be built.

On the practical side, this study can help manager in bottled water and decision makers to identify the major factors that may influence bottled water brand selection decisions among consumers. Findings of this research could help the management of bottled water companies in formulating appropriate marketing strategies for reaching and attracting customers. To sum up the findings can contribute to the bottling water industry, particularly in understanding the factors that customers consider when choosing their water brand

At last but not the least conducting the present study on the factors influencing bottled water brand choice could be used for the experience of the student researchers.

1.7. Definitions of terms

Bottled water: - It is defined as water that is sealed in a food grade bottles and intended for human consumption (Don Janssen, 2020).

Cambridge dictionary also defines it in a similar way as it is water that is sold in bottle and that has been treated in order to make it very clean or that comes from a special place like a spring.

1.8 Organization of the study

The Thesis is organized in to three parts. The first part which is chapter one background of the study, justification for the problem , the research questions , the objective, the tentative explanation / hypothesis, significance of the study from both theoretical and practical aspects, scope of the study (methodological, geographical, conceptual), limitation of the study are briefly stated. In the second part, chapter two review of previous researchers, theoretical as well as practical foundations of the problem are thoroughly investigated. In the third chapter the methodological aspects of the research are provided with adequate justification. Accordingly, the research design and approach, population, sample size and procedure, data source and its collection method and how the data was analyzed are discussed under this section of the research paper. Finally references, (journals, previous studies, cities, books) which is used throughout the research are properly cited and presented.

CHAPTER TWO

LITERATURE REVIEW

This chapter presents theoretical foundation of the research by reviewing the available theoretical foundation regarding consumer behavior and factors which influence their band selection. In addition to the theoretical review in the second part of these chapter empirical evidences (previous researches) that has been conducted across the globe regarding this topic is analyzed in detail. Finally by considering the theoretical foundation and empirical evidences conceptual frame work of the study is developed and depicted in the third part of this chapter.

2.1 Theoretical review
2.1.1 Bottled water

Water is a basic need for survival not an option. In the wake of several major infections involving food and water, there is a growing concern for the safety and quality of drinking water. Thus, a number of companies and industries in Kenya and other developed countries have come up with bottled/packaged drinking water for sale to a wide range of consumers particularly those in urban areas (Grace and Edgar 2011).

The scarce availability of drinking water is becoming more of a worldwide issue every day. Industrialization and the development of transport infrastructure are to be considered as some of the main water polluters, which is a serious threat to our modern society. Therefore, people today have started to adopt different strategies for fulfilling their drinking water needs with specific attention to their health (Saranda Kajtazi, Nail Reshidi, 2018).

Bottled water has become a pervasive global business, and bottled water consumption continues to increase rapidly, particularly in countries where clean and potable water is available at very low cost (Saranda Kajtazi, and Nail Reshidi, 2018).

In Ethiopian context a decade ago the idea of bottled water for many Ethiopians was a trend that characterized the diaspora and the modern, wealth- riven way of life. But today it is common to see people purchase bottled water along with their groceries, kiosks, and supermarkets. People in Addis are seen while they hold bottled water in the street and in several offices, bottled water also has become another choice in addition to the tea or coffee offered by secretaries to visitors. Many bottled water usually accompany people almost all

over Ethiopia, especially while chewing "CHAT" a habit which is increasingly practiced by youngsters. (Ezega news, 2019).

Following the changed trends in the consumption of bottled water in our country, about 85 of bottled water manufacturers are currently producing bottled water. Though the number of bottled waters are getting increased from time to time in our country not all of them are successful, only few remains competitive.

2.1.2Consumer behavior

Consumer behavior: - defined as the decision making process and the physical activity involved in acquiring, using and disposing of good and service (Michle Solomon and gray Bamossy). This definition clearly defines it is not the buying of good and service which receives attention in consumer behavior, but the process starts before the good have purchased or bought. A process starts in the minds of the consumer, which lead to the finding of alternative between products that can be acquired, and then follows the decision of purchase and using of the good or service.

In his book Matin Khan, defines consumer behavior as the decision making process physical activity involved in acquiring, evaluating, using and disposing of goods and services. The above to definition shared one thing in common which is that consumer behavior is a decision making process regarding how, what, where, when and how much quantity to buy.
From this we can conclude consumer behavior is the mental, physical, and emotional activities people engage is selecting, evaluating, purchasing and disposing of product so as to satisfy their desires.

A more comprehensive definition of consumer behavior is given by wayned.hoyer and Deborah j. Maclnnis (2008) They defined consumer behavior as it is a totality of decisions (whether what , why, how, when, where, how much , how often, and how long), about the consumption (Acquisition , usage, disposition,), of an offering (product, service , activities, experience's, people, ideas) , by decision making units, (information gatherer, influencer, decider, purchaser, user) , over time(hours, days, weeks, moths and yeas) From the above definitions we can understand that Consumer behavior is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behavior. Due to the complex nature of consumer behavior it is difficult to

understand the exact motives why consumers buy a given product. Various researchers' tries to examine this complex issue in   different thematic area.

2.1.3 Consumer purchase and individual decision making process

Every marketing activity starts with the consumer and ends with the consumer. It is very much necessary to know the people that consume products or services or play a role in buying decision and why they do so. Consumers are seen as having goals, wants and beliefs that dispose them to buy. However, consumers may be disposed towards buying a product without actually doing so. A human being by nature is very complex. It is very difficult to understand the human behavior. It is the human brain, which directs all the activities of a human being. It is said that human brain is like a black box. Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers Sherlekar and Salvadore (1997).

A consumer purchase is a reaction to a problem; consumers' tries to find solution to a problem by purchasing a product which they think will solve the problem they are facing. Various scholars have stated that while a consumer find a solution to its problem they have go through a series of steps from recognizing a need /problem to purchasing and evaluation of the consumed product.

2.1.4 Consumer decision making process

Consumer decision making process is the step the consumer go through satisfying a need or solving a problem.

Many authors write about the stages that a consumer passes through purchasing a given product even if many authors express in different ways the steps are still the same. The famous scholars of marketing kotler and keller are known for their books in different marketing concepts, accordingly the steps provided by them are discussed below.

As cited by Yalew Mamo (2014) Consumer decision identifies at least two types of decision making (Haugteued, Herr and Kerdes, 2008). The first involves deliberative decision making

with the classic five stages: problem recognition, information search, alternative evaluation, purchase decision and post-purchase behavior. When consumers have limited processing resources, they may pass directly from problem recognition to purchase decision to the post purchase phase, using affective feeling to direct their choice process. The second type of decision making is affective /experiential. This involves intuitive, automatic, associative, and fast decisions.

According to Michael, Gary et .al a consumer passes through four major steps of decision making process such as (1) problem recognition, (2) information search, (3) evaluation of alternatives, and (4) product choice. (5) out comes. The author's tries to express out come as after the decision is made, the quality of that decision affects the final step in the process, when learning occurs based on how well the choice worked out. This learning process, of course, influences the likelihood that the same choice will be made the next time the need for a similar decision occurs.

Similarly Kotler and Keller (2012) also make clear out that a consumer passes through five stages such as need recognition, information search, and evaluation of alternatives, purchase, and post purchase decision. The only difference between the stage provided by kotler and Keller (2012) and Michael, Gary et .al is the fifth stage. The former express the final stage as post purchase behavior and the letter as outcome

Another scholar called ken Matsuno (2012**),** express consumer passes through the above five stages but the only difference with the above two authors is this author links each successive stages of the decision making process with value. He associate need recognition with perceived value, information search with seeking value, evaluation of alternatives with assessing value, purchase with buying value, and post purchase decision with value in use. The author in his recent edition also argues that not all types of purchase pass through the five stages.

Figure 1 consumer decision making process
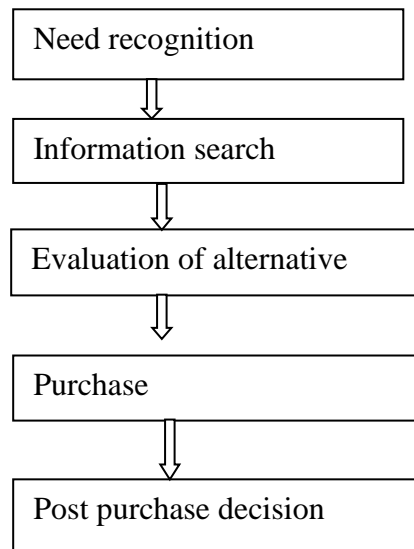
Source: kotler (2006)

As we can see from the above diagrams consumer passes through five stages but not all types of purchase involves a series five steps. Consumer product products can be ranged from simple convenience goods which are low value and consumed in a daily life to durable and long lived well. The number of decision participant and the steps of the decision making process vary according to the type of goods the consumer buy, that is why Kotler and Keller (2012) argue that Consumers don't always pass through all five stages—they may skip or reverse some. They are trying to make clear that when a customer is in high and low involvement purchase situation the sequence is not the same for the two types of purchase situation.

I.   A need is recognized: perceiving a need

A consumer recognizes that he/she has a need that can be solved by purchasing a given market offering. In other words the consumer decision process starts when the consumer identifies a consumption problem that needs to be solved.

According to (Matusno, 2012), When we found out a difference between the actual state and a desired state, a problem is recognized. When we find a problem, we usually try to solve the problem. For more technical or complex products the buyer will define the product's technical specifications. Users and influencers come into play here (kotler and Armstrong (2006).

II. Information search: Seeking value

At this stage, the people involved in the buying process seek out information about the products they are looking for and the vendors that can supply them.

According to Matusno (2012) that when a consumer discovers a problem, he/she is likely to search for more information. However kotler and Keller (2012) argued that consumers often search for limited amounts of information. Surveys have shown that for durables, half of all consumers look at only one store, and only 30 percent look at more than one brand of appliances. We can distinguish between two levels of engagement in the search. The milder search state is called heightened attention. At this level a person simply becomes more receptive to information about a product. At the next level, the person may enter an active information search: looking for reading material, phoning friends, going online, and visiting stores to learn about the product.

According to Wayne and Deborah (2008) consumers are likely to recall only a small subset of stored information when they engage in internal search because consumers have limited capacity or ability to process information— and because memory traces can decay over time consumers are likely to recall only a small subset of stored information when they engage in internal search. Researchers are investigating (1) the extent of the search, (2) the nature of the search, and (3) the process by which consumers recall information, feelings, and experiences and enter them into the decision process

III. Alternative evaluation: Assessing value

This is the third stage of consumers buying decision process. The information search clarifies the problem by: suggesting criteria to use for the purchase, yielding brand names that might meet the criteria, developing value perception.

Gabbott and Hogg (1994) argued that the process of information search leads the consumer evoked set of alternatives that will form the basis for comparison and choice.
According to Sheikh Qazzafi (2019) by taking the collected information at the second stage the consumer then ranks the product and brands and evaluates it using different mechanisms.

IV. Purchase decision: Buying value

After going through all the above stages, consumer finally purchases the product. At this stage the consumer has evaluated all facts and has arrived at a rational end which is either

based up on the influence from marketing campaigns or up on emotional connection or personal experiences or a combination of both.

Engel, black and Miniard (1993), identified three purchase decision categories: fully planned purchase (both product and brand are chosen before the store visit), partially planned purchase (there is an intention to buy the product but brand selection is deferred until shopping), impulse purchase (both the product and brand are chosen in store.

V.   Post purchase behaviour: value in use

The final stage in the consumer decision making process is the post purchase behaviour. After buying a product, the consumer compares it with expectations and is either satisfied or dissatisfied. The post purchase behaviour is the consumer post consumption evaluation of the purchasing decisions. The satisfaction or dissatisfaction with the purchase will influence the consumer's decision process for their next similar purchase (Seen Henry Lee, 2005).Satisfaction or dissatisfaction affects: consumer value perceptions, consumer communications, and repeat-purchase behaviour. Many firms work to produce positive post purchase communications among consumers and contribute to relationship building between sellers and buyers (Moklis et al, 2008). On the other hand according to ken munsato (2012) argues that although purchase and related consumption behavior driven by emotional or situational needs have characteristics distinct from the traditional attribute – based model, the decision process model provides use full insights in to all types of consumer purchase. Not all types of decision making process pass through all the five stages. He describes consumer purchase involvement ranged from low involvement to high involvement and his argument support the argument of Kotler and Keller (2012), in which consumer may not always pass through all five stages. As we can see from the above diagram a consumer may directly go straight from need recognition to purchase decision

2.2 Factor influence consumer purchase decision

Though the behavior of consumer is complex in nature and difficult to understand the real motive behind a purchase theoretically various marketing scholars have stated the factors which influence the purchase behavior of a consumer.

According to Wayne and Deborah (2008) a famous scholars in consumer behavior consumer behavior is influenced by:

1) Consumer culture

2) Social class and house hold influence

3) Psychographic (personality , life style, and interest)

4) Psychological cores :- (motivation , perception, memory, attitude)

On the other hand according to kotler and Keller (2012) the factors which influence consumer behaviors are:

1) Marketing stimuli :- (product, price, communication, distribution)

2) Consumer characteristic's :- (cultural , personal and social)

3) Consumer psychology :- (motivation, learning, perception, memory)

4) Other stimuli :- (economic, technological, cultural, political)

Theoretically Pinki Rani (2014) has argued that consumer behavior is influenced by four major factors:

1) Cultural, (subculture, social class system)

2) Social (reference groups, family, roles and status)

3) Personal, (age and life-cycle stage, occupation, economic circumstances, lifestyle, personality and self-concept)

4) Psychological, (motivation, perception, learning, beliefs and attitudes)

2.2.1 Cultural influence to consumer behavior

Michael and Gary (2006) have stated that Consumption choices cannot be understood without considering the cultural context in which they are made: culture is the 'prism' through which people view products and try to make sense of their own and other people's consumer behavior. A consumer's culture determines the overall priorities he or she attaches to different activities and products. It also determines the success or failure of specific products and services. A product that provides benefits consistent with those desired by members of a culture at any point in time has a much better chance of attaining acceptance in the marketplace According to this scholars Culture is not static. It is continually evolving, synthesizing old ideas with new ones. A cultural system can be said to consist of three functional areas Ecology (the way in which a system is adapted to its habitat), social structure (the way in which orderly social life is maintained) and ideology (the mental characteristics of a people and the way in which they relate to their environment and social groups) The

influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analyzing the culture of different groups, regions or even countries.

2.2.2 Marketing stimuli influence to consumer behavior

As cited by s. pragash and M. karunanithy (2016), Kottler and keller (2006) **:-** define the marketing mix the set of controllable variables and their levels that the firm uses to influence the target market**.** In other words marketing stimuli such as product, price, communication and the distribution strategy affects the brand preference in specific way or consumer behavior in general.

The components of the product such as the package design, the brand name, the core benefit, logos, warranties, and other elements influence the purchase decision of consumers. According Kevine .L Keller (2013) to a product has five levels such as the core benefit, the generic product level, the expected product level, the augmented and the potential level.

Price: - where the price is placed at low, medium or high; discounts, refund facilities, credit service has influence on the purchase decision of consumers. According to kotler (2003), no matter how a product is some people will be un abele to pay more than a certain price. Others may be able afford it but believe that another way of that spending sum of money would give them greater satisfaction. Price is the cost that consumer can be best determine, and thus plays an important role in their decision

Place :- is another marketing stimuli which has influence on the purchase diction of consumers, the location or place of distribution in relative to consumer position , easy ness to reach or get are some of the variables in the distribution strategy which alter the purchase decision of consumer. The distribution structure consists of the organization producing and selling the product and the other layers composed of the wholesalers, retailers, and other marketing intermediaries.

Promotion is another marketing stimulus which influences consumer behavior features, strength and merits of promotional campaigns influence consumer behavior.

2.2.3 Psychological cores that influence consumer decision making process

According to Wayne and Deborah (2008), motivation, perception, learning, beliefs, attitudes and memory and retrieval are the inner factors which influence the purchase decision of consumers.

In other words Psychological Factors are the factors that talk about the psychology of an individual that drive his actions to seek satisfaction. The psychological factors are discussed below.

Attitudes and Beliefs**:** The individuals have certain beliefs and attitudes towards products on which their purchase decisions rests. These attitudes and beliefs are the tendency to respond to a given product in a particular way, and these make up the brand image that influences the consumer buying behavior.

2.2.4 Social factors that influence consumer decision making process

According to Pinki Rani (2014) the other factor influence consumer behavior is the social class which is groups more or less homogenous and ranked against each other according to a form of social hierarchy. It includes groups (reference groups, aspirational groups and member groups), family, roles and status.

2.2.5 Personal factors that influence consumer decision making process

Personal factors: - It includes such variables as age and lifecycle stage, occupation, economic circumstances, income lifestyle (activities, interests, opinions and demographics), personality and self-concept. Age and way of life A consumer does not buy the same products or services at 20 or 70 years. Lifestyle The lifestyle of an individual includes all of its activities, interests, values and opinions Sherlekar and Salvador, (1997).

Our taste in food, clothes, furniture, and recreation is often related to our age. Consumption is also shaped by the family life cycle, the number, age, and gender of people in the household at any point in time Fidelis, Abednego & Benjamin (2015).

The assessment of various scholars publishing regarding the factors which influence consumer behavior shows though there are some terminological differences in the main factor of the determinant of consumer behavior the sub categories are the same. The only distinct factor found is by On the other hand according to kotler and Keller (2012) which is the marketing stimuli exempted by other scholars.

All the above factors are general and theoretical in nature but when we come to practical world due to the difference in consumer culture, psychographic makeups , personal and cultural factors what become determinant in one country may not be applicable in other country, similarly what works for one product category may not be work for other product.

Thus in the next part empirical evidences about the factors influencing the brand preference of bottled water of consumers is reviewed.

2.3 Empirical evidence

This part of the study paper outlines the survey of previous paper. The previous study are assessed which puts a stepping stone for this study. Various studies across the globe are surveyed. Consumers are selecting different bands considering various factors. Thus, to attract consumers, bottled water manufacturers are facing challenges more than ever. But to attract customers it is crucial to know what selection criteria customers are adopting in choosing bottled water brands.

Various empirical research using different methodologies and approaches have been conducted in various parts of the world to investigate the bottled water brand selection criteria of consumers. Empirical evidence across the globe in this area has been investigated and similarities in findings, contradiction in findings of different scholars and gaps on the subject area is discussed below

These studies frequently examined the question of why people prefer a specific brands Among the researchers who did a scientific study on this topic were in Ethiopia (Jemal kedir (2019), Ruth k. (2018) , lema l.(2018) , Ibrahim F.(2015) Yalew M. (2014,) , in Turkey Mutlu and Arzu (2018), in Ghana Adednego O. 2015 , in Kosovo (2015), in Kenya Grace. m. Mbagaya And Edgar. L. Mbato (2015). Zeyu Y.(2015), in Indonesia, Suresh Kumar (2014), and in Nigeria James (2018).

2.3.1Product quality and brand choice

According to the findings of Saranda and Nail (2018), consumer's decision of bottled water brand selection is influenced mostly by six key factors, namely quality, marketing, consumer perception, price, preference and package. Among which product quality takes the line share. Mentari, Mutiara and Suresh (2014) found that, brand quality influence the respondent's buying decision on bottled drinking water. Janjaap Semeijn (2004) investigated how product quality factors associated with product attributes affect consumer evaluations of branded products. They used a structural model and tested, providing indications of the likelihood of store brand success in various product categories. It was found that quality, Product attributes and related risks, Product complexity and functional risk affects the consumer evaluation of store brands. Quality is significant on the performance of a product (Calantone and Knight,

2000). The interaction of a product meeting or exceeding consumer expectations based on its performance is how quality is evaluated (Fornellet al. 1996; Reeves and Bednar, 1994). Performance specifications generally define how quality is judged for products (Ennew et al. 1993). Findings from research indicate that marketing strategies, differentiation, cost leadership, and focus are drivers of quality (Calantone and Knight, 2000). Product quality adds many benefits for a company. Product quality allows companies to build superior brand image.

H1: Product quality has a positive and significant influence on bottled water brand choice in the case of Addis Ababa.

2.3.2 Advertisement and brand choice

A research conducted by Mutlu and Arzu (2018) which was aimed at assessing factors which influence the consumption behavior of Consumers in the Urban Areas of Adana, turkey. He assured that brand advertisement one of the core factors affecting the brand choice of a given offering. Another study conducted by Zeyu Yao(2011), by taking a college student as a target shows that mass media is associated with bottled water drinking behavior, whereas interpersonal source of information are much stronger of an influence of bottled water drinking behavior. Advertising is a non-personal, mass media about a product, brand, company or store. It significantly influences consumers' images, beliefs and attitudes towards products and brands, and in turn, affects their purchase behaviors (Lovelock, 2010). This indicates that advertisement can help establish ideas or perceptions in the consumers' minds as well as help differentiate products against other brand.

H2: Advertising has a positive and significant influence on bottled water brand choice in the case of Addis Ababa.

2.3.3 Product packaging and brand choice

Further Mutlu and Arzu (2018) noted in their research that packaging characteristics like the recyclability of the used packaging material and availability of different packaging sizes are the main factors affects the customers brand choice. Further Ibrahim Fedlurahman (2015) conduct a research to assess the relation between packaging and bottled water brand preference. The researcher tries to examine the factors that affect consumers" choice of product brands with regard to packages elements. The findings of this researchers shows that bottled water products have high chance to be selected by consumers if the package can catch the eyes of consumers and more wines the heart of consumers and package is judged by the

its elements which includes; shape, size, design, texture, typography, convenience, and other important elements. Similarly another study conducted by Yalew Mamo (2014) the researcher investigates Influence of Bottled Water Packaging Attributes on Consumers' Purchase decision in the case of consumers in Addis Ababa. Accordingly finding shows that color, graphic design, size and shape of packaging significantly influence consumers' purchase decision for bottled water. Printed information on the package has no significant influence on consumers' purchase decision. Though both Yalew Mamo (2014) and Ibrahim Fedlurahman (2015) tries to assess the influence of the packaging on consumer bottled water purchase there is difference in the elements of package assessed by the two researchers. However Joseph Muriithi (2016) explains the specific elements of package which influence purchase decision of bottled water accordingly shape & wrapper, texture & feel. The cap & seal also seemed to influence greatly because it was assumed that a tamper-proof seal assured quality and safety. James and Michael (2018) quality, Color of label, Easy to dispose and Style of packaging was found the significant factor.

H3: Packaging has a positive and significant influence on bottled water brand choice in the case of Addis Ababa

2.3.4 Product price and brand choice

Mutlu and Arzu (2018) asserted that product price a core determinant factor in customer choice of a brand. A different finding were resulted by a study conducted in Nairobi by Joseph Muriithi (2016), in which factors influencing consumer bottled water choice were quality assurance, advertising, and affordable price. According to Ruth kassaye (2018) from all marketing factors, price shows high significant level. As one of the marketing mix variables, price plays a fundamental role in influencing consumers' perception of products, increasing demand, attracting customers, and promoting brand loyalty, among other things (Dhurup 2014). According to the Khan & Rohi (2013) most of consumer buying behavior and choices are determined by price. The product's price may vary based on economic conditions and perceptions of the consumers. It may affect the brands' perceived value (Spowart, 2015). Price is used by many of the consumers as an indication of the brands' quality which is a vital factor in the purchase decision (Khan and Rohi 2013) Since price is a significant mechanism in shaping the performance and final destiny of brand choice, it is rational to suppose a positive impact on brand choice of hair dye brands in Sri Lankan context.

H4: Price has a positive and significant influence on bottled water brand choice in the case of Addis Ababa

2.3.5 Product image and brand choice

Another study conducted in or country by Jemal Kedir (2019), which was aimed at identifying the factors affecting consumer perception towards bottled water in Addis Ababa the case of *Aquaddis*. Result shows brand image is one factor which influences the perception of the consumers which in turn influence their purchase decision. Brand image is a set of human characteristics associated with a brand. According to Keller, a brand name sometimes captures the central theme or key association of a product in a very condensed and reasonable manner therefore it is a very significant choice (Keller 1993). Some authors (Aker 1991; Keller 1993) argue that there is an association of both user imagery and psychological benefits with a brand image and that is an important component of brand equity. Many consumer researchers (Escalas & Bettman 2003; Setterlund & M.Niedenthal 1993) have found that people choose situations including products and brands by imagining the prototypical users for each item in the choice set and choosing the item that maximizes their similarity to a desired prototypical user. Furthermore, research has indicated that brand is in fact the strongest cue of influencing consumers' perception of quality (Dodds et al. 1991; Gabrielsen, et al. 2008).

H5: Brand image has a positive and significant influence on bottled water brand choice in the case of Addis Ababa

2.3.6 Product availability and brand choice

Other assessment conducted by Legesse Lema (2018), result in that brand availability, packaging, product quality, price, brand name, brand image and advertisement were significantly associated with consumers brand choice for bottled water products. However, the influences of brand availability on consumers brand choice decision were more contributing than others. Consumers can obtain information and increase awareness towards available brands. The easily accessibility of a product has a great influence on customer buying behavior. Brand availability is key brand performance driver and distribution strength is certainly a major factor that drives brand preference and ultimately brand loyalty (Boadu, 2012).

H6: Availability has a positive and significant influence on bottled water brand choice in the case of Addis Ababa

2.4 Conceptual Framework of the study

As it is discussed in the theoretical part of the literature, consumer behavior is influenced by cultural, social, psychographic, and personal factors but since water is convenience goods the empirical evidence shows most common factors which influence the bottled water brand selection are; product quality, Advertisement, packaging, price, brand image, and brand availability.

In the empirical part of the literature the student researcher have clearly identified the major gaps in the finding of researches which is conducted in this thematic area. Thus by taking the theoretical factors which influence consumer behavior in line with the factors which is identified by different researchers and by adding important missing variables which were not incorporated in previous researches the following conceptual model is constructed for the research.

Figure 2 conceptual framework of the research

Independent variable   **Dependent variable**
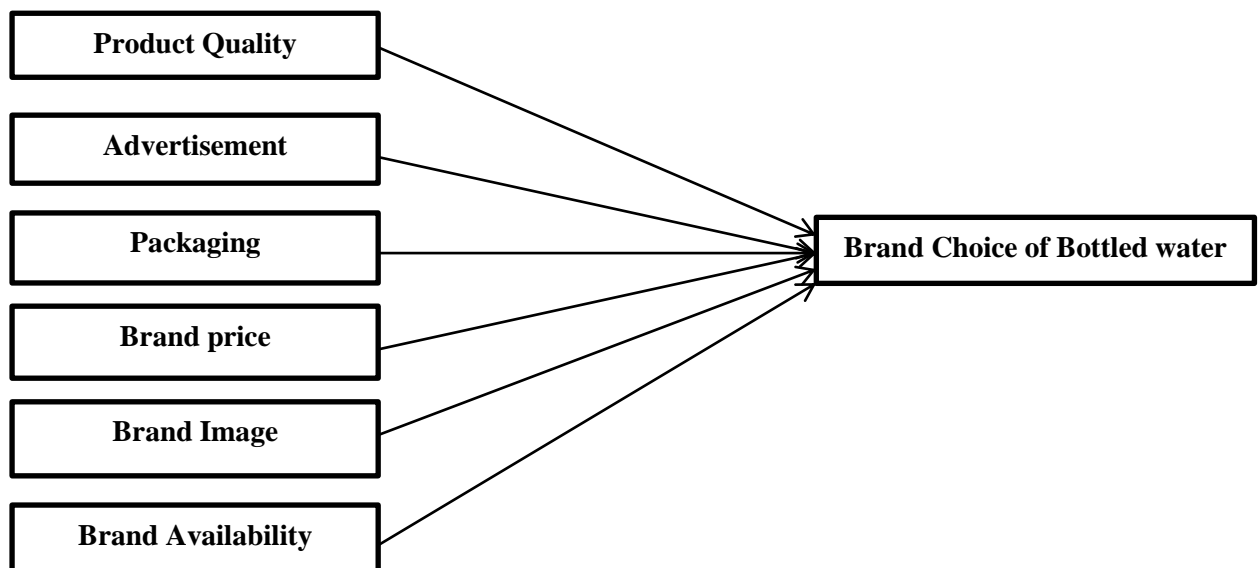
(Source: Adopted from legesse lema and Mulugeta Negash , 2018)

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter gives an outline of the research methodology which was used for the research. Therefore, the source of data for the study, data and sampling technique, design of the research, a description of the method of data collection techniques is given. In the last part of this chapter the statistical method which was used to analyze the data is discussed.

3.1 Description of the Study Area

The intended research was conducted in Addis Ababa city where a lot of bottling companies are distributing their products widely and consumers who found in the city which gathered from all over Ethiopia and this is found in the study area to analyze the factors which influence bottled water brand choice.

3.2 Research design

The research design which was adopted for this study is A mixture of descriptive and explanatory research design. According to Donald, Pamela, Sharma (2013) explanatory research design is used when one wants to show the magnitude of influence one variable has on others, As described by Suryabrata (2003) descriptive method is a method that describes the study Systematically , Factually and Accurately utilizing facts, behaviors' and relationship between the phenomena being studied (As cited by Behayilu Girma,2012). The student researcher justification to use explanatory research design is, at the beginning the student researcher has stated that the aim of this research was to identify the factors which influence bottled water brand choice and the student researcher also aimed at showing the extent of influence each factor has on the dependent variable. Therefore due to this fact explanatory research design was selected. To sum up to show the extent of influence of the independent variables on the independent variable's explanatory research design was used.

3.3 Research Approach

The research approach which was adopted for this study is quantitative which is used to quantify the problem by way of generating numerical data or data that can be transformed in to usable statistics. The choice of quantitative methodology can also be justified based on the fact that it is concise, it describes and examines relationships, and determines causality among variables, where possible, sample is usually representative of a large population, reliability and validity of the instruments are crucial, and also provides an accurate account of characteristics of particular individuals, situations, or groups.

The student researcher justification to Adopt Quantitative Approach is both the dependent and the independent variables were measured using five point likert scale and result were numerical and it was Analyzed using different statistical methods to this end since quantitative approach helps to quantify result by generalizing numerical data's it was found the best approach by the researcher.

3.4 Data source and collection method

3.4.1 Data source

Data which is important to answer the research questions that this study is intended to answer was collected from primary and secondary data sources. According to Malhotra (2005), primary data are originated by the researcher for the specific purpose of addressing the problem at hand. The reason why the student researcher chooses primary data source for the intended study is, primary data are collected for the first time, they are original (Kothari, 2004).

Despite primary data source secondary data which serves as a stepping stone for this study were also used. Such as, previous research literatures, journal's, Articles, Ethiopian bottled Associations review about bottled water companies.

3.4.2 Data collection methods

It was the purpose of this study to identify the factors which influences bottled water brand selection, thus in order to achieve the research aim, data was gathered through structured questioner. In the data source type, the student researcher has stated that the research was conducted using primary data and secondary sources, though there are a lot options to get a

primary data the justification for adopting structured questionnaire was we all know that in scientific research the research topics and research question dictates the type of research design to be adopted, the research design then dictates the type of data needed and data collection method. Accordingly the student researcher collected data using structured questionnaire because it is, quick and efficient way of obtaining large amounts of information from a large sample of people (Janet, 2006).

Secondary data's were used by reviewing the available books, journal's, reports from Ethiopian bottled water Association and theoretical foundations which are conducted or written previously on this thematic Area.

3.5 Target population

The target population for this study is consumers of bottled water user who are found in Addis Ababa. The participants of the study was individuals with age equal or more than 18 years of age because according to the law of our country individual is considered as adult in this age range and this avoids additional effort of seeking parental permission, if underage are to participate. In addition to this reason the rationale behind for the selection of consumers above the age 18 is to get unbiased data. To make the samples representative, the sample frame from which samples drawn from different sub-cities of Addis Ababa for bottled water consumers in the Addis Ababa city will be included

3.6 sample size

According to Glenn (2003) appropriate sample size is determined by satisfying three criteria, namely the level of precision (sampling error), the confidence level (risk level), and degree of variability distribution of attributes in the population.

Though the student researcher can get the total number of populations who lived in Addis Ababa from a recent census study, it is difficult to get the exact number of populations who consumed bottled water. Due to this fact sample size determination formula by Cochran (1963) for unknown population is used to determine the sample size.

$$n_o = \frac{Z^2 pq}{e^2} \qquad n_o = \frac{1.96^2 (0.5)(0.5)}{0.5^2} \qquad = 384$$

Where,

z^2= is the abscissa of the normal curve that cuts of an area at the tails, (1-equals the desired confidence level, (the value is found in statistical tables, 1.96 corresponding to 95% confidence level)

e; is the desired level of precision

p: - is the estimated proportion of an attribute that is present in the population

q: is 1-p

The sample is drawn from maximum variability of the population (p=0.5) with 95% level of confidence with 5% precision level.

Therefore, a total of 384 respondents were included to participate for this study.

3.7 Sample method

The sampling technique which was used for this study is non-probability, convienience sampling technique. The student researcher's justification for selecting non- probability, convenience sampling is that the exact no of the target population is unknown, and sample is taken according to the convenience of the target population in terms of time. To support this argument Donald, Pamela, Sharma (2013) have stated that convenience sampling is a sampling method that relies on data collection from population who are conveniently available to participate in the study. Thus to sum up the justification for using convenience sampling for the end user is bottled water no of users are unknown and in addition the manufacturers does not have a list of consumers data to take a sample from, consumers were accessed while they purchase packed water at retail shops.

3.8 Method of data analysis

The collected data was analyzed using both descriptive and inferential statistics. Descriptive statistics was applied for the presentation, interpretation and discussion parts on various dimensions of the respondent's background and demographic characteristics. In addition, inferential statistics was applied using multiple regression and Pearson correlation to analyze

the relationship between the independent variables with the dependent variable and the relationship between each independent variable as well. Multiple regressions is a flexible method of data analysis that may be appropriate whenever quantitative variables (the dependent) is to be examined in relationship to any other factors (Cohen, West & Aiken, 2003). The regression model is adopted from Kihanya (2013).

Equation for the research is depicted as follows,

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \varepsilon$

Where Y= dependent variable (brand choice)

X1-n= independent variable (X_1, is product quality, PQ)

X_2= Advertisement, AD

X_3= Packaging, PK

X_4= Brand Price, BP

X_5= Brand Image, BI,

X_6= Brand Availability, BA,

β_0= Constant, β_{1-n}, the coefficient or change included in Y by each X.

ε = error term

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

In this chapter, the results of study are, examined, interpreted and presented in detail. This chapter begins by presenting the reliability and validity test, response rate, demographic information of the respondents, followed by a descriptive statistics, correlation, and regression analysis

4.1 Response Rate

A total of 384 questionnaires were distributed to the final consumers who are found in Addis Ababa. From 384 questionnaires a total 365 (95%) were returned, whereas the rest 13 (3.5%) were not returned and 6(1.5%) thus, questionnaires were not part of the study as a result of incompleteness therefore, 365 (95%) questionnaire was valid for analysis, Besides, the data extracted were coded and entered to Statistical Package for Social Sciences (SPSS) version 25 and analyzed using descriptive and inferential statistics as discussed below. The subsequent chapter presents the data along with its statistical analysis. The findings are then presented and analyzed with regard to research objectives.

4.2 Demographic Characteristics

This section provides a profile of respondents who involved in the study and it denotes basic characteristics. The information generated to address the stated research objectives is solicited from respondents with diverse demographic characteristics. This part of the questionnaire requested a limited amount of information related to personal and professional characteristics of respondents. Accordingly, the demographic variables about the respondents were summarized and described in the next table. These variables include: sex, age, educational status, professional level, marital status & monthly income of the respondents included in this study.

TABLE 1 DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

Items	Description	Frequency	Percentage
Gender of Respondent	Male	256	70%
	Female	109	30%
	Total	**365**	**100%**
Age of respondent	18 - 29	88	24%
	30 - 39	108	30%
	40 - 49	91	25%
	50 years old and above	78	21%
	Total	**365**	**100%**
Education Level	Primary school	7	2%
	Secondary school	22	6%
	First degree	210	57%
	Second degree	126	35%
	Total	**365**	**100%**
Profession	Student	25	7%
	Self-employed	67	18%
	Unemployed	42	12%
	Retired	18	5%
	Professional	213	58%
	Total	**365**	**100%**
Marital Status	Married	169	46%
	Single	193	53%
	Divorced	3	1%
	Total	**365**	**100%**
Income Per month	≤1000 ETB	28	8%
	2000 – 3000 ETB	74	20%
	3000 – 4000 ETB	81	22%
	≥4000 ETB	182	50%
	Total	**365**	**100%**

Source: Own survey result, 2021

As indicated in the below Table 4.2, out of 365 respondents 256 (70%) of them were males and the remaining 109 (30%) of the respondents were females. This implies that the proportion of male buyers is larger than that of female buyers. Thus males are significant groups in determining the choice of bottled water brand items than females.

Regarding the Age group of the respondents, among all, the groups lies within 18 - 29 years of age were 88(24%) of the respondents, 30–39 years were 108(30%) of the respondents, 40

– 49 years were 91(25%) of the respondents and 50 and above years were 78(21%) of the respondents. Regarding the educational level, 7(2%) of the respondents are at primary school, 22(6%) of the respondents are at secondary school, 210 (57%) of the respondents are first degree holder and 126(35%) of the respondents are second degree holders. From this one can understand that most of the respondents are first degree holder and second degree holders. Therefore, they would have the ability to fill the questionnaire and they are expected to have a good rationality in choosing bottled water brand. Education plays important role in influencing human action and buying behavior.

Regarding with the marital status of the respondents, those who married were 169(46%), those who are single were 193(53%) and those who were divorced were 3(1%). On the other hand the profession of the respondents were examined among those 25(7%) of them were students, 67(18%) of the respondents were self-employed, 42(12%) of the respondents were unemployed, 18(5%) were retired and 213(58%) of the respondents were professional. This implies that the respondents were able to understand the factor influencing of bottled water brand choice. Regarding the monthly income of the respondents, 28(8%) of the respondent have an income of ≤1000 ETB per month, 74(20%) of the respondents income lies within 2000 – 3000 ETB, 81(22%) of the respondents income lies within 3000 – 4000 ETB and the remaining 182(50%) of the respondents income were ≥4000 ETB per month. This implies that the bottled water chooser is mostly the consumers with good income level.

4.3. Bottled Water Consumption Behavior

As indicated in the table 4.5 below the consumer behavior of bottled water consumption is illustrated in 5 main questions:

TABLE 2 CONSUMER'S RESPONSE TOWARD BOTTLED WATER CONSUMPTION

Items	Description	Number of the respondents	Percentage
How often do you buy bottled water?	1 liter per day	42	11%
	Two liter per day	286	78%
	More than 3 liter per day	7	3%
	I don't buy	27	7%
	Others(0.5 liter, 600 ml per day)	3	1%
	Total	**365**	**100%**
Where do you purchase your bottled water most frequently?	From cafeteria	123	34%
	From kiosk or retail shop	125	34%
	Supermarket	107	28%
	Direct purchase from distributor	3	1%
	Others (from wholesaler)	7	3
	Total	**365**	**100%**
How many liter of bottled water do you purchase at a time?	500ml	89	24%
	1 liter	116	32%
	2 liter	128	35%
	Others	32	9%
	Total	**365**	**100%**
Which size of packed water are your preferences?	0.5 liter	115	32%
	1 liter	107	29%
	2 liter	95	26%
	Others	48	13%
	Total	**365**	**100%**
When you think of bottled water which brand comes to your mind first?	Aquaddis	119	33%
	one	103	28%
	Top	76	21%
	gold	39	11%
	Daily	18	5%
	Others (Arki, aquasafe kool, forest, eden, selam, , origin and konjo)	10	2%
	Total	**365**	**100%**

Source: Own survey result, 2021

As shown in the above table the respondents bottled water consumption behavior were assessed by 5 main question of customer behavior. Based on the data the respondent's reaction for the question" How often do you buy bottled water?" is 42(11%) of them answer 1 litter per day, 286(78%) of them reply 2 liter per day, 7(3%) of them reply more than 3 liter per day, 27(7%) of the respondents replied they do not buy the bottled water and the left 3(1%) of them replies other (0.5 liter, 600 ml and 300ml per day). The respondents also questioned about the marketplace from where they buy the bottled water most regularly i.e. "Where do you purchase your bottled water most frequently?" and 123(34%) them responds from cafeteria, 125(34%) of them were buys from kiosk or retail shop, 107(28%) of them were buys from supermarket, 3(1%) of them purchase from distributor and the left 7(3%) of the respondents replied they purchase from other places (from wholesaler, on road seller). The respondents were asked about the amount of water they purchase at a time by presenting the question "How many liter of bottled water do you purchase at a time?" and 89(24%) of the respondents replied 500 ml, 116(32%) of them were purchase 1 liter, 128(35%) of the respondents replied 2 liter at a time and the left 32(9%) of the respondents replied others (300ml, 10 liter & 20liter). Regarding the question "Which size of packed water are your preferences?" 115(32%) of the respondents were responds 0.5 liter, 107(29%) responds 1 liter, 95(26%) responds 2 liter and the rest 48(13%) of them replied others such as 300ml, 600ml, and 20 liter. Finally the respondents asked their most favorite brand "When you think of bottled water which brand comes to your mind first?" and 119(33%) of them choose Aquaddis, 103(28%) of them choose One, 76(21%) of them choose Top, 39(11%) of them choose Gold, 18(5%) of them choose Daily, and the rest 10(2%) respondents chooses *Abyssinia, Arki, aquasafe, kool, forest, eden, selam, one, origin* and *konjo* brand. From this data the respondents mostly chosen brand were *Aquaddis* i.e., 119(33%), their second choice were One i.e. 103(28%) and thirdly Top with 76(21%) of the respondents value.

4.4 Descriptive Analysis of the variables

In this section descriptive analysis of the study on the perceptions of the respondents with regard to the dependent variable and independent variables is conferred. The mean and standard deviation for all variables was computed. The mean is the average value and the standard deviation shows how much deviated the values are from the mean.

4.4.1. Respondents perception on Brand availability

Brand availability is key brand performance driver and distribution strength is certainly a major factor that drives brand preference and ultimately brand loyalty. The easy availability of a product has a great influence on customer buying behavior. In this respect four items were presented to respondents. As a result, the mean score of the item construct ranges between 4.78 and 4.55 and the standard deviation ranged between 0.492 and 0.443 which show low level of variation in the responses. The statement which respondents agree with most was "Availability of the brand influences my choice decision." (M=4.78 and SD= 0.475) this indicates high degree attachment of customers to the brand that was most likely available to them.

TABLE 3 DESCRIPTIVE STATISTICS FOR PERCEPTION OF RESPONDENTS ABOUT BRAND AVAILABILITY

	N	Min	Max	Mean	Std. D.
Availability of the brand influences my choice decision.	365	4	5	4.78	.475
The brand is will be my first preference as far as available.	365	4	5	4.71	.492
I buy bottled water which is consistently available.	365	4	5	4.55	.443
I won't choose a brand if I can't get it when I need it.	365	4	5	4.65	.489

Source: Own survey result, 2021

The statement indicating the least level of agreement was "I buy bottled water which is consistently available." (M= 4.55 and SD= 0.443). Hence most respondents' preferred brand products that were consistently available in the market. The grand mean for the perception of Brand availability is 4.49, (SD=0.876) indicating that most of respondents were substantially agree towards the statements specified in the study. This indicates that brand availability was one of the vital factors in the bottled water brands choice

4.4.2. Respondents perception on Advertisement

Advertising is a non-personal, mass media about a product, brand, company or store. It significantly influences consumers' images, beliefs and attitudes towards products and brands, and in turn, affects their purchase behaviors. Under this dimension the respondents were evaluated with six items using five point Likert scale (1= strongly disagree and 5= strongly agree). The mean for advertisement dimension items construct ranged between 4.65

and 4.27 and the standard deviation ranged between 0.4454 and 0.499 which show small level of variance about the opinions. The statement which respondents agree with most was "Advertisements help me to find the best bottled water brand." (M=4.65 and SD= 0.464) This indicates that advertisement helps to establish ideas or perceptions in the consumers' minds as well as help differentiate products against other brand. The statement indicating the least level of agreement was "Advertisement is necessary to attract me." (M= 4.27 and SD= 0.465).

TABLE 4 DESCRIPTIVE STATISTICS FOR PERCEPTION OF RESPONDENTS ABOUT ADVERTISEMENT

	N	Min	Max	Mean	Std. D.
Advertisement messages influences my choice of bottled water brand	365	4	5	4.39	.499
Easiness to understand the advertising influence my choice of bottled water brand	365	4	5	4.46	.454
Advertisement is necessary to attract me.	365	4	5	4.27	.465
Advertisements help me to find the best bottled water brand	365	4	5	4. 65	.464
Advertisements increase my brand loyalty	365	4	5	4.47	.455
I believe that more frequency of advertisements helpful for brand choice	365	4	5	4.46	.484

Source: Own survey result, 2021

The grand mean for the perception of advertisement is 4.44, (SD=0.854) indicating that the majority of respondents have high level of agreement towards the statements specified in the study. Thus advertisement significantly determining the respondent's choice of bottled water brand.

4.4.3 Respondents perception on Packaging

Packaging is the overall package offer by the company to its consumers and stimulates the impulse buying behavior. With regard to the packaging dimension the respondents were asked with six items using five point Likert scale (1= strongly disagree and 5= strongly agree). The mean score of the item construct ranges between 4.39 and 4.79 and the standard deviation ranged between 0.457 and 0.498 which show small level of variation in the responses. The statement which respondents agree with most was "Readability and clearness of the printed information influence my choice." (M=4.79 and SD= 0.477) The statement

indicating the least level of agreement was "Color of package attracts me to purchase bottled water." (M= 4.39 and SD= 0.457).

	N	Min	Max	Mean	Std. Dev.
The picture qualities of the package have impact in drawing attention on brand choice.	365	4	5	4.45	.478
I buy a product which package is convenient for me to carry.	365	3	5	4.58	.466
Color of package attracts me to purchase bottled water.	365	3	5	4.39	.457
Readability and clearness of the printed information influence my choice.	365	4	5	4.79	.477
Size of bottled water has impact on my choice of bottled water.	365	3	5	4.65	.487
Shape of bottled water has influenced on my brand selection.	365	4	5	4.56	.498

Source: Own survey result, 2021

The grand mean for the perception of packaging is 4.38, (SD=0.765) indicating that the majority of respondents have high level of agreement towards the statements specified in the study. This indicates that Packaging appears to be one of the important factors in the brands purchase decisions that are made at the point of sale where it becomes an essential part of the selling process.

4.4.4. Respondents perception on Brand image

Brand image is one of the most powerful aspects that establish the reputation of a specific brand in the market. With regard to the brand image the respondents were asked with five items using five point Likert scale (1= strongly disagree and 5= strongly agree). The mean score of the item construct ranges between 4.23 and 4.56 and the standard deviation ranged between 0.876 and 0.545 which show slight level of variation in the responses. The statement which respondents agree with most was "I always go for the well-known branded products." (M=4.56 and SD= 0.679) this indicates high level of loyalty of customers to the brand that they most know.

	N	Min	Max	Mean	Std. Dev.
I search so many information about the brands that i was not previously aware of.	365	3	5	4.23	.876
A well-known brand is always better in quality than a lesser known brand.	365	3	5	4.36	.545
It is important that the brand name alongside your desired attributes.	365	2	5	4.31	.778
I always go for the well-known branded products.	365	4	5	4.56	.679
I feel more secure when I buy bottled water with of a well-known brand.	365	2	5	4.33	.798

Source: Own survey result, 2021

The statement indicating the least level of agreement was "I search so many information about the brands that i was not previously aware of." (M= 4.23 and SD= 0.876). Thus the respondents attempt to buy and use new brand products were limited. The grand mean for the perception of Brand image is 4.29, (SD=0.693) indicating that the majority of respondents have significant level of agreement towards the statements specified in the study. This indicates that brand image seems to be one of the important factors in the bottled water brands choice.

4.4.5. Respondents perception on Product quality

Product Quality shields the characteristics of a product or service that bears on its capability to satisfy stated or implied needs. In regard to this four items were presented to respondents. Accordingly, the mean score of the item construct ranges between 4.78 and 4.33 and the standard deviation ranged between 0.880 and 0.672 which show low level of variation in the responses. The statement which respondents agree with most was "I buy bottled water that is produced as per acceptable quality." (M=4.78 and SD= 0.672). The statement indicating the least level of agreement was "I buy bottled water that I consider has a consistent quality." (M= 4.33 and SD= 0.880). The grand mean for the perception of Product quality is 4.21, (SD=0.871) indicating that most of respondents were substantially agree towards the statements specified in the study. This indicates that Product quality was one of the key factors in the bottled water brands choice.

	N	Min	Max	Mean	Std. D.
I buy bottled water that is produced as per acceptable quality.	365	4	5	4.78	.672
I buy bottled water that I consider has a consistent quality.	365	3	5	4.33	.880
Taste of bottled water influence my choice of the brand.	365	4	5	4.64	.879
Bottled water Total dissolved solids (TDS) value influence my choice of the brand.	365	3	5	4.29	.876

Own survey result, 2021

4.4.6. Respondents perception on brand Price

Price plays a fundamental role in influencing consumers' perception of products, increasing demand, attracting customers, and promoting brand loyalty, among other things. With this respect, respondents were asked with five items using five point Likert scale (1= strongly disagree and 5= strongly agree). The mean score of the item construct ranges between 4.84 and 4.34 and the standard deviation ranged between 0.433 and 0.485 which show small level of variation in the responses. The statement which respondents agree with most was "I won't buy bottled water if it is not good product for the price." (M=4.84 and SD= 0.433) The statement indicating the least level of agreement was "I prefer bottled water which offers value for money." (M= 4.56 and SD= 0.485).

TABLE 8 DESCRIPTIVE STATISTICS FOR PERCEPTION OF RESPONDENTS ABOUT BRAND PRICE

	N	Min	Max	Mean	Std. Dev.
I prefer bottled water brand that is reasonably priced	365	4	5	4.56	.485
I prefer bottled water which offers value for money.	365	4	5	4.34	.454
I won't buy bottled water if it is not good product for the price.	365	4	5	4.84	.433
I prefer bottled water brand whose price is economical.	365	4	5	4.46	.484
Low price is one of my priorities when making a buying decision	365	4	5	4.65	.459

Source: Own survey result, 2021

The grand mean for the perception of brand Price is 4.19, (SD=0.691) indicating that the majority of respondents have high level of agreement towards the statements specified in the

study. This indicates that brand Price appears to be one of the important factors in the bottled water brands purchase decisions.

4.4.7. Respondents perception on Brand choice

With this dimension the respondents were evaluated with eight items using five point Likert scale (1= strongly disagree and 5= strongly agree Table below presents the result: the mean score and standard deviation of each item of Brand choice.

TABLE 9 DESCRIPTIVE STATISTICS FOR PERCEPTION OF RESPONDENTS ABOUT BRAND CHOICE

	N	Min	Max	Mean	Std. Dev.
The brand is special to me	365	3	5	4.35	.677
I am very familiar with the brand	365	4	5	4.23	.464
I choose the brand based on the brand's trustworthiness.	365	3	5	4.18	.864
I say positive things about the brand to other people	365	3	5	4.55	.822
This brand gives me sense of belongingness	365	4	5	4.78	.578
This is a brand used by people like me	365	2	5	4.34	.768
It gives me a social approval.	365	4	5	4.87	.871
It makes sense to buy this brand instead of any other brand, even if they are the same	365	3	5	4.67	.791

Own survey result, 2021

Accordingly, the mean score of the item construct ranges between 4.87 and 4.18 and the standard deviation ranged between 0.871 and 0.464 which show low level of variation in the responses. The statement which respondents agree with most was "It gives me a social approval." (M=4.87 and SD= 0.871). The statement indicating the least level of agreement was "I choose the brand based on the brand's trustworthiness." (M= 4.18 and SD= 0.864). The grand mean for the perception of brand choice is 4.45, (SD=0.786) indicating that most of respondents were substantially agree towards the statements itemised in the study.

Table below presents a general descriptive summary of the constructs rated by minimum, maximum values, mean and standard deviations.

TABLE 10 DESCRIPTIVE STATISTICS SUMMARY

	N	Minimum	Maximum	Mean	Std. D.
Brand Availability	365	4	5	4.49	.876
Advertisement	365	4	5	4.44	.854
Packaging	365	4	5	4.38	.765
Brand image	365	2	5	4.29	.693
Product Quality	365	4	5	4.21	.871
Brand price	365	3	5	4.19	.691
Brand Choice	365	3	5	4.45	.786
Valid N (listwise)	365				

Own survey result, 2021

In general the data are clustered around the mean which showed the reliability of the data. Out of the six independent variables, Brand availability was the highest in rating (M = 4.49, SD = 0.876), while Brand Price was with lowest (M = 4.19, SD = 0.691). The dependent variable's (Brand Choice) with mean value of (M = 4.45, SD = 0.786).

Comparison were made based on the mean result shows , The grand mean for the perception of Brand availability is 4.49, (SD=0.876) indicating that most of respondents were substantially agree towards the statements specified in the study. This indicates that brand availability was one of the vital factors in the bottled water brands choice, the grand mean for the perception of advertisement is 4.44, (SD=0.854) indicating that the majority of respondents have high level of agreement towards the statements specified in the study. Thus advertisement significantly determining the respondent's choice of bottled water brand, the grand mean for the perception of packaging is 4.38, (SD=0.765) indicating that the majority of respondents have high level of agreement towards the statements specified in the study. This indicates that Packaging appears to be one of the important factors in the brands purchase decisions that are made at the point of sale where it becomes an essential part of the selling process, the grand mean for the perception of Brand image is 4.29, (SD=0.693) indicating that the majority of respondents have significant level of agreement towards the statements specified in the study. This indicates that brand image seems to be one of the important factors in the bottled water brands choice. , the grand mean for the perception of Product quality is 4.21, (SD=0.871) indicating that most of respondents were substantially agree towards the statements specified in the study. This indicates that Product quality was one of the key factors in the bottled water brands choice, the grand mean for the perception of brand Price is 4.19, (SD=0.691) indicating that the majority of respondents have high level of

agreement towards the statements specified in the study. This indicates that brand Price appears to be one of the important factors in the bottled water brands purchase decisions, the grand mean for the perception of brand choice is 4.45, (SD=0.786) indicating that most of respondents were substantially agree towards the statements itemised in the study.

4.5. Inferential Analysis

The study has employed both correlation and regression analysis to determine whether there is statistically significant relationship between the independent and dependent variables.

4.5.1 Correlation Analysis

Correlation, Pearson correlation in this case, is important to understand the strength of the linear relationship between two variables. The correlation coefficient (r), ranging from -1.0 to +1.0, shows the level of strength of the relationship. Accordingly, if the coefficient is close to +1.0 or - 1.0, the relationship is said to be strong while a result close to 0 is an indication of weak relationship between the variables. The results of the correlation between the dependent and the independent variables are shown in table 12.

TABLE 11 THE CORRELATION RESULT BETWEEN INDEPENDENT VARIABLES AND DEPENDENT VARIABLES

Correlations		Advertisement	Product quality	Brand image	Brand price	Brand availability	packaging	Brand choice
Advertisement	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	365						
Product quality	Pearson Correlation	.509**	1					
	Sig. (2-tailed)	.000						
	N	365	365					
Brand image	Pearson Correlation	.490**	.394**	1				
	Sig. (2-tailed)	.000	.000					
	N	365	365	365				
Brand price	Pearson Correlation	.562**	.306**	.545**	1			
	Sig. (2-tailed)	.000	.000	.000				
	N	365	365	365	365			
Brand availability	Pearson Correlation	.459**	.531**	.335**	.587**	1		
	Sig. (2-tailed)	.000	.000	.000	.000			
	N	365	365	365	365	365		
packaging	Pearson Correlation	.619**	.480**	.382**	.581**	.452**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		

		365	365	365	365	365	365	
Brand choice	Pearson Correlation	.867**	.790**	.854**	.701**	.876**	.861**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	365	365	365	365	365	365	365
**. Correlation is significant at the 0.01 level (2-tailed).								

Source: Own survey result, 2021

As indicated in the table above, the values of the person correlation (r) were found to be P<0.01 and are significant that indicates a reliable relationship. The extent of the relationship ranged from 0.876to 0.701 (between the independent variables and the dependent variables). Sequentially, brand availability and brand choice the strength of the correlation was found to be positive and strongest (r=0.876, p<0.01). The advertisement dimension also has a positive strong association with brand choice (r=0.867, p<.001). Similarly the packaging dimension has strong and positive relation with brand choice(r=0.861, p<.001). Relatively the weakest positive relation was observed in the case of product quality (r=0.760, p<.001) and brand price (r=0.701, p<.001). In general, all the independent variables have positive and significant association with the brand choice at the 0.01 level of significance.

4.5.2. Regression analysis

Regression analysis is a way of predicting an outcome variable from one predictor variable (simple regression) or several predictor variables (multiple regressions) (Field, A., 2009). But before carrying out a regression analysis, there are a few assumptions of linear regression analysis that must be maintained.

4.5.2.1 Reliability & validity
I.   Reliability test result

Reliability refers to the extent to which the data collection techniques or analysis procedures will yield consistent findings (Saunders, Lewis and Thornhill, 2007). The data reliability test is measured by using Cronbach's Alpha. According to William and Barry's scales exhibiting a coefficient alpha between 0.80 and 0.96 are considered to have very good reliability, between 0.70 and 0.80 are considered to have good reliability, and alpha value between 0.60 and 0.70 indicates fair reliability and when the coefficient alpha is below 0.60, the scale has poor reliability (William,G.Z, and Barry J. B., 2010). Accordingly, the Cronbach's Alpha values of the survey indicate good reliability and the result are presented in table below:

TABLE 12 RELIABILITY STATISTICS OF THE VARIABLES

Variables	Cronbach's Alpha	N of Items	Strength of Association
Product Quality	0.769	4	Acceptable
Advertisement	0.874	6	Good
Packaging	0.845	6	Good
Brand price	0.814	5	Good
Brand Image	0.877	5	Good
Brand Availability	0.778	4	Acceptable
Brand choice	0.943	8	Excellent

Source: Own survey result, 2021

II. Validity

The following measures were taken to make certain validity and data collection instruments.

1. Questionnaire items are adapted from previous related studies conducted at different levels

2. A pilot survey was conducted on randomly selected consumers and understandable in every aspect before the main work was conducted.

4.5.2.2 Regression Assumption

a) Assumption Testing for Multiple Regressions

Before doing the regression test, addressing the assumptions of regression analysis is necessary to confirm that data collected was truly represented the sample and the researcher has obtained the best results. Three assumption tests were checked before regression analysis was undertaken (Field, A., 2009).

I. Normal Distribution

Normality refers to the shape of data distribution for an individual metric variable, and its correspondence to the normal distribution (Hair, J.F., et al., 1998). As per normality test assumption, a check for normality of the error term is conducted by a visual examination of the normal probability plots of the residuals (Malhotra, N. , 2007). In most cases, the normal distribution makes a straight diagonal line, and the plotted residuals are compared with the diagonal. If a distribution is normal, the residual line will closely follow the diagonal (Hair et al., 1998). As the graphs of the variable distribution all the data have fallen nearly on a straight line and then the normality assumption is not violated. In addition to normal probability plots a normality test also done on the variables with a skeweness and kurtosis

analysis. Skewness and kurtosis values within the range of -2 and +2 are generally considered normal. Another rule of thumb is that the skewness and kurtosis values should fall within an absolute value of 2.0 to be considered normal (Sundara , R. , 2005).As Table 12 shows, all values of skewness and kurtosis for the transformed and standardized values have been found to be within the acceptable range.
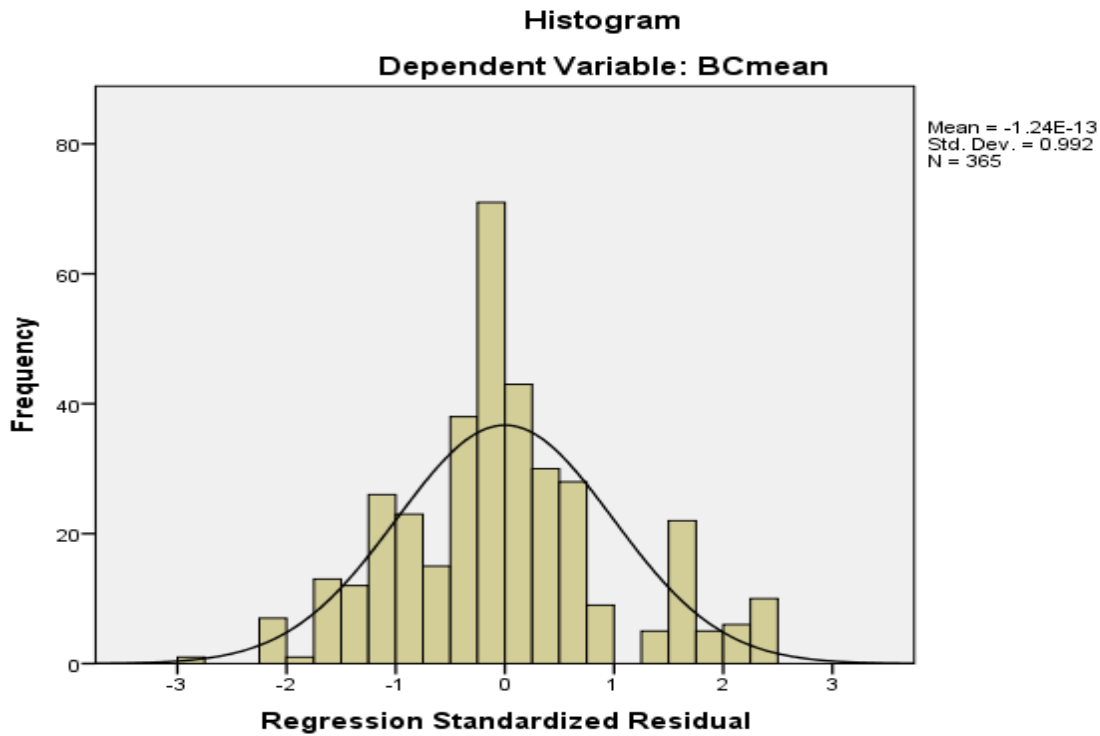
FIGURE 3, NORMALITY DISTRIBUTION HISTOGRAM

Source: Own survey result, 2021

TABLE 13 NORMAL DISTRIBUTION TEST

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Advertisement	365	4.5753	-.487	.128	-1.464	.255
Package	365	4.4900	-.058	.128	-1.667	.255
Brand price	365	4.5940	-.595	.128	-1.407	.255
Brand Image	365	4.2027	-.165	.128	-.784	.255
Brand Availability	365	4.4897	-.058	.128	-1.481	.255
Brand Quality	365	4.3973	.026	.128	-1.292	.255
Brand Choice	365	4.4478	-.067	.128	-1.126	.255
Valid N (listwise)	365					

Descriptive Statistics

Source: Own survey result, 2021

In general, the normal distribution makes a straight diagonal line, and the plotted residuals are compared with the diagonal. If a distribution is normal, the residual line will closely follow the diagonal (Hair, et al., 1998). The following graphs show that the P-P plots is a straight line which justifies the residuals was deemed to have a reasonably normal distribution, as suggested by Hair, et al. (1998).
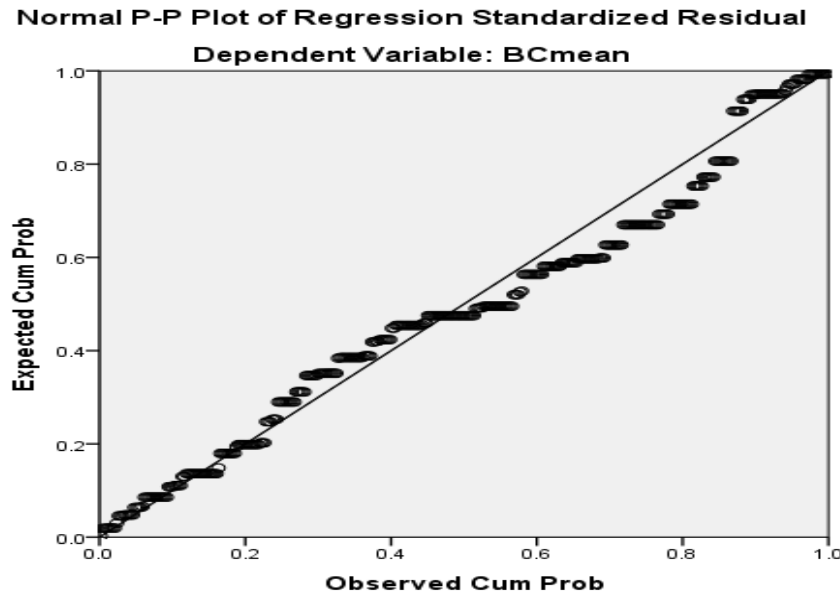
FIGURE 4 NORMALITY PLOT OF REGRESSION STANDARDIZED RESIDUAL

Source: Own survey result, 2021

II. Multi-co linearity

One major assumption that applies in multiple regression analysis is the existence of a very high correlation between the independent variables of the study which is termed as Multi-co linearity (Malhotra, N. , 2007). In this research multi co linearity was checked with tolerance and VIF and tolerance statistics. Hair (1998) suggests that a tolerance value less than 0.2 almost certainly indicates a serious co linearity problem. Further he also state that a VIF value greater than 10 is also a concern. In this study, all of the independent variables were found to have a tolerance of more than 0.2 and a VIF value of less than 10 which indicates that Multi-co linearity is not an issue in this study.

TABLE 14 MULTI CO LINEARITY TEST

	Collinearity Statistics	
	Tolerance	**VIF**
Brand availability	.321	3.115
Advertisement	.268	3.729
Packaging	.245	4.081
Brand image	.603	1.658
product quality	.347	2.881
Brand price	.374	2.673

Source: Own survey result, 2021

III. Linearity

According to Hair, et al. (1998), the linearity of the relationship between the dependent and independent variable represent the degree to which the change in the dependent variable is associated with the independent variable. In a simple sense, linear models predict values falling in a straight line by having a constant unit change (slope) of the dependent variable for a constant unit change of the independent variable. Conventional regression analysis will underestimate the relationship when nonlinear relationships are present, i.e., $R2$ underestimates the variance explained overall and the betas underestimate the importance of the variables involved in the non- linear relationship (Malhotra, 2007). The scatter plot of standardized residuals versus the fitted values for the regression models is as follows:

FIGURE 5 SCATTER PLOT FOR REGRESSION STANDARDIZED RESIDUAL

IV.   Homoscedasticity

Using the plots of ZRESID against ZPRED, the researcher tried to check whether the graph looks like a random array of dots evenly dispersed around zero because the testing for homoscedasticity lies with an assumption in regression analysis that the residuals at each l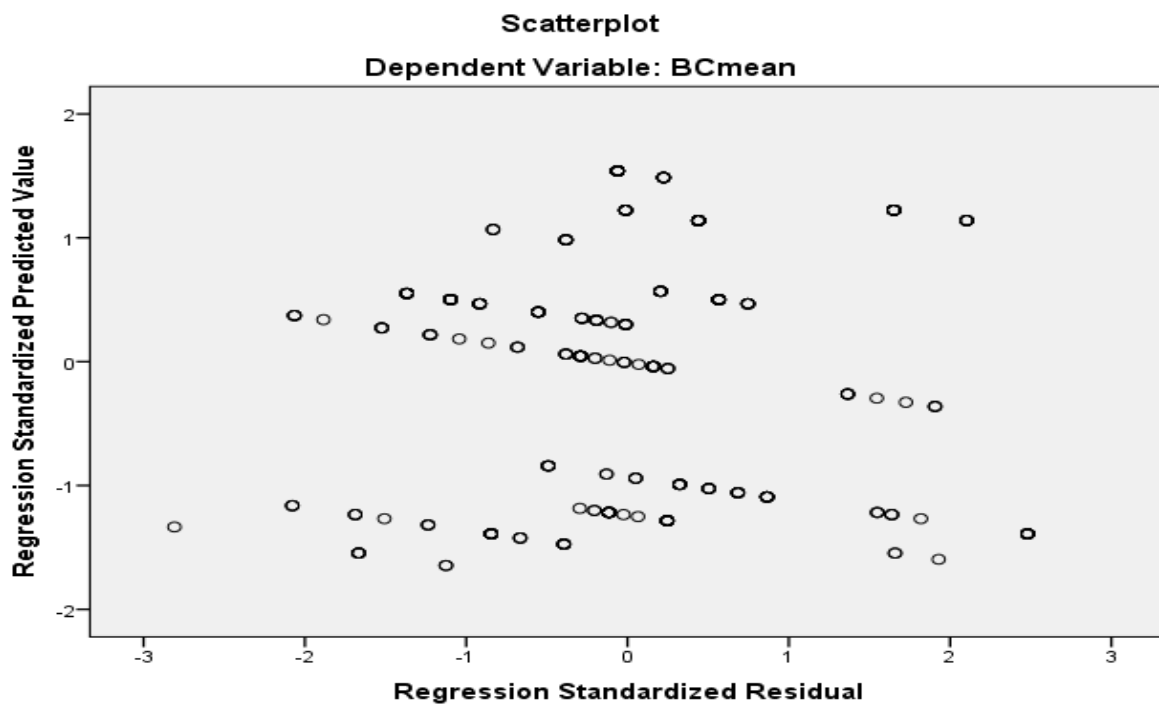evel of the predictor variable(s) have similar variances. This is to mean that at each point along any predictor variable, the spread of residuals should be fairly constant. The plot in the same figure of the annexed plot shows that how the points are randomly and evenly dispersed throughout the plot. And, these patterns are indicatives of a situation in which the assumption of linearity and homoscedasticity have been met in whole the seven variables.

a) *Multiple regression analysis*

According to Strauss et al. (2005), linear regression is a method of estimating or predicting a value on some dependent variables given the values of one or more independent variables. Like correlations, statistical regression examines the association or relationship between variables. Unlike with correlations, however, the primary purpose of regression is prediction. Multiple R is a correlation between the observed values of Y, the values of Y predicted by multiple regression models. Therefore, big values of the multiple R represent a big correlation between the expected and detected values of the outcome. Adjusted R square was used to measure the percentage of variance in the dependent variable explained by the independent variables. From the multiple regression equation, the standard regression coefficient (beta weight) was determined to compare the effect of each independent variable had on the variability of the overall brand choice.

TABLE 15 MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.876[a]	.756	.741	.002
a. Predictors: (Constant), PQ, BI, PK, PB, BA, AD				

Source: Own survey result, 2021

The model summary in the above table shows the strength of relationship between the independent and the dependent variable. Based on the below table of model summary result, when overall brand choice was regressed on overall the six independent variables, the independent variables contribute to statistically significant relationship ($p < 0.01$) between the dependent variable.   The coefficient of determination R^2 is a measure of how good a

prediction of the dependent variable we can make by knowing the independent variables. Accordingly, 75.6% of the variation accounted for the dependent variable is due to the combined effect of the independent variables. Therefore, to see the success of our model in the real world, adjusted R^2 is more preferable than R^2. Therefore as per the finding the value of the adjusted R^2 is 74.1%.

The *B-* values depicted in the below table tell us the relationship between brand choice and each predictor. If the value is positive we can tell that there is positive relationship between predictor and the outcome, whereas a negative coefficient represents negative relationship. The standardize beta value for brand availability is 0.411. This indicates that this variable has relatively positive and strong degree of importance for brand choice than others. The *p* values of all independent variables were less than 0.05. This indicates that there is a significant relationship between the independent variables and brand choice. The standardize beta value for brand availability was 0.411 and statistically significant at p<0.05. This indicates that a one unit increase in brand availability increases the brand choice of consumers by 0.411 units. The standardize beta value for advertisement was 0.376 and statistically significant at p<0.05. This indicates that a one unit change in advertisement increases the brand choice of customers by 0.376 units. The standardize beta value for packaging was 0.352 and statistically significant at p<0.05. This indicates that a one unit change in packaging increases the brand choice of consumers by 0.352 units. The standardize beta value for brand image was 0.301 and statistically significant at p<0.05. This indicates that a one unit increase in brand image increases the brand choice of consumers by 0.301 units. The standardize beta value for product quality was 0.135 and statistically significant at p<0.05. This indicates that one unit increase in product quality increases the brand choice of consumers by 0.135 units. The standardize beta value for brand price was 0.056 and statistically significant at p<0.05. This indicates that one unit increase in price of the brand increases the brand choice of consumers by 0.056units.

In general, all the independent variables were a good predictor of brand choice of bottled water. According to their relative importance brand availability (β=0.411, *P*<0.05), advertisement (β=0.376, *P*<0.05), packaging (β=0.352, *P*<0.05), brand image (β=0.301, *P*<0.05), product quality (β=0.135, and *P*<0.05), brand price (β=0.056, *P*<0.05) positively influence brand choice.

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardize**	**t**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	.523	.034		8.672	.000
Packaging	.352	.111	.376	3.343	.006
Product quality	.135	.021	.143	6.325	.000
1 Advertisement	.376	.034	.389	4.125	.000
Brand price	.056	.007	.066	4.111	.000
Brand image	.301	.032	.342	3.761	.000
Brand availability	.411	.043	.423	8.566	.000
a. Dependent Variable: BC					

Source: Own survey result, 2021

Further, the ANOVA table shows the overall significance/acceptability of the model from a statistical perspective, see table 17. As the significance value of statistics shows a value (.000), which is less than $p<0.05$, the model is quite significant. This indicates that the variation explained by the model is not due to chance.

TABLE 17 ANOVA RESULT

ANOVA[a]					
Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Regression	54.465	8	5.345	1661.065	.000[b]
1 Residual	1.436	323	.002		
Total	55.901	331			
a. Dependent Variable: BC					
b. Predictors: (Constant), PQ, BI, PK, PB, BA, AD					

Source: Own survey result, 2021

The objective of the regression in this study is to find such an equation that could be used to find the impact of predictors on dependent variable. The generic form of regression equation takes the following form:

$$Y=\beta 0 + \beta 1x + \mathcal{C}$$

The specified regression equation for this study takes the following form;

$$Yi = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \ldots\ldots\ldots..\beta_n X_n + \mathcal{C}$$

In the above equation, predictor variables X1-n may represent independent variables or covariates (control variables). Covariates are variables that are not of theoretical interest but may have some impact on the dependent variable y and should be controlled, so that the residual effect of the independent variables of interest are noticed more specifically. Covariates capture systematic errors in a regression equation while the error term (ϵ) captures random errors (Field, A., 2009).

Regression equation for the problem is the following:

$$Yi = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + \beta_6X_6 + \epsilon$$

Where: Y = Dependent Variable (Brand choice)

χ1-n= Independent variable (χ1 is Brand availability-BA

χ_2 Advertisement-AD, ,

χ_3 is Packaging-PK,

χ_4 is Brand image-BI,

χ_5 is, and Product quality-PQ

χ_6 is Brand price-BP. β_0 = the constant, β_{1-n}= the regression coefficient or change included in Y by each χ

ϵ = error term.

There for from the result the equation was explained as follows:-

$$Y = 0.523 + 0.352PK + 0.135PQ + 0.376AD + 0.056BP + 0.301BI + 0.411BA$$

4.5.3 Hypothesis Testing

From the above analysis, the following hypothesis is tested as follow in summary Table.

TABLE 18 HYPOTHESIS TESTING SUMMARY

Hypothesis	Results
H1: Brand Availability has a positive and significant influence on bottled water brand choice in the case of Addis Ababa.	Accepted (the outcome of the multiple regression supports the hypothesis; $\beta = 0.411$, $P < 0.05$)
H2: Advertisement has a positive and significant influence on bottled water brand choice in the case of Addis Ababa.	Accepted (the outcome of the multiple regression support the hypothesis; $\beta = 0.376$, $P < 0.05$)

H3: Packaging has a positive and significant influence on bottled water brand choice in the case of Addis Ababa.	Accepted (the outcome of the multiple regression supports the hypothesis; β = 0.352, P < 0.05)
H4: Brand Image has a positive and significant influence on bottled water brand choice in the case of Addis Ababa.	Accepted (the outcome of the multiple regression supports the hypothesis; β =0.301, P < 0.05)
H5: Product Quality has a positive and significant influence on bottled water brand choice in the case of Addis Ababa.	Accepted (the outcome of the multiple regression support the hypothesis; β = 0.135, P <0.05)
H6: Brand Pricing has a positive and significant influence on bottled water brand choice in the case of Addis Ababa.	Accepted (the outcome of the multiple regression support the hypothesis; β = 0.056, P <0.05)

Source: Own survey result, 2021

4.6. Discussion of Findings

The outcomes of this study can be discussion following the hypothesized relationships for the variables indicated in the conceptual framework.

H1: Brand Availability has a positive and significant influence on bottled water brand choice in the case of Addis Ababa.

Brand Availability was significantly influence consumers buying choice of bottled water brand. The result reveals the more the availability of the brand the more the likelihood of buying the bottled water brand item. Availability of brands simplifies the purchase decision (Gensch 1987).

H2: Advertisement has a positive and significant influence on bottled water brand choice in the case of Addis Ababa.

It was found that Advertisement was the third most factors influencing the brand choice of consumers. Former studies also support the result. (Agarwal, 2011) conducted a study to explain the impact of advertising on consumers' buying behavior on purchasing cosmetics products. Sheikh (2019) also identifies advertisement as a key determinant of buying decision of brand products.

H3: Packaging has a positive and significant influence on bottled water brand choice in the case of Addis Ababa.

It was found that product packaging was the fifth most factors influencing the brand choice of the consumers. Previous studies revealed that further to the primary function of packaging as protection of the product against potential damage, it has a key role in advertising the product (Kumar 2012). Packaging is one of the foremost components of promoting, designing and plays an important role in marketing .An honest and effective packaging will absorbs a lot of consumers and will increase people's intentions on buying products (Sheikh, 2019).

H4: Brand Image has a positive and significant influence on bottled water brand choice in the case of Addis Ababa.

Brand image was sequentially the last determinant factor to influence the bottled water brand choice of consumers. Pamela. (2013) highlight brand image is one of the most powerful aspects that establish the reputation of a specific brand in the market and without a positive and strong Brand Image, businesses unable to get a great part of the market share. Further Sajid, (2015) clarifies that brand Image plays a key role to enhance a business performance because brand image has a direct impact which can change people's purchasing behavior.

H5: Product Quality has a positive and significant influence on bottled water brand choice in the case of Addis Ababa.

The study revealed that product quality was the first most factors influencing the brand choice of consumers. Former studies also support the result. This was supported with previous studies by Khan, Aabdean, Salman, & Nadeem, (2016) who argued that customers may repeat the purchase of single brands or switch around several brands due to the tangible quality of the product sold.

H6: Brand Pricing has a positive and significant influence on bottled water brand choice in the case of Addis Ababa.

Brand Pricing was the second most important factors influencing the bottled water brand choice of consumers. According to the ken Matsuno (2012) most of consumer buying behavior and choices are determined by price. Moreover customer uses relative judgments in order to evaluate a potential purchasing decision and the customer utilize reference prices with the intention of make these comparisons (Agarwal, 2011). Price is used by many of the consumers as an indication of the brands' quality which is a vital factor in the purchase decision (Ken, 2012).

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

In this chapter, the researcher has provided the summary of findings and conclusions based on the objectives and the findings of the study. Then after, recommendations on this study and for further studies on the research topic have been provided accordingly.

5.1. Summary of Findings

The main purpose of this study was to examine the factors influencing bottled water brand choice in the case of consumers in Addis Ababa. The study is carried out to answer the six research questions which are listed on chapter one.

1) Does brand availability influence bottled water choice?

Based on the consumers data the mean for brand availability is 4.49 indicating that the majority of respondents are towards agree level agreement with the dimensions specified in the study. Further, the brand availability dimension also has relatively strong and positive association with brand choice ($r=0.876$, $p<.001$). The standardize beta value for brand availability was 0.411 and statistically significant at $p<0.05$. Thus one unit increase in brand availability increases the brand choice of consumers by 0.411 units.

2) What is the effect of advertising on bottled water brand choice?

The survey result shows that the mean for advertisement is 4.44 indicating that the majority of respondents are towards agree level agreement with the dimensions specified in the study. Further, the advertisement dimension also has a positive strong association with brand choice ($r=0.867$, $p<.001$). The standardize beta value for advertisement was 0.247 and statistically significant at $p<0.05$. Thus a one unit increase in advertisement increases the brand choice of consumers by 0.247 units.

3) What is the influence of packaging on bottled water brand choice?

In this study the mean for packaging is 4.38 indicating that the majority of respondents are towards agree level agreement with the dimensions specified in the study. Further, the packaging dimension also has relatively positive weak association with brand choice ($r=0.861$, $p<.001$). The standardize beta value for packaging was 0.352 and statistically significant at $p<0.05$. Thus a one unit improvement in packaging increases the brand choice of consumers by 0.352 units.

4) What is the influence of brand image on bottled water choice?

Based on the analysis of the respondents data the mean for brand image is 4.29 indicating that the majority of respondents are agree with the dimensions specified in the study. Further, the brand image dimension also has relatively strong and positive association with brand choice (r=0.854, p<.001). The standardize beta value for brand image was 0.301 and statistically significant at p<0.05. Thus a one unit increase in brand image increases the brand choice of consumers by 0.301 units.

5) What is the effect of product quality on bottled water choice?

Based on the consumers data the mean for product quality is 4.21 indicating that the majority of respondents are agree with the dimensions specified in the study. Further, the product quality dimension also has relatively strong and positive association with brand choice (r=0.790, p<.001). The standardize beta value for brand quality was 0.135 and statistically significant at p<0.05. Thus a one unit increase in product quality increases the brand choice of consumers by 0.135 units.

6) Does brand price have a significant impact on bottled water brand choice?

The analysis result shows the mean for price of brand is 4.19 indicating that the majority of respondents are towards agree level agreement with the dimensions specified in the study. Further, the price of brand dimension also has relatively strong and positive association with brand choice (r=0.701, p<.001). The standardize beta value for brand price was 0.056 and statistically significant at p<0.05. Thus a one unit increase in reasonable price increases the brand choice of consumers by 0.056 units.

In general, all the independent variables have positive and significant association with the brand choice at the 0.01 level of significance. 74.1% of the variation was due to the combined effect of the independent variables (advertisement, packaging, brand price, brand image, brand availability, product quality). In general, all the independent variables were a good predictor of brand choice of bottled water. According to their relative importance brand availability (β=0.411, P<0.05), advertisement (β=0.376, P<0.05), packaging (β=0.352, P<0.05), brand image (β=0.301, P<0.05), product quality (β=0.135, and P<0.05), brand price (β=0.056, P<0.05) positively influence brand choice.

5.2 Conclusions

This study explain the influence of product quality, brand price, advertisement, brand availability, packaging, and brand image on bottled water brand choice of consumers in Addis Ababa Bole sub city. Therefore, based on the result obtained the following conclusion points were made:-

- ❖ It can be seen that consumers Brand choice is influenced by a number of factors like brand availability, advertisement, packaging, brand image, product quality and brand price.
- ❖ In the light of the findings of the study, the brand choice of consumers appears to be influenced largely by the brand availability, advertisement, packaging, brand image, product quality and brand price. However, brand choice is relatively less affected by brand price and brand quality of the bottled water.

5.3 Recommendations

The factor that influence brand choices of bottled water are brand availability, advertisement, packaging, brand image, product quality and brand price. These dimensions have an important role in consumers brand choice decision and they also provide a clear map that which significant points should be seen from the manufacturer's point of view.

Based on the findings of the study the companies should have insure the availability of the brand and should the increase frequency of the brand advertisement that designed a creative message and most convenient persuasive, and develop positive relationship and accessible for the consumers to be chosen by users.

Based on the finding of this research manufacturers of bottled water should consider the following recommendation specific to each determinant factor;

➢ Respondents were asked to list their preferred bottled water in the introductory question, accordingly Aqua Addis, one, Top,Gold,Daily were found the top five preferred bottled water by the respondents. Thus these companies should capitalize their good size and continue to work on their good size.

New entrant and existing companies (which are not preferred by the respondents) are advised the following points

➢ **Brand Availability**: since these factor is found to be the most important factor which determines bottled water brand choice the researcher recommends that manufacturers of bottled water should consider their distribution networks; to guarantee level of product availability that can able to satisfy given market demand throughout the country, provide product easily available/accessible at right time and place, ensure consistent supply of their product. To sum up theoretically it is also believed that for convenient good distribution is the most important factor thus, finding of these research also reviled the same thing that manufacturer has to build strong distribution technique of their product.

➢ **Advertisement: -** In recent years we are bombarded with lots of new bottled water new brands, However few of these brands have enter in to the market sooner while others are being observed while they are striving to success. We all have exposure to their advertisement, Perhaps the most challenging aspect of advertising is lack of the

persuasiveness of the message especially, when it comes to other forms of media outreach like posters, murals and bill boards.

Based on the finding of these research Advertising is found to be the second most important factor in determining bottled water choice thus the researcher recommends that management should advertise frequently (increase repetition) , design their advertising in the way that it is easy for the consumer to understand, and design persuasive messages.

➢ **Packaging:** -Manufacturers should be keen on how they design the package of their product/ bottle. Size, color, shape, overall design, picture quality, readable ness of the content in the label.

Management should therefore incorporate cool colors, appealing wrappers, soft-contoured bottle shapes, consider convenient bottle shape / easy to carry/, they also has to take in to consideration the content of the label.

➢ **Brand image: -** brand image is found to the fourth most important factors which influences brand choice. Respondent agreed that they always go for a well-known brand and they feel secure when they buy well-known brands. Thus management of bottled water are highly encouraged to build a strong brand so that customers can easily pick among competitors.

➢ **Product quality: -** we all believe water is water however it's the content, the quality, the taste and the mineral composition which differentiate one packed water from others. Accordingly management of bottled water should depict strong quality control mechanisms to ensure consistence of quality, they also should ask the taste of their product and the mineral compositing is according to the will of the consumer.

➢ **Price:-** Water is generally considered a basic or necessary good, and an increase or decrease will not necessarily affect the demand for it. But, bottled water is different in respect to its value. Value in terms: of convenience, physical, time, safety and energy costs. This is why management is advised to structure their prices in a way that is/and perceived as affordable and fair. Prices for bottled water should be adjustable as finding shows that customers are more likely to choose affordable, reasonable, economical brands even if it is not their preferred brands, to satisfy their drinking water needs. Thus management are advised to take in to consideration the above factors while they set price for their product.

To sum up Manufacturer's Company need to consider and prioritize these three main factors. However, other variables should also be considered as well since they also have a positive significant relation to brand choice.

5.4 Future Research direction

➢ It is suggested that researchers can also conduct research by considering other factors like promotional mixes (which is not included in this research), and other variables.

➢ Due to the difference in the purchase intention, the difference in the applicability of the product applicability of the product finding of this research may not be applied to other segments like retailers and wholesalers. Thus since this segments are also customer to bottled water manufacturer it is recommended that if future research can be built to compare if there is a difference in the brand selection criteria among the end users and the dealers.

5.5 Limitation of the study

This particular study was conducted by taking in to consideration consumers of bottled water as a target population who are found in Addis Ababa city and the result is not representing other types of customers such as retailers and wholesalers, business organization and other institution who purchase bottled water product for resell consumption in daily business and other reasons.

The study captures a single segment of the entire customer base (the end user) it was not focus on other customers who are lucrative in the bottled water industry which include; retailers, wholesalers, business organizations non-governmental and governmental institutions and restaurants, bars , who the product for different reason other than the consumers. Buying motives, selection criteria, decision making process are different for this type of segment. Thus due to such difference between the consumer and business segment result and findings of this study was not being applicable for other segment.

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Appendix

St. Mary University
School of graduate studies

Dear Respondent

I am a graduate student at St. Mary University, Department of Marketing Management and currently conducting a research for the completion of MA thesis under the title "Factors Influencing bottled water brand choice in the case of consumer in Addis Ababa: In Partial Fulfillment of Master of Art Degree in Marketing Management.

I kindly ask you to give me 10-20 minutes of your time to answer the questions here under about your personal experience and consumption Behavior of bottled water. Your willingness and cooperation in giving genuine information is well appreciated and the information you provide me will be used for only academic purpose and will be kept in strict confidentiality.

Thank you in Advance for your cooperation

Instruction: Please circle your answer on given choice

Part I: Personal Information

1.1.Gender ☐ Male ☐ Female

1.2.Age

☐ 18-29 ☐ 40-49

☐ 30-39 ☐ 50 years old and above

1.3.Marital Status

Married ☐ Single ☐ Divorced

1.4.Educational Level

☐ Primary school ☐ First degree

☐ Secondary school ☐ Second degree and above

1.5.Profession

☐Student   ☐Unemployed   ☐ Professional
☐Self Employed   ☐Retired

1.6.Income per month

☐≤ 1000 ETB   ☐2000-3,000 ETB   ☐ 3000- 4,000 ETB   ☐ ≥ 4,000 ETB

Part II: Bottled water consumption Behavior

1. How often do you buy bottled water?

☐ 1litre per day   ☐I don't buy

☐ Two liter per day   ☐ other (please specify)

☐ More than 3 liter per day

2. Where do you purchase your bottled water most frequently?

☐From cafeteria   ☐ Direct purchase from distributor

☐From kiosk or retail shop ☐ Other (please specify)

☐Supermarket

3. How many liter of bottled water do you purchase at a time?

☐ 500 ml   ☐2 liter

☐ 1 liter   ☐ other (please specify)

4. Which size of packed water is your preference?

☐ 0.5li   ☐ 2 li

☐ 1 li   ☐ other please specify

5. When you think of bottled water which brand comes to your mind first? --------------------
----

Part III: Factors influencing bottled water brand choice

Based on your experience, please indicate, if the following perspectives have been affecting your brand choice Yalew Mamo (2014)

Where 1: strongly disagree 2: disagree 3: neutral 4: agree 5: strongly agree

	SD=1	D=2	N=3	A=4	SA=5
Advertisement					
Advertisement messages influences my choice of bottled water brand					
Easy ness to understand the advertising influence my choice of bottled water brand					
Advertisement is necessary to attract me.					
Advertisements help me to find the best bottled water brand					
Advertisements increase my brand loyalty					
I believe that more frequency of advertisements helpful for brand choice					

	SD=1	D=2	N=3	A=4	SA=5
Packaging					
The picture qualities of the package have impact in drawing attention on brand choice					
I buy a product which package is convenient for me to carry					
Color of package attracts me to purchase bottled water					
Readableness and clearness of the printed information influence my choice					
Size of bottled water has impact on my choice of bottled water brand					
Shape of bottled water has influence on my brand selection					

	SD=1	D=2	N=3	A=4	SA=5
Brand price					
I prefer bottled water brand that is reasonably priced					
I prefer bottled water which offers value for money					
I won't buy bottled water if it is not good product for the price.					
I prefer bottled water brand whose price is economical					
Low price is one of my priorities when making a buying decision					

	SD=1	D=2	N=3	A=4	SA=5
Brand Image					
I search so many information about the brands that I was not previously aware of.					

A well-known the brand is always better in quality than a lesser known brand					
It is important that the brand name alongside your desired attributes.					
I always go for the well-known branded products.					
I feel more secure when I buy bottled water with of a well-known brand					
Brand Availability					
Availability of the brand influence my choice decision					
The brand will be my first preference as far as available					
I buy bottled water which is Consistently available					
I won't choose a brand if I can't get it when I need it					
Product Quality					
I buy Bottled water that is produced as per acceptable quality					
I buy bottled water that I consider has a consistent quality					
Taste of bottled water influence my choice of the brand					
Bottled water Total dissolved solids (TDS) value influence my					

Section III- *Based on your experience, please indicate your opinion*

	SD=1	D=2	N=3	A=4	SA=5
Brand Choice					
The brand is special to me					
I am very familiar with the brand					
I choose the brand based on the brand's trustworthiness.					
I say positive things about the brand to other people					
This brand gives me sense of belongingness					
This is a brand used by people like me					
It gives me a social approval.					
It makes sense to buy this brand instead of any other brand, even if they are the same					

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ቅድስተ ማርያም ዩኒቨርስቲ

የድህረ ምረቃ የትምርህር ዘርፍ

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ወድ መላሾች

በቅድስተ ማርያም ዩኒቨርስቲ ፤ በማርኬቲንግ ማኔጅመንት የትምህርት ዘርፍ የድህረ ምረቃ ተማሪ ስሆን ፤ ለትምህቴ የመመረቂያ ጽሁፍ፡፡በአዲስ አበባ የሚገኙ የታሸጉ ዉሃ ተጠቃሚዎች የታሸጉ ዉሃቆችን የሚመርጡባቸዉ መስፈርቶችን " ለመለየት ያቀደ ጥናት እየካሄድኩ እገኛለሁ፡፡

ስለሆነም ካለዎት ዉድ ጊዜ ከ10 -20 ደቂቃ እንዲሰጡኝ እና ከዚህ በታች የቀረቡትን ጥያቄዎች ማለትም የመላሾች ጥቅል መረጃ፤ እና በታሸጉ ዉሃዎች አጠቃቀም ዙሪያ የቀረቡትን ጥያቄዎች እንዲመልሱልኝ እየጠየኩ ማኛዉም የሚመልሱት መልስ ለዚህ ትምርት እና ለጥናቱ አላማ ብቻ የሚዉል መሆኑን አገልጻለሁ፡፡

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በቅድሚያ ለሚያደርጉልኝ ትብብር አመሰግናለሁ፡፡

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ማስታወሻ : ከዚህ በታች ለቀረቡት ጥያቄዎች መልስዎትን ያክብቡ

</div>

Part I: የመላሾች ጥቅል መረጃ

1.1 ጾታ   ☐ ወንድ   ☐ ሴት

1.2 እድሜ

     ☐ 18-29   ☐ 40-49

     ☐ 30-39   ☐ 50 አመት እና ከዘ በላይ

1.3 የጋብቻ ሁኔታ

     ☐ ያገባ   ☐ ያላገባ   ☐ የተፋታ

1.4 የትምርት ደረጃ

     ☐ አንደኛ ደረጃ   ☐ የመጀረያ ዲግሪ

     ☐ ሁለተኛ ደረጃ   ☐ ሁለተኛ ዲግሪ እና በላይ

1.5 የስራ ሁኔታ

     ☐ ተማሪ   ☐ ስራ የሌለዉ   ☐ ቅጥረኛ

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☐ የግል ስራ ☐ ጡረታ የወጣ

1.6 የወር ገቢ

☐ ≤ 1000 ብር ☐ 2000-3,000 ብር ☐ 3000- 4,000 ብር ☐ ≥ 4,000 ብር

ክፍል II: የመላሾችን የታሽገ ዉሃ አጠቃቀም መለየት

1. በየስንት ጊዜዉ የታሽገ ዉሃ ይገዛሉ?

☐ በቀን 1የታሽገ ሊትር ዉሃ ☐ አልገዛም

☐ በቀን 2 ሊትር ☐ የተለየ ካለ (----------------------)

☐ በቀን ከ 3 ሊትር በላይ

2. በተደጋጋሚ ጊዜ የታሽገ ውሃን ከየት ነው የሚያገኙት?

☐ ከካፍቴሪያዎች ☐ ከዋና አከፋፋይ

☐ ከቸርቻሪ ሱቆች ☐ ሌላ ካለ (......................)

☐ ከሱፐርማርኬት

3. በቀን ምን ያህል የታሽገ ዉሃ ገዝተዉ ይጠጣሉ

☐ 0.5 ሊትር ☐ 2ሊትር

☐ 1 ሊትር ☐ ሌላ ካለ (......................)

4. የትኛዉን የዉሃ መጠን ይመርጣሉ ?

☐ 0.5ሊ ☐ 2 ሊ

☐ 1 ሊ ☐ ሌላ ካለ ይግለጹ--------

5. ስለታሽገ ዉሃ ሲያስቡ ቀድሞ ወደ አይምሮዎ የሚመጣዉን ምርት ይጻፉ? ----------------

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ክፍል ሁለት፡ የደንበኞች የታሸገ ዉሃ ምርት ምርጫ መወሰኛ ነጥቦች

መመሪያ ፡ እባክዎ ምርጫዎ ላይ ምልክት ያድርጉ

1- በፍፁም አልስማማም 2- አልስማማም 3- ምንም አይመስለኝም 4- አስማማለሁ 5- በጣም እስማማለሁ

	1	2	3	4	5
ማስታወቂያ					
የማስታወቂያ መልእክቶች በምርት ምርጫዬ ላይ ተጽዕኖ ያሳድራሉ					
የማስታወቂያ መልዕክቱን ለመረዳት ቀላል በመሆኑ ለመመርጥ ረድቶኛል					
ማስታወቂያ እኔን ለመሳብ አስፈላጊ ነዉ					
ማስታወቂያ ጥሩ የሆነ የታሸገ ዉሃ ምርት እንዳገኝ ይረዳኛል					
ማስታወቂያዎች የምርት መለያዬን ታማኝነት ያሳድጋሉ					
የማስታወቂያ ድግግሞሽ ለምርት ምርጫ ይረዳሉ የሚል እምነት አለኝ					

	1	2	3	4	5
ማሸጊያ					
በጥቅሉ የምርት ምርጫ ላይ ትኩረት ለመሳብ የማሸጊያዎቹ የማስል ጥራት ተፅእኖ አለው					
ለአያያዝ አመቹ የሆነ ማሸጊያ ያለዉን ዉሃ እገዛለሁ					
የሚያምር የቀለም ውህድ ያለዉ ማሸጊያ የምርት ምርጫዬ ላይ ተጽእኖ ያሳድራል					
በማሸጊያዉ ላይ የሚጻፉት ጽሁፎች ተነባቢ እና ግልጽ መሆናቸዉ የምርት ምርጫዬ ላይ ተጽእኖ ያሳድራል					
የማሸጊያው መጠን ምርጫዬ ላይ ተጽእኖ ያሳድራል					
የማሸጊያው ቅርፅ የታሸገ ዉሃ ምርጫዬ ላይ ተጽእኖ ያሳድራል					

	1	2	3	4	5
ዋጋ					
ዋጋው ተመጣጣኝ የሆነ የታሸገ ዉሃ እመርጣለሁ					
ከዋጋው ጋር ተመጣጣኝ እሴት የሚፈጥር ዉሃ እመርጣለሁ					
ዋጋው ከምርቱ ጋር የተገናዘበ መሆኑ ምርጫዬ ላይ ተጽእኖ					
የምርቱ ዋጋ አቅምን ያገናዘበ መሆኑ የግዢ ዉሳኔዬ ላይ ተጽእኖ ያሳድራል					
በግዢ ዉሳኔዬ ከምንም ነገር ቅድሚያ ከምሰጣቸው ጉዳዮች ውስጥ ዝቅተኛ ዋጋ ነው					

	1	2	3	4	5
የምርት ገጽታ					

	1	2	3	4	5
ስለ የታሽጉ ዉሃ ምርት ከዚህ ቀደም የማላውቃቸውን ብዙ መረጃዎችን እፈልጋለሁ፡፡					
በጣም የታወቀ የምርት ስያሜ ከማይታወቅ የምርት ስም ሁልጊዜ በጥራት የተሻለ ነው					
የምርት ስም ከሚፈለጉት የምረት ባህሪዎች ጎን ጋር መዛመድ አለበት					
የታወቁ ታዋቂ ምርቶች ሁልጊዜ እመርጣለሁ					
የታወቀ የታሽገ ዉሃ የምርት ስገዝ የበለጠ ደህንነት ይሰማኛል					
	1	2	3	4	5
ተገኝነት					
የምርት በፈለኩኝ ጊዜ መገኘት በምርጫዬ ላይ ተጽዕኖ ያሳድራል					
ምርቱ እስከተገኘ ድረስ ለእኔ የመጀመሪያ ምርጫዬ ይሆናል					
በቋሚነት የሚገኝ ምርት ምርጫዬ ላይ ተጽእኖ ያሳድራል					
ምርቱን በፈለኩኝ ጊዜ የማላገኘዉ ከሆነ አልገዛዉም					
	1	2	3	4	5
የምርት ጥራት					
ተቀባይነትየጥራት ደረጃ ያለዉ ምርት እገዛለሁ					
ወጥነት ያለው ጥራት ደረጃ ያለዉ ምርት ምርጫዬ ላይ ተጽኖ					
የምርቱ ጣእም ምርጫዬ ላይ ተጽእኖ ያሳድራል					
የምርቱ ቲ.ዲ..ኤስ ምርጫዬ ላይ ተጽእኖ ያሳድራል					

ክፍል ሶስት : የደንበኞች የታሽገ ዉሃ ምርት ምርጫ መወሰኛ ነጥብ

መመሪያ : እባክዎ ምርጫዎ ላይ ምልክት ያድርጉ

1- በፍፁም አልስማማም 2- አልስማማም 3- ምንም አይመስለኝም 4- አስማማለሁ 5- በጣም እስማማለሁ

	1	2	3	4	5
የምርት ምርጫ					
ምርቱ ለእኔ ልዩ ስለሆነ መርጨዋለሁ					
ምርቱን በሚገባ ስለማውቀው መርጨዋለሁ					
ምርቱ እምነት የሚጣልበት ነው					
ስየምርቱ ሌሎች አወንታዊ ነገሮችን እነግራሉ					
ይህ ምርት የባለቤትነት ስሜት እንዲሰማኝ ያደርጋል					
ምርቱን ሌሎች ሰዎች ይመርጡታል					
ምርቱ ማህበራዊ ተቀባይነት ያስገኝልኛል					
ሌላ ተመሳሳይ ምርት ቢኖርም አንኳን ይህንን ምርት ብቻ እመርጣለሁ፡፡					

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