ST. MARY'S UNIVERSITY COLLAGE

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**FACTORS AFFECTING CONSUMERS BRAND PREFERENCE OF BEER :
INSELECTED GROCERIES & HOTELS IN LIDETA AND KIRKOS SUB CITIES**

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ADDIS ABABA

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DECLARATION

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

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CERTIFICATION

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.

Advisor   Signature & Date

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Acknowledgment

I would like to praise GOD for everything that HE has done for me. And then I would greatly like to thank my advisor ZemenuAynadis, Asst. Prof., for his remarkable and valuable assistance and constructive advice for preparing this paper. Last but not list, I would like to thank my beloved Husband and my Family for their unconstrained support.

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List of acronyms and abbreviations

AMA: **American Marketing Association**

HBSC: **Heineken Breweries Share Company**

SPSS: **Statistics Package for Social Science**

BPB: **Brand preference of beer**

BP: **Beer preference**

PQ: **Product quality**

PR: **Price**

RGI: **Reference group influence**

EB: **Emotional benefit**

DS: **Distribution**

PRM: **Promotion**

ABSTRACT

This study was conducted with an objective of identifying factor affecting brand preference of beer in Lideta and Kirkos sub city. It conceptualized and adopts six dimensions of preference affecting variable: product quality, price, promotion, distribution, reference group influence and emotional benefit and the relationships between, brand preferences. The study employed both descriptive and explanatory research designs. Convenience & judgmental non probability sampling methods was used. Data were collected from primary sources through questionnaire. Accordingly, the Primary data was collected from 384 respondents, out of which 367 valid questionnaires was collected and analyzed through both descriptive and explanatory methods .The descriptive analysis was conducted by using mean and standard deviation. On the other hand, explanatory analysis was conducted by using Pearson correlation and linear regression method. The result revealed that five of the explanatory variables have significant positive effect on brand preference for the product. Whereas price has significantly negative effect on brand prefers of beer. In addition, Promotion has the highest effect as compared to other explanatory variables and followed by product quality. But the effect of price had statistically significant effect on brand preference and inversely proportional to each other. Based on the findings, the researcher recommends that management of the company has to focus on company's promotional mix, produce product with consistency quality and product distribution.

Keyword: *Beer, brand preference, product quality, price, promotion, distribution, reference group influence and emotional benefit.*

CHAPTER ONE
1. INTRODUCTION

1.1 Back ground of the Study

A brand shows the meaning and direction of any product and identify product with due to time and space. Brand may have several components including brand name, brand image, logo, design, packaging and promotion. A brand has typically served as a means for resolving the problem of distinguishing products. Brand and logos facilitate the identification of the brand and its differentiation from competing alternatives Janiszewski et al, (1999). Brands are direct consequences of the strategy of market segmentation and product differentiation. Branding means more than just giving name and signaling to the outside world that such a product or service has been stamped with the mark and imprint of an organization. Branding consists in transforming the product category; it requires a corporate long-term involvement, a high level of resources and skills (Kapferer, 2004).

Brand preference or brand behaviors are the words which are used interchangeably for brand preference which means that to identify the consumer preference among different brands (www.singaporeanjbem.com).Consumer brand preference is linked with brand loyalty, which means repurchase again and again by long period of time (Ghose and Lowengart, 2013). For consumers brands reflect consumer' experiences and knowledge; thus, simplify the processing of information accumulated over time about the company and its products or brands. Brand preference is in a fact that consumers' selective preference of brand over competitor's brands (Karjaluoto et al., 2005).

Beer is the world widely consumed alcoholic beverage. The origin of beer dates to the early Neolithic period, and is one of the oldest and the most consumed alcoholic beverages in the world. The term beer means "any beverage brewed from a starch (farinaceous) grain. Because the grain is made into malt, another term for beer is malt liquor" (Goldammer& Ted, 2010). International beer industry is introduced by five companies: Snow (chian, 5.4%), Tsungtao (chain, 2.8%), Bud light (USA, 2.5%), Budweiser (USA, 2.3%) and Skol (Brazil, 2.2%) covered about 15% of beer drink sales create worldwide.

Beer was introduced in Ethiopia in the early 20th century, and the first brewery, St. George, was established in the early 1920s. Over time, beer has become an increasingly popular beverage and consumption is estimated at about 3-3.5 million hectoliters per year (Roberto & Samuel, 2009). Ethiopia's alcoholic beverage industry comprises of wineries, distillers and breweries. Breweries account for 90 per cent of the revenue generated by the industry. Heineken Beer, BGI Ethiopia and Diageo-Meta Abo Brewery are the big players in the industry in volume and revenues. Ethiopia's total beer production capacity stands at 7.1m hectoliters annually. BGI Ethiopia's capacity stands at 2.7m hectoliters from its three factories at Addis Ababa, Hawassa and Kombolcha. Heineken S.C., which owns Walya, Harare and Beadle breweries, has a capacity of 2.5m hectoliters, Dashin Brewery S.C., 2.5m hectoliters, and Diageo, owner of Meta Abo Brewery, follow with one million hectoliters respectively (Addis Fortune, 2014).

This study seeks to study the major factors that affects consumers' brand Preference of Beer in Lideta and Kirkos sub city. To achieve this end, existing literatures and empirical finding were thoroughly reviewed to understand the state of knowledge on the area.

1.2 Statement of the Problem

Beer is the world widely consumed alcoholic beverage. The brewing industry is a global business, consisting of several dominant multinational companies, and many thousands of smaller producers. In Ethiopia Beer was introduced in the early 20th century, and the first brewery, St. George, was established in the early 1920s. Over time, beer has become an increasingly popular beverage and consumption is estimated at about 3-3.5 million hectoliters per year (Roberto & Samuel, 2009). Brewery Company is reached in to five main brewers namely (Meta Abo SC or Diago, BGI Ethiopia, Heineken Breweries Sc, Breweries Sc, Dashen Breweries Sc and Habesha Breweries Sc) that together own 12 breweries producing at least 24 different brands of beers. As is the case globally, multinational brewers have a strong presence in Ethiopia and there are high levels of foreign investment in the sector. Ethiopia's had total beer consumption stands at 12 million hectoliters per year (www.thereporterethiopia.com). In this growing industry building a strong brand is essential, to gain a better market share. Instead of this huge market capacity that had in Ethiopia, Foreign beer companies has invested huge capital to involve in brewery industry and expand their products and brands. With such

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large volume of production and availability of such variety of brands, there is solid competition in brewery sector.

For brewery producer it is very well to understand that information on consumer behavior and brand preference are key factors which create efficiency in business management (Bytiqi, 2008). Having more information on customer's needs, wants and behavior help business to choose their target markets and tailored marketing programs. Interest in consumer brand choice has grown among marketing practitioners in the process of understanding consumer brand selection (Kotler, 2002). Therefore, it is crucial for Breweries Company to estimate the beer preference affecting factors so as to offer its product that is effective enough to influence consumers.

There is a need to study beer brand preference due to many factors especially as brewery industry has been expanding faster and continually, new products are interring in to market and also the country population is expanding faster it indicate inconsistency of brewery industry. With the significant long-term growth potential of the beer industry in Ethiopia, the consumer's overall state is also changing; there are lots of factors now-a-days that significantly affect the customer brand preference. Also social status, emotional stability all are changing, moreover consumer has become more heterogeneous in choosing their beer when they choose a brand. Insights into repose of the consumer to marketing strategy that has employed by beverage companies and its effect on the beer brand when they selected. which will also help to identify and evaluate the factors that influence customer to choose their beer for consumption and thereby marketers to align their strategies accordingly to attain market leadership. In addition, the understanding of these factors can help domestic and foreign manufacturers better understand the Lideta and Kirkos area market.

Some previous researchers had a study on assessing the factors affecting consumers brand preference of beer Meron Belay (2020), Amadi and Ezekiel (2013) and so on. Those studies have never considered the effect of all of the affecting factors, which are mentioned in this work altogher on brand preference of Beer. Furthermore, the prior studies used the target population which was Addis Abeba. However, this study tries to collect data from the specific sub city of Addis Abeba. As to the researcher's knowledge, there is no study conducted specifically on factors affecting consumers brand preference of beer in case of Lideta& Kirkose sub city. Those

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sub cities are known as business area of Addis Ababa having different kind of peoples came in to those area from all over Addis Ababa. So this makes those sub city synoptic compared to other sub cities of the city. This study is trying to identify factors affecting consumers brand preference of beer in case of Lideta & Kirkose. The understanding of those factors can help domestic and foreign manufacturers better understand the Lideta and Kirkos area market. This study has done in such a way that identifies factors affecting consumers' brand Preference of Beer in Lideta and Kirkos sub city, which actually fill the understanding gap on factors affecting consumers' brand Preference of Beer in Lideta and Kirkos sub city. So that continuously researches on this area had to be conducted in order to identify consumers preference affecting factors.

1.3. Objective of the Study

1.3.1 General Objective
The general objective of the study is to identify factors affecting consumer brand preference of beer in selected groceries and hotels of lideta and kirkose sub city.

1.3.2 Specific Objectives
The specific objectives of the study are:

❖ To identify the relationship between product quality and brand preference.
❖ To identify the relationship between promotion and brand preference.
❖ To identify the relationship between price and brand preference.
❖ To identify the relationship between reference group and brand preference.
❖ To identify the relationship between emotional benefit brand preference.
❖ To identify the relationship between distribution and brand preference.

1.4. Research Questions
➢ Does quality of product affect brand preference of beer?
➢ Does promotion of product affect brand preference of beer?
➢ Does price of product affect brand preference of beer?
➢ Does reference group to product affect brand preference of beer?
➢ Does distribution of product affect brand preference of beer?

➢ Does emotional benefit of product affect brand preference of beer?

1.5 Research Hypothesis

H1: There is significant relationship between Product quality and brand preference of beer.

H2: There is significant relationship between promotion and brand preference of beer.

H3: There is significant relationship between price and brand preference of beer.

H4: There is significant relationship between reference group and brand preference of beer.

H5: There is significant relationship between distribution and brand preference of beer.

H6: There is significant relationship between emotional benefit and brand preference of beer.

1.6 Significance of the Study

The results of the study contribute to the understanding of the relationship between the identified factors (product quality, promotion, price, reference group, distribution, emotional benefit) and consumer's beer brand preference. And the result can help beer companies better operate in Addis Ababa beer market, and provide reference suggestions for brand managers and future studies.

- This paper provide information to the companies as part of an input for further investigation in the subject matter and come up with a strategy to enhance the performance of their product with respect to design so as to be preferred by the consumers which leads to the enhancement of companies profit as well as high satisfaction of consumers.
- The study presents a significant help to marketers because the Findings of the study assist marketers to look at the determinants of brand preference among their customers which in turn help in evaluating and reshaping their marketing strategies.
- A theoretical contribution in the area of product purchase decision and consumers brand preference criteria in the context of Ethiopian market specifically Addis Ababa.
- The study provides insight for other researchers to explore and investigate more in the area, in a broader scope and wider context. It provides with a base line to other interested researchers on similar topics for covering the gaps that has not been surveyed in this research paper.

- The study give insight on the variables to depend for brand market performance in the Beer Product Category like product quality, promotion, price, reference group, distribution, emotional benefit for further explorations.
- The study contributes as a reference for other researchers who want to conduct further studies on the concept of brand equity in the context of our country. Furthermore, it sparks some high lights about the most prominent contributors of consumer-based brand preference and the challenges it faces.
- This study used to help the existing soft drink brands when they want to implement a new marketing strategy in the country and assist the newly created brand on marketing strategy implementation.

1.7. Scope of the Study

Geographically the study focused on factors affecting consumers brand preference of beer in selected hotel and groceries in Addis Ababa city, especially Kirkos and Lideta sub cities. Conceptually the study focused (Product quality, Promotion, Price, Reference group, Distribution and Emotional benefit) their effect on consumer's brand preference of beer. To achieve the general objective of the research, descriptive and explanatory research methods are employing and this study utilized both quantitative and qualitative research methods. To get representative sample from the entire target population Judgmental (purposive) and convenience non probability sampling techniques are employed. Close end questioners are used as instrument to collect relevant information from respondents.

1.8. Organization of the Paper

This research was organized in to five chapters: The first chapter provides a general introduction of the study including background of the study, statement of the problem, the research questions, and objectives of the study, significance of the study, scope of the study and operational definition of terms. Chapter two covers the literature review part of the study, which are relevant to the study. It includes empirical, concepts and theoretical framework. Chapter three elaborates the type and design of the research. It also includes research method, sampling technique, data collection method and method of data analysis that are used in the study. Chapter four discuss in detail the findings of the study on the result of the data collected and analysis was made using the

statistical tools stated in the research methodology part. Finally, chapter five was provided a summary of findings, conclusions, recommendations.

CHAPTER-TWO

2. LITERATURE REVIEW

2.1. Theoretical Framework

2.1.1. Concepts of Brand

According to the American Marketing Association (AMA), a brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition." Technically speaking, then, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand. In fact, however, many practicing managers refer to a brand as more than that as something that has actually created a certain amount of awareness, reputation, prominence, and so on in the marketplace (Keller, 2013).

2.1.2. Brand Preference

Brand preference is a measure of brand loyalty in which a consumer choose a particular brand in presence of competing brands, but had accept substitutes if that brand is not available. Selective demand for a company's brand rather than product and the degree to which consumers prefer one brand over another. The percentage of people who claim a particular brand is their choice. It represents which brands are preferred under the assumption of equality of price and availability. (Amadi and Ezekiel, 2013)

Understanding and predicting brand choice decisions by consumers has been a topic of interest to both marketers and researchers. Brand choice investigation involves understanding consumer behaviors in their selection of brands among various product categories (Bentz and Merunka, 2000). In the past, brands have been perceived as products with different attributes; however, brands are now viewed as personalities, identities, and have special meanings intrinsic to consumers (Ballantyne et al. 2006). Brand choice research has been investigated for many years and has intensified as product categories have become more proliferated. There are several brands of beer with brand extensions featuring light beers, imports, ice beers, as well as many others. Consumers have more options and many different brands to choose from (Léger and Scholz, 2004).

In every product category, consumers have more choices, more information and higher expectations than ever before. To move consumer from trial to preference, brands need to deliver on their value preposition, as well as dislodge someone else from the consumer's existing preference set. Preference is a scale, and brands move up, down and even off that scale with and without a vigilant management strategy. (AmadiandEzekiel,2013)

2.1.3. Beer

Beer is the oldest and most widely consumed alcoholic drink in the world. (Arnold, 2005), and the third most popular drink overall after water and tea. (Max Nelson, 2005), In the broadest sense, "beer" is any alcoholic beverage made by the fermentation of grain, just as wine is any alcoholic beverage made by the fermentation of fruit. In the vast majority of the world's beers, the grain base is barley.

> **Concept Theories of Beer Types**

Beer types referred to beer categories divided by beer ingredients. Recently, trend of the global segmentation of specialty beer and craft beer increased shares over than the mainstream beer segmentation and the gross sales of craft beer had been continuously growing. The implication of this trend was the consequence of customers' perception of the unique characteristic of craft beer (Gómez-Corona, Escalona-Buendía, García, Chollet& Valentin, 2016).

Craft beer seemed to be different from other beer by blending the non-traditional raw materials or the selected ingredient (Aquilani et al., 2015). Beer customers were not only consuming beer but also searched for further details about the products which related to perceive of perceive sensory. As customers understood that craft beer produced from special selected ingredients so their perception of craft beer were generally better quality than commercial beer according to the sensory point of view through the ingredients (Gómez-Corona et al., 2016).

Donadini, Fumi, Kordialik-Bogacka, Maggi, Lambri and Sckokai (2016) studied about the interests of consumer in the specialty beer in three European markets and found that the factors influencing the interests of specialty beer were the ingredients and the sensory characteristic. Moreover, Lee, Frederick and Ariely (2006) found that a direct impact of ingredients toward

consumers was their preference. The preference of beer taste could be changed whenever customers knew the secret ingredient in beer. The changes of preference were influenced by top down expectation. Hence, some manufacturers preferred to mention the name of ingredients as a part of product commercial name because they wanted to create the brand preference. While some ingredients created positive values to the product in some countries, some might had negative values so the marketing research needed to be done to find the suitable market intelligence for each local area (Donadini et al., 2016). Then, Gómez-Corona et al. (2016) concluded that different types of beer such as wheat, malt, fruit, or craft beer made by different customer choices. Further, in Mexico consumers looked through beer ingredients before purchasing (GómezCorona et al., 2016).

> **List of Ethiopian Beers**

Beer industries in Ethiopia have been growing in recent years including a flow in demand associated with increased urbanization, population growth, and rising incomes (Addis fortune,2014).

✓ St. George's

St. George Beer of BGI (French's Castel Group) was operating in Ethiopia since 1922. St. George the national beer of Ethiopia is the most popular and the oldest beer. Brewed by BGI Ethiopia, St. George is named after the patron saint of Ethiopia. It is light lager much similar to American beers. This golden-yellow colored beer with a mild touch of amber tastes malty sweet with only a hint of Dimethyl Sulfide. Smell of sweet corn adjuncts with some light hops in the aroma with no carbonation. *ABV:* 4.75%

✓ **Walia**

HBSC (Heineken Breweries Share Company) aka Heineken and perhaps soon SABMiller (who recently made a bid to take over the company) pumped out a new brew just in time to usher in the Ethiopian New Year, 2007. This light gold colored, mildly bitter beer carries the aroma of banana-pear soufflé and honeyed hominy flavors of pretzel bread and sprouts.The label has

since changed and is now called Walia (ABV: 5%, Size: 33cl, Company: HBSC and Style: Lager)

✓ **Amber Beer:**

Amber Beer is a product of BGI Ethiopia. This light copper colored dark beer's aroma is mellow and dry with a nutty caramel and light chocolate note. It pours a clear caramel hue with a sudsy white head that has moderate retention and a light lace. The taste is a medium sweet and a light bitter. Alcoholic Content: 5.5% Size: 33cl

✓ **Dashen**

Dashen is brewed in the northern city of Gondar and, like other Ethiopian breweries, has benefited from an injection of foreign capital. The brewery recently added a bier garden and is conveniently located on the road to Gondar's airport. Dashen beer is pale yellow with foamy small white head, yeast aroma slightly sour yeast taste with a metallic tang. This beer is omnipresent in the north (ABV: 4.5%, Size: 33cl, Company: Dashen Brewery, Gondar and Deberbrihn and Style: Pils)

✓ **Bedele Special**

Bedele Brewery's Bedele Special is hazy yellow in color. This sweet flavored beer carries a taste of honey and malt. Alcoholic Content: 5.5% Size: 33cl

✓ **Habesha**

Even if it was introduced in recent but it is becoming popular and computes with the giant breweries industries. Very known for its nice and traditional advert through media (ABV: 5 %, Size: 33 cl, Company: Habesha Brewery S.C Debrebrihn and Style: Lager)

✓ **Meta**

Also in the frenzy to snatch up Ethiopian breweries, the Diageo Group staked its' claim on "The Pride of Ethiopia" – Meta. Meta is brewed with malted barley, hops, and spring water (ABV: 5%, Size: 33cl, Company: Meta ABO Brewery S.C. Ethiopia, and Style: Lager).

✓ **Raya**

Raya is also a new comer (ABV: 5 %, Size: 33 cl, Company: Raya Brewery S.C and Style: Lager).

✓ **Harar Beer**

Harar Brewery's Harar Beer is among the most preferred ones, it's pretty rarely sold in the Northern regions of the country. It has a perfect blend of hops and malt and an enticing golden color with a small white head. This light bodied beer is bottled with a moderate carbonation. Alcoholic Content: 5%Size: 33c

2.2. Empirical Literature

Geraghty (2007), in a study conducted in Ireland found that heavy drinkers of beer are more brand loyal while the light users tend to switch brands more often. Spáčil and Teichmannová (2016) in their study of both UK and Czech Republic concluded that quality of beer (taste) is the major determinant of brand loyalty and also that young drinkers were found to have a greater tendency towards switching brands than older one who were found to be conservative with their brand choice indicative of brand loyalty.

This contradicts the research by Swinnen (2011) in the USA where he found that brand availability/unavailability is at the centre of brand loyalty/switching behavior of consumers. Swinnen, (2011) observed in his study conducted in the USA among international students that the most important reasons for changes in beer brands are change in taste (29%), peer influence (24%), availability (31%), price (10%) and others (6%).

Amadi and Ezekiel (2013) in a study of the factors influencing preference for a brand of beer in PortHarcourt metropolis found that there exists significant positive relationship between advertisement, peer group influence, situational variation and consumers' brand preference of beer.

Nigarian scholar also assess the determinants of consumers brand switching behavior in the alcoholic beverage industry in Nigeria. The study specifically seeks to determine the influence of product advertisement, taste, price, social groups and switching costs on consumers brand switching behavior in the industry. The study findings reveal that the major determinants of brand switching behaviors of alcohol consumers are product taste, price and social group influence. Chidera Christian Ugwuanyi (ISSN 2278 – 0211)

Meron BelayAugust, (2020) conducted a research that has been focused on assessing the factors affecting consumers brand choice in Addis Ababa. According to the findings of the study most of the respondents feel that internal factors greatly influence the consumer choice. Factors such as cost of beer, availability of cheaper alternatives, increase income, lifestyle and personality significantly affect their choice of beer. The findings revealed that income had a negative, but significant relationship with consumer choice of beer brand, and every increase in income results in a decrease in consumer choice due to the inverse relationship. The study also revealed a significant relationship between marketing factors and choice of beer brand therefore factors such as price, product features, and promotion and distribution impact heavily in consumer choice of beer brand. The findings revealed the product features had a positive significant relationship with consumer choice of beer brand, and every increase in product results in an increase in consumer choice.

BirhanuBeyene June (2018) This study was conducted with an objective of identifying marketing mix on brand preference in the case of St. George brewery. It conceptualized and developed four dimensions of marketing mix: product quality, price, promotion, distribution and branding and tests the relationships between marketing mix, branding and brand preference. This study used both descriptive and explanatory research designs. The result indicated that marketing mix has significant positive effect on brand preference for the product. Product quality, promotion and distribution have significant positive effect on brand preference at significance level of 0.01. Product quality has the highest effect and followed by promotion. But effects of pricing and branding have no statistically significant effect on brand preference.

Sahlu Mentesno January, (2018) contacted paper on this area and conclude that Brand preference of beer products can be predicted by the quality of beer, price of the beer, reference group

influence, emotional benefit, and advertisement about the beer and other variation of brand preference of the beer products can be explained by other variables. The result indicated that among the determinant factors of beer brand preference the most important determinants of beer preference were quality, emotional benefit, and advertisement, followed by price of the beer.

Elias G/medhin may (2018) This study was conducted with an objective of to test the beer brand preference in view of taste, price, brand name, package, advertisement, state of origin and social group and which of these factors are influencing consumers beer brand choices in Addis Ababa the findings revealed that (taste, price, brand name, advertisement and social group) are highly influencing consumer's Brand choices. And the rest two factors package and state of origin were identified of not affecting the respondent's beer brand preference.

2.3. Factors Causing Brand Preference

2.3.1. Price

According to Dharmaraj and Sivasubramanian, (2011) and Gabriel, (2001), Price plays a major role in influencing consumer's brand preference. Price is related to the brand value and not to the brand function or performance, and is a particularly important attribute in brand selection. Moreover, in the classical economic theory based on consumer rationality, price is an important constraint in utility maximization. In making a brand purchase decision, consumers give high weight to price as an important attribute that determines their choice, then assigning its attribute level (McFadden, 1996). Ares et al. (2009) stated that the liking and purchase of a product depends on more than just the sensory details. Non-physical details such as brand and price influence consumers' decisions.

Price has been interpreted as a determiner of quality, according to Jacoby, Olson, and Haddock (1971). Price is "concrete and measurable," so the consumer trusts it more than most cues concerned with quality. However, Ares et al. (2009) suggested that higher price could have one of two effects on consumer preference: it could cause the product to seem higher in quality, or it could make the product less desirable because of the extra expense. A study by Krutulyte , Costa, and Grunert (2009) showed that price's reliance as an indicator of quality varies by culture. Whatever effects price may have on quality perception are overshadowed by the effects of brand name. AttiyaKanwal (2011) pointed out that there are various factors which influence consumer

purchase decision. The price of a brand plays a fundamental role in the consumer's choice of brand. If a brand is priced too high then a consumer would avoid it. The price of a brand is an indication of the quality of the brand.

As price is one way for a business to distinguish itself amongst its competition as well as the key determinant in its profitability, one cannot exaggerate the importance of a business's pricing strategy. Because of this, the models on pricing are numerous and the key components of the models stretch from external to internal and from cost calculations to implementation capabilities while pricing strategies are part of different trends in the market. However, criticism of the models has been put forward by several academic researchers. Some of the criticism include, but is not limited to, the models being difficult to implement (Rompho, 2011) while they are relying on inaccurate assumptions (Geri and Ronen, 2005).

2.3.2. Product Quality

Quality is important for impacting brand choice because it is the portion of personal risk that a consumer takes on the decision-making process in evaluating the purchase of a product (Hoyer and Maclnnis, 2010).and Maclnnis, 2010). As Sarwade and Ambedkar (2011), Vikkraman and Dineshkumar (2012) viewed, "product quality of a particular brand is important factors in decision-making. If consumers perceive a brand with highest and consistent product quality, their tendency to choose that brand is higher".

Instead of its product quality is a critical element for consumer decision making. Consumers always compare the quality of alternatives with regard to price within a category Jin& Yong, (2005). According to Davis (2003), perceived quality is directly related to the reputation of the Firm that manufactures the product. Perceived quality is also regarded as the degree to which a product provides key consumer requirements and how reliably these requirements are delivered.

2.3.3. Brand Preference

Jain and Madan (2015) contended that brand knowledge and brand experience influence the brand choice behavior of customers. For consumers, brands reflect their experience and knowledge; simplifying the processing of information accumulated over time about the company and its products or brands. Consumer decision-making processes and brand selection have been

considered complex. The buyer chooses from different brands based on their preferences, experiences and brand knowledge.

Saaksjarvi and Samiee (2011) noted that the purpose of brands evolved into a valuable intangible asset and potential resource serving the strategic reference point and contributing to greater value and market success. Brand management is given a high priority and the spectrum of brand has been broadened beyond marketing communication and the resource-based theory of priority strategy. Wong and Merrilees (2007) asserted that the approach of brand orientation places consumers and brand at the pivotal point of company policy

2.3.4. Promotion

Promotion involves both providing the consumer information regarding the alcoholic beverages' store and its product or service offering as well as influencing the consumer perceptions, attitudes, and behavior towards the store and what it has to offer. It is both an informative and persuasive communication process. Companies use newspaper ads, posters, TV, internet that stress its good prices (persuasive communication) and but instead of just listing the merchandise, the ads tell exactly why the manufacturer closed out the goods. That way, customers would not suspect that the products are irregular, damaged or counterfeit informative communication (Ali, 2014).

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

2.3.5. Reference Group

A person's reference groups are all the groups that have a direct (face to face) or indirect influence on their attitudes or behavior. Groups having a direct influence are called membership groups. Some of these are primary groups with whom the person interacts fairly continuously and informally, such as family, friends, neighbors, and coworkers. People also belong to

secondary groups, such as religious, professional, and trade-union groups, which tend to be more formal and require less continuous interaction (Singh &Sarma, 2015).

Reference groups influence members in at least three ways. They expose an individual to new behaviors and lifestyles, they influence attitudes and self-concept, and they create pressures for conformity that may affect product and brand choices. People are also influenced by groups to which they do not belong. Apparitional groups are those a person hopes to join; dissociative groups are those whose values or behavior an individual reject. Where reference group influence is strong, marketers must determine how to reach and influence the group's opinion leaders. An opinion leader is the person who offers informal advice or information about a specific product or product category, such as which of several brands is best or how a particular product may be used. Opinion leaders are often highly confident, socially active, and frequent users of the category. Marketers try to reach them by identifying their demographic and psychographic characteristics, identifying the media they read, and directing messages to them (Kotler& Keller, 2012).

2.3.6. Distribution

Distribution is defined as the process and methods by which products or services reach customers (Martin, 2014). As Engle, (2009, pp.: 189) states that the marketer must choose distributors that reach its customers most effectively and other intermediaries that add value to the distributive process. Consistency of supply and availability at convenient locations are vital for brand reputation. Uzniene (2011) states that "distribution of the companies' products in the dissemination of measures to ensure the identification and implementation. Distribution that helps customers and users to find and keep purchase those products from those manufacturers providers with them at the time of need."

2.3.7. Emotional Benefit

According to (Havan and Shaver, 1994) consumers can develop emotional feelings for products, specifically brands. These emotions toward brands can have a major influence based on brand choice. Research has shown that emotions lead to an interaction with the product on a personal level. (Thomson, MacInnis, Park, 2005). States that emotions can lead to: brand loyalty, paying premiums, and influencing others to purchase the brand. Therefore, a consumer's emotional attachment to a brand may be able to predict their commitment and ingness to make sacrifices to

obtain it. Some basic ideals that are associated with this emotional involvement for brands are a positive brand attitude, high involvement in the product category, brand loyalty (ingness to pay a premium), affection, passion, connection, and the overall satisfaction associated from the brand.

Based on the above empirical studies hypothesis are as shown below

H1: There is significant relationship between Product quality and brand preference of beer.

H2: There is significant relationship between promotion and brand preference of beer.

H3: There is significant relationship between price and brand preference of beer.

H4: There is significant relationship between reference group and brand preference of beer.

H5: There is significant relationship between distribution and brand preference of beer.

H6: There is significant relationship between emotional benefit and brand preference of beer.

2.4. Conceptual Framework of the Study

The main purpose of this study is to have a detailed analysis about the Customer brand preference of beer. Based on the above related literature review and concepts the conceptual frame work for this study is adopted from Adopted from Singh *(2012) and Aaker (2003)*.

Figure 1: Conceptual Framework
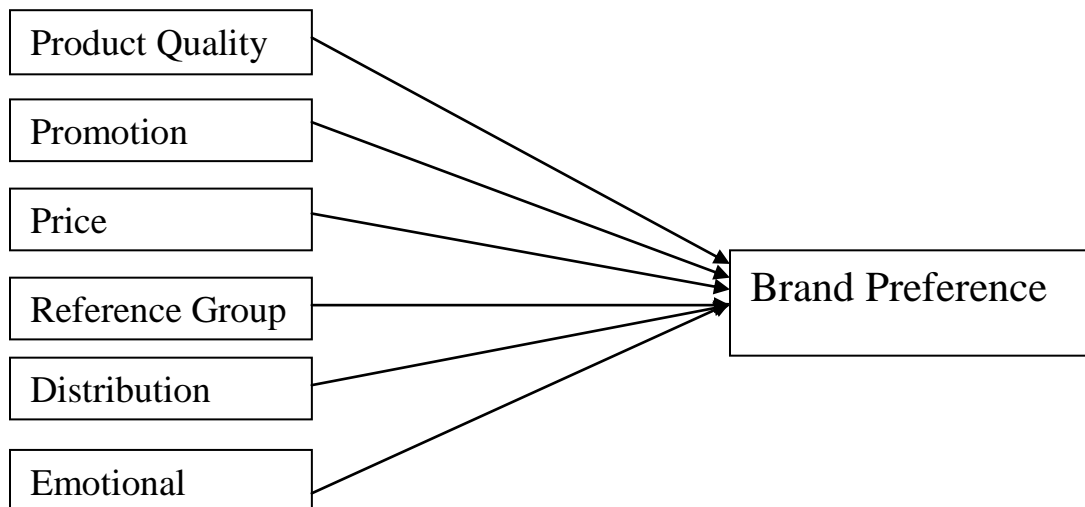
Source: Adopted from Singh *(2012) and Aaker (2003)*

CHAPTER-THREE
3. RESEARCH METHODOLOGY

3.1. Research Area

3.2 Research Design

The general objective of this study is to examine factors affecting consumers' brand preference of beer in terms of product quality, promotion, price, reference group, distribution and brand image in selected groceries and hotels in Lideta& Kirkose. To achieve this objective the descriptive and explanatory research method are employing. Descriptive study stems from prior knowledge and is concerned with describing a specific phenomenon (Saunders, 2012).

According to Riaz (2011) explanatory research is conducted in order to identify the extent and nature of cause-and-effect relationships. Explanatory research can be conducted in order to assess impacts of specific changes on independent variables that change the dependent variable. Explanatory studies focus on an analysis of a situation or a specific problem to explain the patterns of relationships between variables.

Therefore, the study used explanatory research design to investigate the effect of the independent variables such as; product quality, promotion price, reference group, brand image and emotional benefit on the overall brand preference of the consumers were be tested using explanatory type of research design.

3.3 Research Methods

This study utilized both quantitative and qualitative research methods. Quantitative research method places greater emphasis on the numerical data and statistical test to achieve conclusion that can be generalized and qualitative research method provides qualitative summary for the practices more accurately (Saunders, 2012). As a quantitative method close end questions are conducted in order to collect data. Qualitative method is used in a way of observation that can describe in a word also literatures review that explore concepts and theories but, in this study, did not use interviews with open end in order to collect qualitative data. So, both qualitative and quantitative research method was used to arrive at the conclusions and for testing the research objectives.

3.4 Population, Sampling Procedure and Size

3.4.1 Population

A population is defined as the set of individuals, objects, or data from where a statistical sample can be drawn (Saunders et al., 2014). Population is the entire group of individuals, events or objects having a common observable characteristic (Cooper & Schindler, 2014). Cooper and Schindler further add that a population is the total sum of collected units from which the researcher draws conclusions of the study.

The population for this study was included beer customers in Lideta and Kirkose sub city. Adequate sample size for the study was drawn from this population using (Cochran, 1977) sample formula.

3.4.2 Sampling Procedure

In research investigations involving several hundreds and even thousands of elements, it would be practically impossible to collect data from, or test, or examine every element. Even if it was possible, it would be prohibitive in terms of time, cost, and other human resources. Study of a sample rather than the entire population is also sometimes likely to produce more reliable results (Sekaran, 2003).

This study used a sample of city beer consumer to describing factors that affect beer brand preference the target population of the study defined as consumers of beer (21 years and above). Multistage sampling processes employed to assure the sampling procedure and to get representative data from the target population. The sampling frames are the sub cities of Addis Ababa namely Addis ketema, AkakyKaliti, Arada, Bole, Gullele, Kirkos, KolfeKeranio,Lideta, nifas Silk-Lafto and kirkos and Lideta. By using purposive (covenant) sampling Ledeta and Kirkoscity districts are selected. And from the listed two sub cities in terms of selecting respondents used convenience because respondents are selected based on availability and ingness to take part. Also, 40 hotels that are located in those sub cities was selected by using Judgmental. Therefore, this study used Judgmental and convenience sampling for the reason that the entire population is unknown.

3.4.3. Sample Size

Sample sizes larger than 30 and less than 500 are appropriate for most research (Sekaran, 2003). The sample size for the study is determined by using confidence interval approach. CIs can be estimated before conducting a study and the width can be used to guide the choice of sample size (Dattalo, 2008).

$$n = \frac{z2 \times p \times q}{e2}$$

Were

q=0.5

P=1-q

Z=infinite population number=1.96e= expected error (level of precision) and

n= sample size

Thus, n= $\frac{(1.96)^2 * 0.5 * 0.5}{0.05^2}$ = $\underline{384}$

3.5. Data collection Method & Data Source

To conduct this paper both primary and secondary data was collected. Questionnaires were used as an instrument to collect primary data from customers for this study. A questionnaire is a form which is prepared and distributed for the purpose of securing responses (Singh, 2006). The instrument is designed to describe factors that affect beer brand preference on customers' beer brand choices. The questionnaire includes six components namely: title, introduction, instructions (directions), items, demographics and closing section. Close end questioners are used as primary data collecting instrument. Closed ended questions are used to ensure that the given answers are relevant.

The first section of the questionnaire contains demographic variables and personal information of the respondents. The demographic section gathers such information about the respondent age, gender and etc. The second section of the questionnaire attempts to understand the described factors influence on beer brand choice. The questionnaire employed five-point liker scale technique. The respondents were required to indicate the intensity of their feelings within

described factors influence on their individual beer brand preference. Secondary data collected through desk studies, from previously done related researches, journals, book and grocery owners, websites of factories. The questionnaire was delivered and collected after a few minutes.

3.6. Method of Data Analysis

The information was codified and entered into a spreadsheet and analyzed using SPSS 20(statistics package for social science). In order to present the data statistical tools was used descriptive statistics namely: mean, median and standard deviation. Percentages, data was presented by using tables and figure to analyze and describe affecting variables and their influence on consumers' beer brand preference.

3.7. Validity and Reliability

3.7.1. Validity

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested, (Kothari,2004). In other words, Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. In this regard the validity of the current study was addressed through the review of related literatures and adapting instruments used in previous research.

3.7.2 Reliability Test

Internal consistency reliability is a measure of consistency between different items of the same construct. This reliability can be estimated in terms of average inter-item correlation, average item-to-total correlation, or more commonly, Cronbach's alpha. Cronbach's alpha, a reliability measure designed by Lee Cronbach in 1951.By fooling rule of George and Mallery (2003) Scales with coefficient alpha more than .9 are considered to have excellent quality, scales with coefficient alpha of higher than 8 are considered to have good reliability, coefficient alpha of more than 7 is considered as acceptable and more than 6 questionable. As it indicated in the table 3.1, Cronbach's alpha value is .683-.892 scale it implies that they have good reliability.

Reliability statistics

Table 3.1: Reliability Statistics

Dimension	Cronbach's Alpha	N of Items
Product Quality	.816	7
Price	.683	4
Reference Group Influence	.767	4
Emotional Benefit	.860	7
Promotion	.753	3
Distribution	.863	3
Brand Preference of Beer	.892	5

3.7.3. Ethical Considerations

The researcher used the data from beer customers which was collected through questionnaire with the permission of the customers. To maintain the confidentiality of the information provided by the respondents, the respondents were instructed not to write their names on the questionnaire and assured of that the responses would be used only for academic purpose and kept confidential. Brief description was given about the purpose of the study and the potential benefit. Respondents were included in the study based on their free will.

CHAPTER FOUR
4. DATA ANALYSIS, FINDING AND DISCUTION

4.1. Demography Characteristics of Respondents

Demographic variables have been proven to be indicators for brand choice. Gender, age, education, personal income, and employment status influence the attitude of drinking. These are the factors which consumers use to choose their beer preference to express their attitude in society (Bennett, 2002). To find out demographic characteristics of beer customers, the respondents were asked their sex, age, occupation, income and marginal status.

Table4. l : Demographic characteristics of the respondents

Variable	Frequency	Percent
Gender		
Male	278	75.7
Female	89	24.3
Age		
18-24	257	70.0
25-34	73	19.9
35-45	37	10.1
Occupation		
Student	110	29.9
Employed	185	50.3
Unemployed	72	19.8
Income per month		
<1500 birr	147	40.1
1501-3000 birr	147	40.1
3001-6000 birr	73	19.9
Relationship status		
Single	236	64.3
Married	94	25.6
divorced/widowed/separated	37	10.1
Total	367	100.0

Source: Own Survey (2021)

- Respondent's age categorized in to three age groups, the first groups are those respondents who are in between 18 and 30 years of age which accounts 70% of the respondents ;this made it the largest category among age groups which in turn implies majority of the beer consumers are ranged from young to adults. The second age group ranges from31 to 45 years and this age group incorporated 20.0% of the total respondents which are from middle-aged adults, and the last age group are>45 years which accounted 10.0% of the total respondents constituting the older age portion of group. All in all, these descriptions indicate that as the age of consumers increased their beer consumption decreased.

- Midanik et al. (1994) reported the correlation between demographic and attitude toward beer consumption by investigating Americans. They found that gender influence the frequency of beer drinking. Men drink more than women per week. Moreover, Suggs (1996) reported, in Botswana men and women have difference way of drinking attitude. Also the empirical survey result of this work revealed that most of the respondents are males constituting 75.7% and remaining 24.3% is female. This finding reflects the majority of male Consumers are dominating in users of Beer.

- Pervious researchers are tray to indicate that occupation has affected beer buying decision of consumers (Putthangguranon, 2001). Instead of its respondent's occupation is analyses, as the table 4.1 demonstrates 29.9 % of respondents ware student,19.8 percent of them are unemployed and most of the respondents are employs that are take 50.3 percent of general respondents.

- Regarding their monthly income; 133(36.2%) of the respondents earn a monthly income less than 1500 ETB, 137(37.3%) of the respondents earn monthly income of(1501- 3000 ETB), 64(17.4%) of the respondents earn a monthly income ranging from(3001-6000 ETB) and the remaining 33(9.0%) earn greater than 6000 ETB, which is the highest monthly income. Finally, more than two-third of the respondents earn monthly income ranged from low to middle, and one -third of the totals earn monthly income ranged from middle to high. (Wells &Prensky ,1996) claimed that income affects the types and brands of products which consumers can afford and are purchased.

- The results of respondent's marital status are indicated in table 4.1. It demonstrated that 64.3% of respondents are single, 10.1 % of respondents are divorced/widowed/separated and remaining 25.6 % of them are marred. As a result of this more than 50% of respondents are single.

4.1.2 Beer Consumption Characteristics of Respondents.

- As table 4.6 show 367 respondents 60% of them drink beer regularly the remaining 40.0%enjoys drinking beer occasionally. Instead of this more of the respondents are drink beer regularly so it may help as to find more relevant response than occasional users. This means they may have good information about beer they used to drink.

- Respondents are asked a question of how many bottles they had drunk, as they respond 30% of them are drank 1beer,30% of respondent drink 1-2 beers and the remaining40% drunk more than 2 beers. It indicates most of respondents are drink more than 2 bottles of beer at once.

- Based on the situation when respondents drink beer; 50.0% drink beer in sad moment, 40.0% drink beer when they are in party, with friend and least number of respondents 9.8% drink when they are happy. It showed that most of the respondents derive internal filing is sadness.

- The greatest occurrences of drinking are in the home or in bars (Wilks and Callan, 1990). Instead of its respondents are asked for where did they prefer to drink beer. As shown in the table 4.2: 50.1% of sample customers were like to consume the beer when they are at public place/bar and others 49.9% are like consuming beer at the home. It indicates that respondent is agreed on both variables in equal percent.

- As described in the table 4.2 , majority of respondents, which covers 42.0% of the total respondents were experienced more than five years, 28.1% of respondents have 3 to 5years' experience and the 16.3% respondents has 1–3-year familiarity with it. In addition to this, a small number of respondents those who have 0 -1 years experienced.

Table 4.2:Beer consumption characteristics of respondents.

Variable	Frequency	Percent
How often do you drink beer?		
Occasionally	148	40.0%
Regularly	219	60.0%
How much beer is consumed by you within one time?		
1 bottle	110	30.0%
1-2 bottle	110	30.0%
>2 bottle	147	40.0%
You drink beer usually when you are?		
In the party/with friends	147	40.1%
In sad moment	184	50.1%
In happy	36	9.8%
Where do you like to drink beer?		
Home	183	49.9%
Bar/pub	184	50.1%
How long have you been consuming your current beer brands?		
0-1 year	50	13.6%
1 year to 3 years	60	16.3%
3 to 5 years	103	28.1%
More than 5 years	154	42.0
Total	367	100.0

Source: Own Survey (2021)

4.2. Descriptive statics

Descriptive statics recommended for liker scale item included the mean for control tendency and SD for variability. Mean is related with accuracy and systematic error; this implies any change in accuracy reflect change in mean value .Each factor will be examined in details as to what means in relation to standard deviation value of each item. According to Moidunny (2009), Mean score 3.21-4.20 is considered high, 2.61-3.20 considered moderate and below 2.61 considered as low perception. Based on this Factors affecting consumer brand preference of beer analyzed descriptively using mean and SD.

4.2.1 Product Quality

As Sarwade and Ambedkar (2011), Vikkraman and Dineshkumar (2012) viewed, "product quality of a particular brand is important factors in decision-making. If consumers perceive a brand with highest and consistent product quality, their tendency to choose that brand is higher".

Regarding product quality dimension respondents were requested torate based on the five-point liker scale that has ranged from 1for strongly disagree to 5 of agree. 4.7show "The brand that would last long time among other brands" has highest mean of 3.89. In reveres of this ''Do you agree that quality is the most determinate factors affect you while purchasing beer'' has lowest mean value 3.11. The remaining others items that have analyzed below falls between these two extreme values. Product quality affects brand perception of respondents mean score 3.64, considered as high perception.

Table 4. 3: Quality of the product

	N	Mean	Std. Deviation
-The product has consistent quality.	367	3.75	.973
-The product is well made.	367	3.73	.879
-The product has an acceptable standard of quality.	367	3.70	.996
-The product has good craftsmanship.	367	3.64	.915
-The product would perform consistently.	367	3.69	.990
-The brand that would last long time among other brands.	367	3.89	1.090
-Do you agree that quality is the most determinate factors affect you while purchasing beer.	367	3.11	1.263
Valid N (listwise)	367		
Grand mean 3.64			

Source: Own Survey (2021)

4.2.2. Beer Price

Respondents were asked questions in relation with price. For the question being asked ''the product is good priced'' has mean value of 2.75. In reveres of it ''Do you agree that price is the most determinate factor affects you while purchasing beer'' had higher mean of 3.77 compared with other items that had been in table 4.4. (Osterberg, 1995) opinion that price is a major factor in determining brand choice. Hence the consumer of beer somehow agreed on the price is most determinant factor affects when purchasing beer. Beer price affects brand perception of respondents mean score 3.29, considered as high perception.

Table 4. 4: Beer price

	N	Mean	Std. Deviation
-The product is reasonable priced	367	2.95	1.162
-The product is good for the price.	367	2.75	1.317
-Economical	367	3.70	1.195
-Do you agree that price is the most determinate factor affects you while purchasing beer.	367	3.77	1.040
Valid N (listwise)	367		
Grand mean		**3.29**	

 Source: Own Survey (2021)

4.2.3. Reference Group Influence

In this research also "I use the brand which my families recognize". "Friend's recommendation is very important when you purchase beer",and" I use the brand which my friends recognize" have higher mean value of 3.79, 3.64, 3.62 respectivelyas compared with the item "Neighbor recommendation is very important when you purchase beer" mean value of 3.60. The result of the finding confirmed by Collins et al., (2003) peer influences consist of influential factors determined by family and friends. Which lead them to consuming brands that their friends and peers consume (Collins et al. 2003). Reference group influence affects brand perception of respondents mean score 3.66, considered as high perception.

Table 4. 5: Reference group influence

	N	Mean	Std. Deviation
-I use the brand which my friends recognize.	367	3.62	1.041
- Neighbor recommendation is very important when you purchase beer	367	3.60	1.025
-Friend's recommendation is very important when you purchase beer.	367	3.79	1.027
-I use the brand which my families recognize.	367	3.64	1.239
Valid N (listwise)	367		
Grand mean		**3.66**	

 Source: Own Survey (2021)

4.2.4. Emotion Benefit

According to (Havan and Shaver, 1994) consumers can develop emotional feelings for products, specifically brands. These emotions toward brands can have a major influence based on brand choice. Instead of its emotional benefit items "Beer makes me enjoy"," Beer makes me feel good", "Beer helps me feel acceptable", "Beer makes me relaxed" had high mean value of 3.67, 3.69, 3.56, and 3.57 other remaining items are having medium and lower men value. Those are "Beer improves the way I am perceived by other" mean of 3.41, "Beer avoided discomfort" mean of 3.30 and the last one "Beer makes a good impression" on other people by minimal mean value of 3.28. Emotion benefit affects brand perception of respondents mean score 3.5, considered as high perception.

Table 4.6: Emotion benefit

	N	Mean	Std. Deviation
-Beer makes me enjoy.	367	3.69	1.151
-Beer makes me feel good.	367	3.67	1.113
-Beer makes me relaxed.	367	3.56	1.188
-Beer helps me feel acceptable.	367	3.57	1.145
-Beer avoided discomfort.	367	3.30	1.340
-Beer improves the way I am perceived by other.	367	3.41	1.202
-Beer makes a good impression on other people.	367	3.28	1.355
Valid N (listwise)	367		
Grand mean		**3.5**	

Source: Own Survey (2021)

4.2.5. Promotion

Belch & Belch (2009) define promotion as "the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea."This dimension describes the promotion items. For an item "A brand I consume participates in community development activities beer is convincing to me'' has highest mean value of 3.79. Whereas for an item "promotion is the most determinist factors that affect you while purchasing beer" had lowest mean3.46. Promotion affects brand perception of respondents mean score 3.59, considered as high perception

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Table 4.7: Promotion

	N	Mean	Std. Deviation
-I believe that the personal effort of sales people of my preference beer is convincing to me.	367	3.51	1.196
-A brand I consume participates in community development activities beer is convincing to me.	367	3.79	1.117
-I agree that promotion is the most determinist factors that affects you while purchasing beer	367	3.46	1.338
Valid N (listwise)	367		
Grand mean		**3.59**	

Source: Own Survey (2021)

4.2.6. Brand Preference of Beer

The term brand preference refers to the degree of brand loyalty in which a customer definitely Prefers one brand over competitive offerings and purchase this brand if it is available (Dibbet al., 2006). As the table 4.8, The three items "The brand is special to me", "I am "very familiar with beer brand", and "This brand gives me sense of belongingness" had the highest mean value of 3.83, 3.82, 3.81 respectively. Whereas, the other remaining two items have medium mean value of 3.74 for the item "I really love this brand", and the lowest mean were 3.68 for the item "I choose beer brand based on the brands trust worthiness". The overall mean score of Brand preference was 3.77 indicating that respondents agree with the overall statements.

Table 4. 8: Brand preference of beer

	N	Mean	Std. Deviation
-I really love this brand	367	3.74	1.170
-The brand is special to me.	367	3.83	1.158
-I am very familiar with beer brand	367	3.82	1.141
-I choose beer brand based on the brands trust worthiness	367	3.68	1.181
-This brand gives me sense of belongingness	367	3.81	1.187
Valid N (listwise)	367		
Grand mean		**3.77**	

Source: Own Survey (2021)

4.2.7. Distribution

As described in the table 4.9, The two items ''I believe that the availability of the beer I consume is high when compared to other brand beer'' and ''the availability of the beer is sufficient'' had a good result because as it had highest mean value of 3.83 and3.80 respectively; Whereas the item ''the store of beer I consume is easily accessible and convenient'' has lowest mean of 3.65. Distribution affects brand perception of respondents mean score 3.76, considered as high perception

Table 4. 9: Distribution of Beer

	N	Sum	Mean	Std. Deviation
-I think the availability the beer I consume is sufficient.	367	1405	3.83	1.079
-I believe that the availability of the beer I consume is high when compared to other brand beer.	367	1393	3.80	.986
-The store of beer I consume is easily accessible and convenient	367	1339	3.65	1.228
Valid N (listwise)	367			
Grand mean			**3.76**	

Source: Own Survey (2021)

4.3. Inferential Analysis

This section presents discussion on the analysis of beer brand preference and its determinant factors. In this research, correlation and multiple regressions are the selected method to study the relationship between the independent variables' product quality, price, reference group influence, emotion benefit, distribution and promotion as well as the dependent variable Beer Brand choice.

4.3.1. Correlation

Pearson correlation test was conducted to know the relationship between each variable. Table 4.10 presents the relationship between various variables that were studied specifically product quality, price, reference group influence, emotion benefit, distribution and promotion. However, each variable correlates perfectly with itself, as evidenced by the coefficients of +1.00 at the intersection of a particular variables row and column. Correlation coefficients say nothing about which variable causes the other to change. If the correlation result lies between -1 and 0, the two variables are negatively related. But if the correlation result of the two variables lies between 0 and 1, the two variables are positively related. Furthermore, according to Field (2005) general guidelines correlations of 0.1 – 0.29 are considered small, correlations of 0.30 – 0.49 are considered moderate and correlations above = > 0.5 are considered large. Although correlation test cannot make direct conclusion about causality, we can take the correlation coefficient a step further by squaring it (Andy, 2005). Accordingly, the finding on the table 4.10 indicates that the highest significant relationship is found between promotion and brand preference of beer (Pearson Correlation = .707, p=000), however the lowest statistically significant relationship is found between price and brand preference of beer (Pearson Correlation = .381, p=000). product quality Pearson correlation=.633, p=000), reference group influence Pearson correlation=637, p=000), emotion benefit Pearson correlation=.645, p=000 have higher correlation with brand preference of beer. Whereas, the distribution Pearson correlation=.499, p=000) has moderate correlation with brand preference of beer.

Table 4. 10:Correlations Analysis

		Price	Reference Group Influence	Emotional Benefit	Promotion	Brand Preference of Beer	Distribution	Product Quality
Price	Pearson Correlation							
	Sig. (2-tailed)							
	N	367						
Reference Group Influence	Pearson Correlation	.418**						
	Sig. (2-tailed)	.000						
	N	367	367					
Emotional Benefit	Pearson Correlation	.469**	.623**					
	Sig. (2-tailed)	.000	.000					
	N	367	367	367				
Promotion	Pearson Correlation	.460**	.585**	.578**				
	Sig. (2-tailed)	.000	.000	.000				
	N	367	367	367	367			
Brand Preference of Beer	Pearson Correlation	.381**	.637**	.645**	.707**			
	Sig. (2-tailed)	.000	.000	.000	.000			
	N	367	367	367	367	367		
Distribution	Pearson Correlation	.390**	.464**	.454**	.497**	.499**		
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	367	367	367	367	367	367	
Product Quality	Pearson Correlation	.433**	.595**	.656**	.525**	.633**	.406**	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	367	367	367	367	367	367	367

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

Source: own Survey Finding (2021)

Furthermore, it is possible to infer that all determinant factors (product quality, price, reference group influence, emotion benefit, distribution and promotion) are positively related to Beer Brand choice. This implies that when the increase in these factors leads to an increase the preference of beer.

4.3.2. Multiple Regression

Regression model analysis was applied to test how far determinants have effect on the brand preference. It is conducted to investigate the effect of independent variable on the dependent variable and identify the relative significant influence; i.e.,independent variable (product quality, Price, Reference group influence, Emotionalbenefit, Distribution and Promotion to the dependent variable; Brand preference of beer brand industry in case of Lideta and Kirkose sub city.

4.3.2 .1. Test for Normality Test

The study used both methods of assessing normality; graphically using Normal Probability Plot (P-P) graph and using Skewness and Kurtosis numerically. Kurtosis and Skewness.
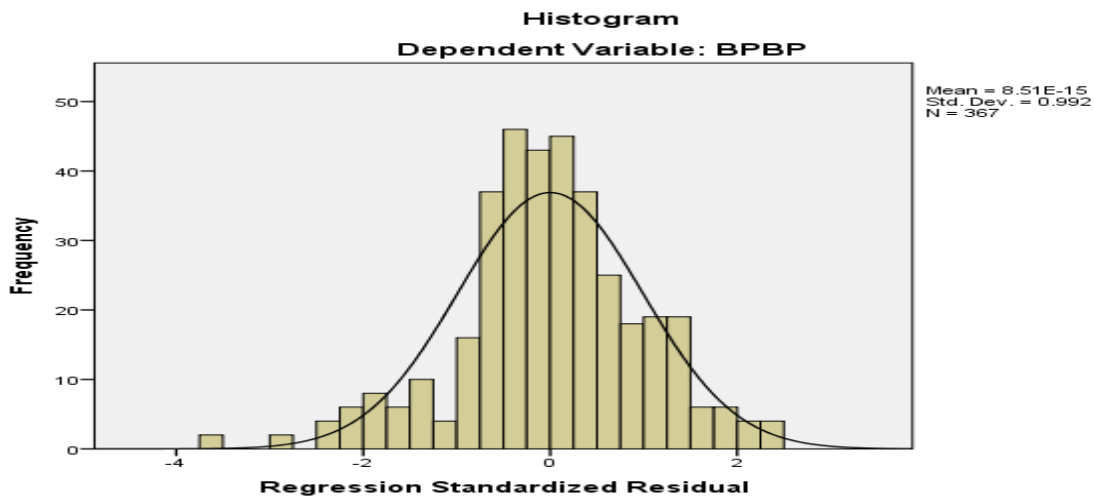

Figure 4.1 normally distributed

 Source: Own Survey (2021)

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As Field (2009) and Garson (2012) noted, many statistical procedures assumed that the sampling distribution is normally distributed and so, if the sample data are approximately normal then the sampling distribution also. In this regard, it is useful to test for normality of the sample data. Therefore, it was checked for the data to see if they are normally distributed through quantify aspects of a distribution (i.e., skewness and kurtosis) and presented as follows.

Table 4.11**:** Test for Normality Test

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
RGI	367	-.780	.127	.099	.254
Price	367	-.155	.127	-.251	.254
EB	367	-.543	.127	-.232	.254
Promotion	367	-.652	.127	-.043	.254
Distribution	367	-.523	.127	-.441	.254
PQ	367	-.657	.127	.541	.254
Valid N (listwise)	367				

Source: Own Survey (2021)

According to Garson (2012), as a rule of thumb, for normality skew should be within the +2 to -2 range, when the data are normally distributed. Some statisticians also prescribe +1 to -1 as a more stringent criterion when normality is critical. In this regard, as shown in the above table, the skew value is perfectly fit within the limit and ranges between -0.155 and -0.780. Thus, in this research, is said to be normally distributed. Furthermore, as Garson (2012) suggests, kurtosis should be within the +2 to -2 range when the data are normally distributed, while some statisticians prescribe +1 to -1 as a more stringent criterion when normality is critical. Taking both options in to consideration, when we look at table 4.11 the kurtosis value is perfectly fit within the limit and ranges between -0.441 and 0.541 Therefore, it can be explained that, abnormality of the data distribution cannot be a problem for this study.

4.3.2 .2. Multicollinearity
The multicollinearity in this study was checked using the Tolerance and VIF value. As it is showed in the table 4.12 all independent variables have a Tolerance value greater than 0.1 and a VIF value less than 10. The VIF, which stands for variance inflation factor, is computed as

"1/tolerance," and it is suggested that predictor variables whose VIF values are greater than 10 may need further investigation (Robert, 2006). In this study, these values (both VIF and tolerance level) indicate that for this analysis, there is no serious multicollinearity problem.

Table 4. 12 Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Price	.697	1.435
	RGI	.489	2.045
	EB	.441	2.270
	Promotion	.522	1.914
	Distribution	.677	1.477
	PQ	.495	2.018

a. Dependent Variable: BPB
Source: Own Survey (2021)

4.3.2 .3. Test of Independent of Residuals

Multiple linear regression models assume that the residuals are independent of one another. The Durbin-Watson statistic is used to test for the presence of serial correlation among the residuals. The value of the Durbin-Watson statistic ranges from 0 to 4. As a general rule, the residuals are not correlated if the Durbin-Watson statistic is approximately 2, and an acceptable range is 1.50-2.50.

Table 4. 13: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.802[a]	.643	.637	.588	1.644

a. Predictors: (Constant), PQ, Distribution, Price, Promotion, RGI, EB

b. Dependent Variable: BPB

Table 4.13 shows that the assumption of independence of residuals is met. Durbin Watson value for this study is 1.644.

4.3.2 .4. Testing for Model Fit (ANOVA)

F values were used in the analysis of variance (ANOVA). It is equals to mean square of explained data divided by mean square of residual data, Sekaran, (2003).
The following table summarized the computed value using SPSS.

Table 4. 14: ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	224.043	6	37.340	107.924	.000[b]
	Residual	124.556	360	.346		
	Total	348.599	366			

a. Dependent Variable: BPB

b. Predictors: (Constant), Product Quality, Distribution, Price, Promotion, Reference Group Influence, Emotional Benefit

ANOVA result of the model shows, the F-test is in table 4.14 tests whether the overall regression model is good fit for the data or not.

From the above ANOVA table, the overall acceptability of the model from a statistical perspective can be determined. The F value of the model is 107.924 with the P value equals to 0.000 which is less than the level of significance (0.005). Therefore, the overall determinant factors (explanatory variables) significantly predict the dependent variable of Beer Preference (F = 107.924, P < 0.005).

4.3.2 .5. Linearity Test

In the normal probability plot points lie in a reasonably straight diagonal line from bottom left to top right. This would suggest no major deviations from normality. The study applied Normal P-P Plot of regression Standardized Residual to test linearity. Since the points were symmetrically distributed around a diagonal line, linearity pattern was observed. Hence, the straight-line relationship between the residuals and the predicted dependent variable scores depicted that linearity was achieved.

Figure 4.2 Linearity distributed
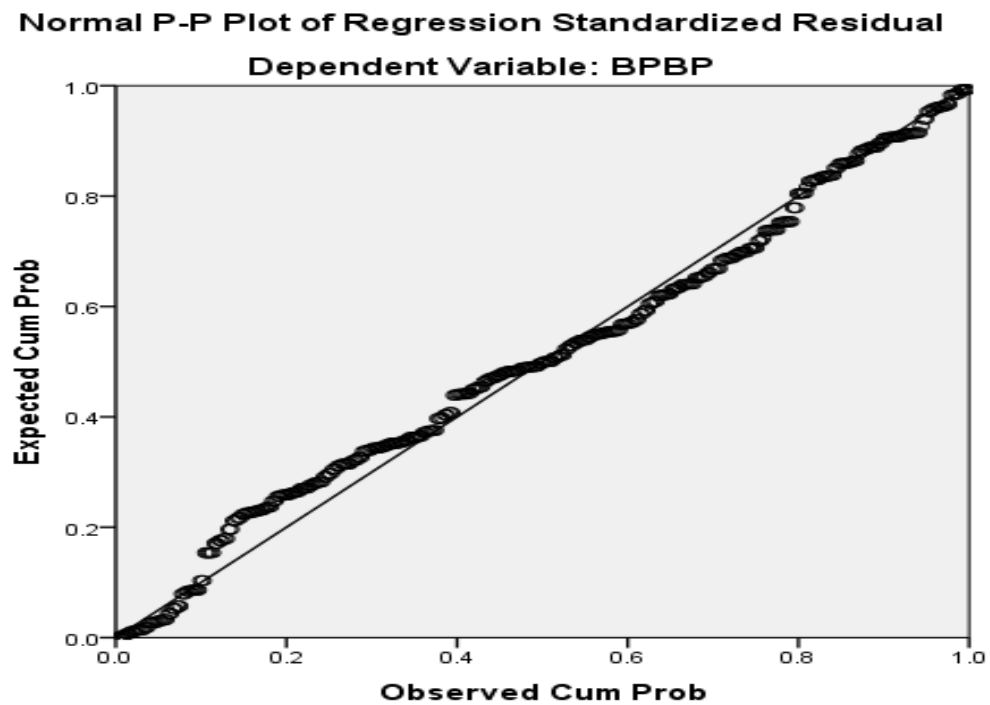
Source: Own Survey (2021)

4.3.2 .6. Homoscedasticity

Homoscedasticity is the extent to which the data values for the dependent and independent variables have equal variances as Saunders (2009) noted. Based on the explanation by Field (2009) at each level of the predictor variables the variance of the residual terms should be Constant which means the residuals at each level of the predictors should have the same

variance. therefore, checking for this assumption is helpful for the goodness of the regression model. Field (2009) suggested that it should plot the standardized residuals or errors (ZRESID) on the Y axis and the standardized predicted values of the dependent variable based on the model (ZPRED) on the X axis to get the homoscedacticity result.

Figure 4.2*Scatterplot*
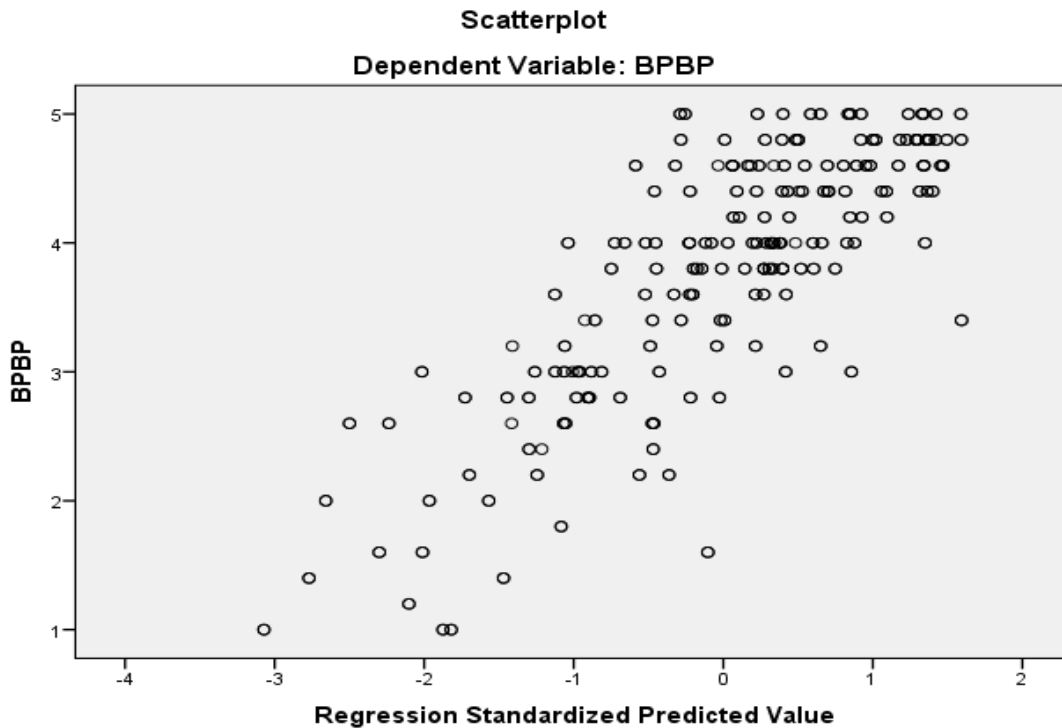
Source: Own Survey (2021)

4.3.2 .7. Modal Summary

Coefficient of determination-R2 is the measure of proportion of the variance of dependent variable about its mean that is explained by the independent or predictor variables Hair, et.al, (1998). This in turn indicates that higher value of R2 represents greater explanatory power of the regression equation.

The below Model summary shows that the R or coefficient of correlation of the model is 0.802or 80.2%. This shows there is a very strong relationship between the independent variables and the dependent variable.

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The coefficient of determination ($R2$) for the model is 0.643 and is statistically significant with Sig value of 0.000 at5% showing that 64.3% of the model had explained the variation in the Brand Preference of Beer and the overall model is statistically significant. Whereas, the remaining 35.7% can be attributed to others factors which are not included in this study.

The model summary derived from multiple regression shows that adjusted R square is 0.637which indicates the amount of variation in one variable that is accounted by another variable. To put this differently, through the survey with 367 target respondents, the explanatory variables account for 63.7% of the total variation in beer preference. This in turn implies that there is strong between beer preference and the six explanatory variables.

Table 4. 15: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.802[a]	.643	.637	.588	.643	107.924	6	360	.000

a. Predictors: (Constant), Product Quality, Distribution, Price, Promotion, Reference Group influence, Emotional Benefit

b. Dependent Variable: Brand Preference of Beer Product

Source: Own Survey (2021)

4.3.2 .7. Coefficient of Determination

The study used multiple liner regression equation to analyze the relationship between beer preference and the determinant variables. All the proposed independent variables were regressed with respect to the dependent variable (BP). Linear regression model was used to estimate the coefficients of the linear equation, involving six independent variables so as to effectively predict the value of the dependent variable. Accordingly, the following linear regression model was developed:

$$\text{BP} = \square_\square + \square_\square(\square\ \square) + \square_\square(\square\ \square\ \square) + \square_\square(\square\ \square) + \square_\square(\square\ \square\ \square) + \square_\square(\square\ \square) + \square_\square(\square\ \square)$$

Where: BP = Beer Preference

PQ = Product quality

PR = Price

RGI = Reference group influence

EB = Emotional benefit

DS = Distribution and

PRM = Promotion

BP = -0.064 -0.076(PR) + 0.163(RGI) + 0.171(EB) + 0.388(PRM) + 0.095(DS) + 0.214(PQ

In order to determine the impact of each explanatory variable on the dependent variable (BP), the standardized coefficients were used to give insight on the change of dependent variable for one-unit change in each explanatory variable; while controlling for the effects of all other independent variables. The computed Beta value for each explanatory variable along with its respective alpha level is summarized in the Table 4.16 As far as the alpha level concerned; the entire explanatory variable has statistically significant effect on the dependent variable as the computed p-value is below the 0.05. From the table 4.16, the strongest predictor for the dependent variable are promotion and product quality (0.388 and 0.214) respectively. Whereas, Emotional benefit (0.171) and reference group influence (0.163) has moderate effect on the dependent variable Beer Preference. However, distribution and price (-0.76) predicators found to have less effect on the dependent variable (0.95 and -0.76) respectively. Thus, it's possible to infer that promotion is the major influencing factor for the overall Beer preference. This in turn implies that a one unit increase in promotion distribution would lead to a 0.388unit (38.8%) increase in the preference of beer. In reveres of it, a one unit in Price would result in -0.76 unit (76%) decrease in the preference of Beer as the coefficient has correlated with dependent variable negatively.

Using the coefficient table, it is possible to derive the following model:

BP $= \square_\square + \square_\square(\square\ \square) + \square_\square(\square\ \square\ \square) + \square_\square(\square\ \square) + \square_\square(\square\ \square\ \square) + \square_\square(\square\ \square) + \square_\square(\square\ \square)$

BP = -0.064 -0.076(PR) + 0.163(RGI) + 0.171(EB) + 0.388(PRM) + 0.095(DS) + 0.214(PQ)

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Table 4.16 Coefficient of Determination

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	-.064	.183		-.353	.000			
Price	-.095	.047	-.076	-2.025	.044	.381	-.106	-.064
RGI	.191	.053	0.163	3.627	.000	.637	.188	.114
EB	.186	.052	0.171	3.597	.000	.645	.186	.113
Promotion	.379	.043	0.388	8.908	.000	.707	.425	.281
Distribution	.095	.038	.095	2.492	.013	.499	.130	.079
PQ	.297	.062	0.214	4.784	.000	.633	.244	.151

Source: Own Survey (2021)

4.3.2 .8 Hypothesis Test

In this section the proposed hypothesis would be tested against the sig. value to determine its acceptability. The section also extends to explaining the beta coefficient of each of the explanatory variables to understand the weight of each coefficient has on the variation of the dependent variable Beer Preference.

H1: Product quality positive effect and statistically significant on brand preference of beer.

The product quality coefficient value obtained from the Table4.16 revealed that product quality has positive influence on Beer preference having a beta value of 0.214 with Sig. value 0.000. Thus, this shows that there is a positive and significant effect on Beer preference with 95%confidence interval. Therefore, the above proposed hypothesis is confirmed to be accepted.

H2: Promotion has positive and statistically significant impact on Brand preference of beer.

As far as promotion concerned, Promotion coefficient value obtained from the Table 4.16 revealed that the promotion has positive influence on Beer preference having a beta value of 0.388with Sig. value 0.000. This implies that there is a positive and significant effect on Beer preference with 95%confidence interval. Therefore, the above proposed hypothesis is confirmed to be accepted.

H3: price has positive and statistically significant effect on brand preference of beer.

When it comes to Price predicator, the Price coefficient value obtained from the Table4.16 showed that the Price has negative influence on Beer preference having a beta value of -0.076with Sig. value 0.044. This implies that there is a negative and significant effect on Beer preference with 95%confidence interval. Therefore, the above proposed hypothesis is confirmed to be accepted. 0.05.

H4: Reference group has not statistically significant effect on brand preference of beer.

Regarding reference group influence (RGI), RGI coefficient value obtained from the Table4.16 revealed that the RGI has positive influence on Beer preference having a beta value of 0.163with Sig. value 0.000. This implies that there is a positive and significant effect on Beer preference with 95%confidence interval. Therefore, the above proposed hypothesis is confirmed to be accepted.

H5: Distribution has positive and statistically significant effect on brand preference of beer.

As far as distribution concerned, distribution coefficient value obtained from the Table4.16 showed that the distribution has positive influence on Beer preference having a beta value of 0.095 with Sig. value 0.013. This implies that there is a positive and significant effect on Beer preference with 95%confidence interval. Therefore, the above proposed hypothesis is confirmed to be accepted.

H_6: Emotional benefit has positive and statistically significant effect on brand preference of beer.

When it comes emotional benefit, emotional benefit value obtained from the Table 4.16 showed that the emotional benefit has positive influence on Beer preference having a beta value of 0.171with Sig. value .000. This implies that there is a positive and significant effect on Beer

preference with 95% confidence interval. Therefore, the above proposed hypothesis is confirmed to be accepted.

Table 4.17: Hypothesis summary

Number	Hypothesis	Reason	Result
H1	Product quality has significant effect on brand preference of beer.	P=.000 B=0.214 p<0.05	Accept
H2	Promotion has significant effect on brand preference of beer.	P=.000 B=0.388 p<0.05	Accept
H3	Price has significant effect on brand preference of beer.	P=.044 B=-0.076 p<0.05	Accept
H4	Reference group has significant effect on brand preference of beer.	P=.000 B=0.163 p<0.05	Accept
H5	Distribution has significant effect on and brand preference of beer.	P=.013 B=0.95 p<0.05	Accept
H6	Emotional benefit has significant effect on brand preference of beer.	P=.000 B=0.171 p<0.05	Accept

Source: Own Survey (2021)

As depicted in Table 4.17 all explanatory variables were proved to have a significant contribution in regards to the brand preference of Beer. This signified that all the hypothesis set were accepted and found out in line with the theoretical assumptions and empirical evidences. However, the regression results specified variations on the degree of the contributions of each variable that suggested Beer Preference might need to prioritize among the explanatory variables that contributed the most while devising its Preference strategy.

4.4. Discussion

This study is designed and carried out in order to identify underlying factors affecting on of brand preference among beer drink consumers in Lideta and Kirkos sub city. According to study findings, six factors: price, product quality, promotion, reference group influence, distribution

and emotional benefit were identified as critical to brand preference of beer. This finding is consistent with the findings of other researchers (Sahlu Mentesno January, (2018) Meron Belay August, (2020), Birhanu Beyene June 2018) Based on the survey result the major finding were justified by the following paragraphs.

The first phase was asking respondents about their demographic profile. Based on the data collection analysis from 367 respondents 278 respondents (75.7%) of sample were male and 89 (24.3%) percent of the respondents were female. The results showed that, male had higher preference to consume beer than female.70% of the respondent were in age of 18-30, and 50.4% of the respondents are employ remaining 30%, 19.6% of respondent are student and unemployed. Regarding respondent's income most of them earn <1500 birr with 36.2% and 1501-3000 with 37.3%. Also, single respondents were 64.3%.

The second phase was asking respondents about their Beer consumption characteristics, 60% of respondents are drink beer occasionally and 40% of them drink more than 2 bottles with one time. 50.1% of the respondents are drink usually when they are sad and the place, they prefer to drink were home by 49.9% and pub by 50.1%. In addition, 42.0% of respondents are has experience of drinking beer more than 5 year.

From the result of descriptive statistics, the determinant variables were analyzed using mean and standard deviation. Brand preference scored the highest mean with a value of 3.77. Reference group influence and product quality were placed in the second and third positions with mean values of 3.66 and 3.64 respectively. Promotion and Emotion Benefit found to have a moderate mean score constituting with mean value of 3.59 and 3.5 respectively. Whereas Beer price scored the lowest value as compared to other compared variables with a mean value of 3.29.

Prior theorists have suggested that there is significant relationship between pricing, distributions, promotion, product quality, emotional benefit and reference group influence and customers brand preference. For instance; Sahlu Mentesno January, (2018) Meron Belay August, (2020), Rosebloom (2013), and also this study extended to investigate the impact of determinants of beer preference using inferential statistics. More specifically product quality, price, reference group influence, emotion benefit, distribution and promotion have been assessed. The result analysis of

the determinants shows that there is a significant and positive relationship between beer preference and all the explanatory variables.

Belch (2009) define promotion as "the coordination of all seller initiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea."Finding of this study is according to finding of Share & Salimeh (2010) and Clow& Back (2002) that promotion significantly affects brand preference. The highest significant relationship was found between promotion and brand preference of beer (B=0.388). From this, it is clearly apparent that promotion has the leading determinant factor on the variation of Beer preference positively.

Quality is important for impacting brand choice because it is the portion of personal risk that a consumer takes on the decision-making process in evaluating the purchase of a product (Hoyer and Maclnnis, 2010). This research finding also indicate that the second determinant factor was found to be Product Quality (B=0.214). Finding of this study coincides with finding of Nguyen, et al. (2011) and Allameh& Noktedan (2010) that perceived quality affects preference for the brand since the customers prefer product that perceives as a quality. And also, other scholars Sarwade and Ambedkar (2011), Vikkraman and Dineshkumar (2012) and Jain and Sharma(2012) found quality as a major determinant of brand choice or brand preference.

According to (Havan and Shaver, 1994) consumers can develop emotional feelings for products, specifically brands. These emotions toward brands can have effect on brand choice. The finding of this paper also revealed that Emotional Benefit had moderate significant positive effect on brand preference of (B = 0.171). Previous researches have shown that emotions lead to an interaction with the product on a personal level. (Thomson, MacInnis, Park, 2005). States that, emotions can lead to brand loyalty, paying premiums, and influencing others to purchase the brand.

An average consumer belongs to one group or the other and to a reasonable extent, the group one belongs to or wishes to belong has one purchasing and consumption influence on him or her. Supporting this view Engel et al. (1978) who opine that each consumer is a member of many groups, but those that influence behavior are called reference group. Regarding this research reference group influence had the moderate significant positive effect on brand performance of

beer (B = 0.163). The result is consistent with previous research findings (Collins et al., (2003); Hoyer and Macinnis, (2004); Jessor, (1981), Kandel, (1980); Bandura, (1977) and Iyanga, (1998). According to Collins et al., (2003) peer influences consist of influential factors determined by family and friends.

Finding of this study is similar to finding of Kim and Hyun (2011) that distribution has significant positive effect on brand performance of beer, suggesting that most accessible products are more preferable. Distribution has significant positive effect on brand performance of beer with (B=0.095) but it is less affected variable when it compared (Promotion, Price quality, Reference group influence and emotional benefit).

According to Kuo et al., (2003) study; lowering the price of beer increases drinking rates. The least determinant factor found to be Price (-0.076) it impales that price had significant negative effect on brand performance of beer. Relatively to other variables price and brand performance of beer had inversely proportional, it means when price decreases in reveres brand performance of beer was increased.

The regression model summary (R = 0.637) indicated that the linear combination of the six independent variables (price, product quality ,Promotion, Distribution, Reference group influence and Emotional benefit) predict the dependent variable (brand preference of beer). The regression output showed that 63.7% of the variance in brand preference of beer explained by the above six independent variables and the remaining 36.3 % are explained by extraneous variables, which were not included in this regression model.

CHAPTER FIVE
5.SUMMARY OF FINDING, CONCLUSIONS AND RECOMMENDATIONS

5.1. Summary of the Finding

The research general objective was to examine factors affecting consumer brand preference of beer in case of Lideta and Kirkose sub City. In order to achieve this objective the study used forty samples of out lets and distributed questioners for 384 respondents out of these; 367 were properly filed and respond for the study. In line with this, data analysis was carried out by constructing a regression model using SPSS through testing relevant assumptions.

The overall finding obtained from the research indicate that there is significant and positive relationship between brand preference of beer and its determinants (promotion ,quality, reference group influence, emotional benefit, and distribution) but price had a little bit significant and inversely proportional effect on brand preference of beer. As the analysis result indicate the highest correlation and significant relationship is found between brand preference of beer and promotion, followed by brand preference and quality, brand preference and emotional benefit brand preference and reference group influence & brand preference and distribution ; the lowest correlation between brand preference and price. In general, relationship between brand preference of beer and its determinants were positive with quality, promotion, emotional benefit, reference group influence and distribution except (price). This indicates all of the explanatory variables had significant effect on brand preference of beer.

5.2. Conclusion

Brand preference is typically viewed as an attitude in which the consumer has a predisposition toward one or more brands. Ben-Akiva (1999) defines preferences as comparative judgments between entities. This definition is used as a basis for distinguishing brand preference as a comparative judgment between a set of brands which leads to a more favorable attitude toward one or more of the brands.

Consumers consumed to frequently prefer one product over another depends on many factors. This study analyzed the effect of some factors such as price, product quality, promotion, distribution, emotional benefit and reference group influence on brand preference of beer. The main objective of this study was to find out to what extent explanatory variables are affecting Consumers' Brand Preference of beer in Lideta& Kirkose sub city. The factors identified and tested to understand factors that affect consumer brand preference. The result indicate that identified variables are had significant effect on brand preference of beer.

- From this finding, it can be seen that most of respondents believe that Promotion was found to be the significant factor that respondents are consider when they prefer beer. From the finding it is concluded that the promotion is the significant variable in factors affecting brand preference of beer (β=0.388, p=0.000) and based on the correlation (r=0.707, p=0.000).

- Based on the finding, product quality has a significant and positive relationship with brand preference of beer. This answer is based on the correlation (r=0.633, p=0.000) with the beta value of (β = 0214, p=000). This implies that product quality has positive and significant effect on brand preference of beer.

- Depending on the finding, emotional benefit has a significant and positive relationship with brand preference of beer. This answer is based on the correlation (r=0.645, p=0.000) with the beta value of (β = 0171, p=000). This indicates that emotional benefit has positive and significant effect on brand preference of beer.

- Reference group influence was found to be the significant factor that respondents consider to make a brand preference decision when consuming beer. The statistical test also support that reference group influence is the significant variable in factors affecting brand consumers' beer preference (β=0.163, p=0.000) and based on the correlation (r=0.637, p=0.000).

- As the finding show, Distribution has a significant and positive relationship with brand preference of beer. This answer is based on the correlation (r=0.499, p=0.013) with the beta value of (β = 095, p=000). This implies that distribution has less positive and significant effect on brand preference of beer.

- price was found to be the less significant factor that respondents consider to make a brand preference decision when consuming beer. The statistical test also support that reference price is the significantly negative variable in factors affecting brand consumers' beer

preference (β=-0.076, p=0.044) and based on the correlation (r=0.381, p=0.000).It indicate price is inversely proportional with brand preference of beer.

At the beginning of the study it was hypothesized that all six affecting factors have a significance influence on the brand preference of beer. After the analysis was done, the findings revealed that all of the variables have a significant influence. Therefore the six alternative hypotheses drawn were accepted. In conclusion according to this study product quality, promotion, reference group influence and emotional benefit are the major players in affecting and deciding consumers brand preference. Price and distribution has less influence over brand preference of beer.

Generally, according to the findings, price, product quality, promotion, distribution, emotional benefit and reference group influence were found to have significant impact on brand preference of consumers. All the selected dimensions have a positive influence (except price) on the dependent variable/brand choice. From those six brands choice factors promotion has the most important determinant factor followed by product quality and emotional benefit. And the exceptional variable price is inversely related with brand preference of beer.

5.3. Recommendation

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

- ✓ As finding indicates; promotion has a positive and significant effect on brand preference of beer, so that the beer industries have to promote in attractive way and truthfully which can provide a better interaction between the consumers and products.
- ✓ Depending on the result more of beer products are penetrating to the market, in order to be competent in the market companies has to provide product that meets expectations of different customers and that have consistent quality and standardize product.
- ✓ Finding indicate emotional benefit had effect on consumers brand preference instead of its brewery companies has to give consideration on building strong positive filing on their consumers mind by creating difference value for their product and aware consumers differentiation of their product.

- ✓ Distribution has significant and positive effect on brand preference, the brewery company is recommended to improve accessibility of their products across different geographic areas of the Addis Abeba city consistently and regularly through increasing the efficiency of the sales, developing good partnership with distributors and retailers.
- ✓ The finding indicated that reference group's influence has positive and significant effect on brand preference of beer. Hence, the brewer company has to consult prominent people for promote and enhance product publicity and make members as spokesperson to promote the product.
- ✓ It is recommended that Beer Factories prices its products appropriately as per its target market as this affects their choice. In indication of the findings, they should also watch out for cheaper alternatives within their beer brand collection.

5.4. Suggestions for Further Study

- ✓ This study is geographically limited in two sub cities there are remaining nine sub cities that had not studied and other affecting determinants such as alcoholic contact, hangover free and addiction of beer so on.
- ✓ In order to conduct this paper researcher had detail analysis on research conducted time available brewery factories toke over by foreign investor. Except Dashin the remaining four factories are owned by (Diego, Heineken, BGI and Habesha brewery also 60 % of the factor are owned by French company). So future researchers can study that the opportunity and challenges of brewery industry dominated by foreign investor or other studies on this area.

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Questionnaire

The purpose of this study is to determine factors affecting consumers brand preference of beer products of selected Hotels and grocery operating in Lideta and Kirkose sub city. Please read each question carefully and answer each question to the best of your ability, where necessary check [√] the boxes provided. There are no correct or incorrect responses; your answers are crucial to the study. Please Note: all responses to this survey are completely confidential.

Thank you for your participation in this study

1. Demographic Information

1. What is your gender? Male ☐ Female ☐

2. How old are you?18-30☐ 31-45☐>45 ☐

3. What is your occupation?

    Student ☐Employed ☐Unemployed ☐Self employed ☐

4. What is your income level per month?

<1500 Birr ☐1501 – 3000Birr ☐3001- 6000Birr ☐Over 6,000Birr☐

5. Relationship status?

Single ☐Married ☐Divorced/widowed/Separated ☐

6. How often do you drink Beer?

Occasionally ☐Regularly ☐

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

1Bottle ☐1-2Bottle ☐>2Bottle ☐

8   You drink Beer usually when you are
   In the Party/with friends☐In sad moment ☐In Happy ☐No reason ☐

9.   You like to consume the Beer at
      Home ☐Bar/Pubs ☐ Restaurant ☐ Open Space ☐

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

0 to 1 year ☐More than 1 year to 3 years ☐More than 3 years to 5 years ☐

More than 5 years 51

2. Please indicate the extent of your agreement with the following statements about your favorite beer brand. Please tick only one in each statement.

No	Dimensions (Determinant of customer loyalty)	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
		1	2	3	4	5
I.	**Product quality**					
	The product has consistent quality					
	The product is well made					
	The product has an acceptable standard of quality.					
	The product has good craftsmanship					
	The product would perform consistently					
	The brand that would last long time among other brands.					
	Do you agree that quality is the most determinate factor affects you while purchasing Beer?					
II.	**Price**					
	The product is reasonably priced					
	The product is good for the price					
	Economical					
	Do you agree that price is the most determinate factor affects you while purchasing Beer?					
III.	**Reference group influence**					
	I use the brand which my friends recognize					
	I use the brand which my families recognize					
	Neighbors' recommendation is very important when you purchase beer?					
	Friends' recommendation is very important when you purchase beer?					
IV.	**Emotion Benefit**					
	Beer makes me enjoy					
	Beer makes me feel-good					
	Beer makes me relaxed					
	Beer helps me feel acceptable					
	Beer avoided discomfort					
	Beer improves the way I am perceived by other					
	Beer makes a good impression on other people					
V.	**Promotion**					
	I believe that the personal effort of sales-people of my preference beer is convincing to me.					
	A brand I consume participates in community development activities					

and public affairs compared to other brands					
I agree that promotion is the most determinate factor that affects you while purchasing Beer					
Distribution					
I think the availability the beer I consume is sufficient.					
I believe that the availability of the beer I consume is high when compared to other brand beers.					
The store of Beer I consume is easily accessible and convenient					
VI. Brand preference of beer					
I really love this brand					
The brand is special to me					
I am very familiar with beer brand					
I choose beer brand based on the brand's trustworthiness.					
This brand gives me sense of belongingness					

Thank You!!!