

**SAINT MARY'S UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MANAGEMENT**



*A Research Paper Submitted to St. Mary's University, School of Graduate Studies
in Partial Fulfillment of the Requirements for the Degree of Master in Marketing
Management*

**DETERMINANTS OF CONSUMER BRAND PREFERENCE: THE CASE
OF BOTTLED WATER BRANDS IN ADDIS ABABA**

**By: Barok Daniel
Id No: SGS/0329/2013A**

**JULY, 2024
ADDIS ABABA, ETHIOPIA**

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Id No: SGS/0329/2013A

Advisor: Mesfin Tesfaye (PHD)

JULY, 2024

ADDIS ABABA, ETHIOPIA

DECLARATION

I, the under signed, declare that this research paper is my original work and all sources of materials used for this research paper have been duly acknowledged. The paper has never been presented in this or any other university for the award of any academic degree, diploma or certificate.

Name: Barok Daniel

Signature: _____

Date: _____

CERTIFICATE

This is to certify that the research paper entitles “*Determinants of Consumer Brand Preference: The Case of Bottled Water Brands in Addis Ababa,*” submitted to Saint Mary’s University for the award of the degree of master in marketing management and is a record of confide research paper work under our guidance and supervision.

Therefore, I hereby declare that no part of this research paper has been submitted to any other university or institutions for the award of masters.

Main Advisor’s Name

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29/05/2024



Internal Examiner

Date

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Signature

Acknowledgement

First of all I would like to thank the almighty God to accomplish my research paper well and for giving me the strength and was to prevail. In the initial preparation of this paper, many have contributed priceless ideas, information as well as moral support. I am very pleased to express my genuine gratitude and special thanks to my research advisors, Mesfin Tesfaye (PHD), for your invaluable comments, guidance, professional advice, his precious time, and knowledge and constructive ideas for the accomplishment of this research paper. My sincere gratitude also goes to my lovely families for their scarification of enormous time and energy to raise and support me. They also significantly contributed to the success of this work through their continuous encouragement and moral support.

Abstract

The main purpose of this study was to examine the determinants of consumer brand preference in the case of bottled water brands in Addis Ababa. The study mainly focused on the taste and chemical composition, corporate reputation, availability, promotion, packaging on brand preference. The study was employed both explanatory and descriptive research design approach. The study was based on sample size of 201 respondents. The study was adopted stratified random sampling technique. Primary data was obtained using self-administered questionnaires. Data was analyzed using Statistical Package for Social Sciences (SPSS Version 20.0). All the questionnaires received was referenced and items in the questionnaire was coded to facilitate data entry. Inferential data analysis were done using multiple regression analysis. Based on the finding the study concludes that there is a strong and a positive correlation with taste and chemical composition, corporate reputation, availability, promotion, packaging on brand preference. The study recommended that the managing of brands requires high level of multi-disciplinary efforts. The crusade to promote a brand of bottled water was fruitless if the distributors and retailers that serve as the interface between producers and consumers are not adequately trained to handle water products safely.

Key Words: Taste and Chemical Composition, Corporate Reputation, Availability, Promotion, Packaging, Brand Preference

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CHAPTER ONE

INTRODUCTION

1.2 Background of the Study

Understanding consumer brand preference is basic source for the producers or marketers on their business in order to develop strong marketing strategies. Companies with superior information can choose their markets better, develop better offerings, and execute better marketing planning. Brand preferences reveal the type of attributes a brand possesses, to strengthen its position and increase its market share. Moreover, it forms a critical input in developing a company's successful brand strategy, and gives insight for product development (Kotler et al., 2012).

In Ethiopia, over the last 15 years the number of companies which is engaged on producing bottled water and the need for bottled water is aggressively increasing. Ethiopia demand for bottled water increased because of consumers' attitude change on tap water quality, income change, demographic and social changes, and these leads marketers to sale bottled water as a product. The increasing of demand leads the market to competitive environment; the way by which companies can win the competition is by identifying the determinant factors that consumers perceived to be main in their brand choice decision for bottled water products (Insermu, 2014).

Customers follow the sequence of steps in decision process to purchase a specific product. They start realizing requirement of a product, get information, identify and evaluate alternative products and finally decide to purchase a product from a specific brand. (Kotler & Keller, 2012).

Although it is generally understood by consumers of bottle water that the product is better in some or all aspects than tap water, Ferrier (2001) and NRDC (2008) concluded in their study that, this is not always the case. The growth of bottled water consumption may be attributed to negative perceptions of tap water quality regarding its taste and safety. Consumers might drink bottled water because they believe it tastes better than tap water (Ferrier, 2006). However, blind taste tests involving bottled water have not been consistent with this perception (Falahee & MacRae, 1995; Wells, 2005; Wilk, 2006). In a study performed in Britain by Fahalee and McCrae (1995), subjects preferred water with a higher mineral content. In the study, the bottled water had a higher mineral content than tap water (Falahee & MacRae, 1995). Conversely, in a study conducted in Northern Ireland, subjects were unable to detect the difference in flavor between bottled, distilled and tap water (Wells 2005). In various

blind taste tests performed by American media, results have shown that subjects prefer tap water over bottled water (Doria, 2006).

Several studies have emphasized several factors which determine the choice for bottled water. Doria (2006) outlined dissatisfaction with tap water and health/risk concerns as the reasons why consumers choose to drink bottled water. In her study about Suriname markets, Durga (2010) asserted that demographic and psychological factors affect bottled water preference.

Price plays a multi-dimensional role in influencing purchase decisions. Price may be used as an early screening device to eliminate certain alternatives (Monroe etl., 1981). Brand is another factor that plays vital role in the decision-making processes of the customer. How brand names influence the customer purchase decisions? Brand has been cited among the “most important non-sensory factors affecting consumers’ choice decisions of food products” (Varela, 2010). Packaging in the health sector is more prevalent and cause for more scrutiny, for instance elaborate descriptions of food on a menu affected consumers’ perceptions of quality more than simple descriptions. Even before tasting a product, consumers make preliminary judgments about it based on the packaging (McCall and Lynn, 2008). Some consumers chose brand because of positive attitude they have for companies which have a good corporate reputation. (Doria, 2006; Dupont, 2005). Corporate reputation influence significantly whether prospective consumers evolve to being customers for a certain firm (Helm, 2007).

Flavor and odor are another factor, which is the overall sensory impression of ingested food and it is determined by taste, odor, and trigeminal sensations, also called mouth-feel, which is caused by chemicals but also by touch, pressure, and temperature (Lundstrom, 2011). Taste and odor problems can stem from microbiological or chemical causes and can be triggered by conditions in source water, during treatment, or in distribution systems. For example, the presence of salts and metals such as iron, copper, manganese, or zinc can impart undesirable flavors. For instance, the flavor sensation, metallic odor of Fe (iron) in water can be identified as a retro-nasally odor (Epke& Lawless, 2007).

According to Lin and Chang (2003) consistency in supply and availability in convenient locations is important in product selection. In other words, easy access to products is essential when purchasing any product. Indeed, distribution channels and location are critical to product reach. Advertisers spend millions of dollars each year to familiarize the public with their brand images, defined by Jacoby,

Olson, and Haddock (1971) as the “subjective, emotional cluster of meaning and symbols that the consumer attributes to a particular brand.

According to Kedir, (2019) the factors, brand image, taste of the bottled water, perceived price, promotional activity and packaging attribute; taken as the factors which influence the perception of the consumers. In general, all the five variables have a positive impact on consumers’ perception as per the study however, Price, is the least factor to influence on customer choice of bottled water, when comparing with the remaining factors, beside this taste of the water was the strongest factor on consumer perception to choose a specific brand.

In Ethiopia, the number bottled water factories are increasing with a computation of building preferable brand, because the demand of bottled water is quickly rising with the change of life style and increasing awareness about the use bottled water (Insermu, 2014). Despite the different findings around this study there are small strong factors that are affecting brand preference of customers Therefore; the objective of the current study is to assess the determinants behind why customers prefer bottled water to tap water and how they make their choices among the many brands available in Addis Ababa.

1.2 Statement of the Problem

Over the past decade or more, Ethiopians not only changed their life style but their demand for safe drinking water has also significantly increased. Consequently, more industries for bottled water implementation have elevated exponentially and customers today are more aware about the product offerings, they are responding more proactively to their preferences on bottled water brands. As Ejionueme and Gerald (2013) explain, Product variables such as quality, quantity, packaging, price, brand name, advertising among others have relationship with brand quality that could affect consumer’s particular product choice decision.

Despite several bottled water industries and many brands penetrated the market, the state of the brands in the consumers’ mind have become the prime concern of business owners. Consumers’ perception and preference among the existing bottled water brands in Ethiopia is not fully understood except few studies focused mainly on the technical aspects of water like microbiological and chemical quality (Mekonnen, Surur, Rajasekhar, & Mohammed-Rafi, 2015), perception on brand equity of few selected products (Alemayehu, 2016), influence of packaging design (Mamo, 2014) and environmental implication of plastic package of bottled water (Ensermu, 2014).

Packaging by itself influence consumers' preference, if it is convenient to handle or to use. It is obvious about the significance of packaging as a strategic instrument to get attention and their insight of the product quality (Deliya&Parmar, 2012). Packaging materials and shapes are also found to attract attention; in fact, pictures on packages are emphasize to attract attention particularly when consumers are not very familiar with the brands (Vieira, 2015). Corporate reputation influence significantly whether prospective consumers evolve to being customers for a certain firm (Helm, 2007).

According to Joseph Muriithi (2016) the study conducted on to investigate factors that influence the customer choice of bottled water brands in the Nairobi Central Business District. The study adopted a descriptive research design. The sampling technique was the systematic random sampling. The study implemented primary data collection and the pre-testing of the questionnaire was done. Quantitative data was collected. Descriptive statistical methods and correlations were used to analyze the data. The study found that taste and odor were key pillars of brand name. Packaging as a factor of influence possessed elements, that both individually and collectively determined the appeal a customer was likely to consider when making a purchase decision. Advertising as an influence commonly used the promotion element. This finding would most likely have been different if the survey wasn't conducted in supermarkets where promotion is rampant. The study concluded that the factors that influence customer choice for bottled water were;

According to Hanan Mohammed (2018) the study conducted on to examine the factors underlying consumer's preference towards bottled water brands in Addis Ababa. A quantitative research design was applied to research. A Judgmental sampling with convenience sampling technique was used to contact the sample respondents. Descriptive and inferential statistics analysis was performed. The finding shows that packaging, and advertising have a significant and positive affect on consumer's preference towards bottled water brands.

According to Legese Lema (2018) the study conducted on to identify determinant factors of consumers brand choice on bottled water products. This study was adopted descriptive and explanatory research design with cross-sectional survey strategy. To collect data from respondent's convenience and purposive sampling techniques were used. Primary data has been collected from bottled water consumers by using self-administrated structured questionnaires. Quantitative data has been collected and analyzed by using descriptive and multiple linear regression models. This study

was found that packaging, brand name, brand availability and advertisement were significantly associated with consumers brand choice for bottled water products. However, the influences of brand image, brand name, packaging and price on consumers brand choice decision were more contributing than others. Therefore, although, many studies have been conducted in various product categories, factors applicable to one sector/product category might not fit the other, thus based on the above gaps the researcher was to identify determinants of consumer brand preference of bottled water brands in Addis Ababa.

1.3 Research Questions

Based on the above statement of the problem the following basic research questions were raised:

1. What is the effect of test and chemical composition on customer preferences specific brand of bottled water?
2. What is the effect of corporate reputation on customer preferences specific brand of bottled water?
3. What is the effect of availability (accessibility) on customer preferences specific of brand bottled water?
4. What is the effect of promotions on customer preferences specific brand of bottled water?
5. What is the effect of packaging on customer preferences specific brand of bottled water?

1.4 Objectives of the Study

1.4.1 General Objective

The main objective of the study was to assess determinants of consumer brand preference of bottled water brands in Addis Ababa.

1.4.2 Specific Objectives

This study was focused on the following specific objectives:

- To examine the effect of test and chemical composition on customer preferences specific brand of bottled water.
- To find out the effect of corporate reputation on customer preferences specific brand of bottled water.
- To examine the effect of availability (accessibility) on customer preferences specific brand of bottled water.
- To access the effect of promotions on customer preferences specific brand of bottled water.
- To investigate the effect of packaging on customer preferences specific brand of bottled water.

1.5 Significance of the Study

The study was conducted the determinants of consumer brand preference of bottled water brands in Addis Ababa. It is also expected that from the findings of this study, bottled water brands in Addis Ababa may put in place appropriate measures to improve consumer brand preference. Similarly, it was provides the researcher an opportunity to compare the academic theory with the actual consumer brand preference at the ground and gain deep knowledge in the concepts of bottled water brands. The study is of great significance to all other higher institutions since study recommendations were assist institutions management to overcome the major influence that affect consumer brand preference in the study area. The study is of great importance to the government since the obtained findings were provided guidelines on how bottled water brands can effectively implement consumer brand preference hence leading to proper utilization of government issues which had been addressed in this research may expect to improve consumer brand preference as part of their strategic plan for the achievement of best value for stakeholders. The findings of this study are expected to be of significance to various scholars, students and researchers who might be involved in consumer brand preference research activities since the documented report was provided ready reference material for further studies. Finally the study was encouraged other researchers to conduct similar researches on the subjects under investigation.

1.6 Scope of the Study

This study was focused on the determinants of consumer brand preference of bottled water brands in Addis Ababa. The study was targeted individual customers who are occasional and regular users of bottled water in Addis Ababa. The study specifically was gathered data on the effect of the variables that are limited to test and chemical composition, corporate reputation, accessibility, packaging and promotion on customer preferences specific brand of bottled water in Addis Ababa. Methodologically, the study was employed descriptive and explanatory research designs with quantitative and qualitative approaches, due to the impact of a wide range of determinants and variables in social environment. In other words, while the relationship can be inferred, it cannot be proved with a high level of certainty. The sample size selected compared to the target population is large, consequently the research findings cannot be generalized to the overall population of the study at hand. The study was undertaken within the duration of one year.

1.7 Limitations of the Study

The potential limitation in conducting this study includes but not limited to; there are some limitations on this finding. The objective of the study is to access determinants that affect customer's preferences of specific brand of bottled waters. It is only limited to these five determinants and customers who visited. A study incorporating a range of factors, which are related with companies marketing strategy and other extraneous variables, might have yielded a better understanding of consumers brand preference. The other important limiting factor that is worth of mentioning lies with the participants of the study.

1.8 Organization of the Study

The research paper contains five chapters. The first chapter deal with the introduction part such as; background of the study, statement of the problem, research question, objective of the study, significance of the study, scope of the study, limitations of the study and organization of the study. The second chapter discusses the literature review. The third chapter is about the methodology of the research design. The fourth chapter deal about data analysis and presentation. The fifth chapter presents summary of finding, conclusion and recommendation.

1.9 Definition of Key Terms

Brand: A name, term, design, symbol, tagline, catch phrase, graphics, shape, color, initials, or any other feature that identifies one seller's good or service as distinct from those of other sellers.

Brand name: That part of a brand which can be vocalized – the utter able, for example, Tusker, Kenya Airways.

Brand preference: to the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available (Dibb et al., 2006).

Brand Awareness: one of the fundamental dimensions of brand equity is brand awareness, often seen as prerequisite of peoples' buying decisions (Kotler & Keller 2016, 235).

Promotional activities: can include advertising - you can advertise your product, service or brand in newspapers, radio, television, magazines, outdoor signage and online. (Peter and Donnelly, 2007).

Customer choice: It refers to the decisions that consumers make, with regard to products and services.

Packaging: A term used for all products made of any materials of any nature to be used for the containment, protection, handling, delivery and preservation of goods from the producer to the user or consumer.

Advertising: Is any paid form of non-personal presentation and promotional of ideas, goods or services by an identified sponsor.

Bottled Water: Bottled water can be described as any product, including natural spring or well water, taken from municipal or private utility systems or other water, distilled water or any of the foregoing to which chemicals may be added and which are put into sealed bottles, packages or other containers, to be sold for domestic consumption or culinary use (Durga, 2010).

CHAPTER TWO

REVIEW OF RELATED LITERATURE

The main content of this chapter is to review the theories and empirical studies related to the consumer preferences of brand and form the basis of research theory by reviewing existing literature. Finally, after a detailed review of the conceptual framework of the subject was drawn.

2.1 Theoretical Literature Review

2.1.1 Overview of Branding

The process borders on creating a unique label and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme. Effective branding can result in higher sales of not only one product, but of other products associated with that brand. The branding purposes to establish a significant and differentiated existence in the market that appeals to and keeps loyal customers (businessdictionary.com). Branding is “the process of creating a relationship or a connection between a company's product and emotional perception of the customer for the purpose of generating segregation among competition and building loyalty among customers (Keller, 2008). It described as a fulfillment of customer expectations and consistent customer satisfaction (Kapferer, 2004). People engaged in branding seek to develop or align the expectations behind the brand experience, creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. A brand can therefore become one of the most valuable elements in an advertising theme, as it demonstrates what the brand owner is able to offer in the marketplace (Shamoon, 2012).

A product is made when you take that product and give it a special meaning with names, logos or any other kind of identification that distinguishes the goods or services of one vendor in their competition (Russell, 2010). Moreover, Keller (2004) describes a type of product as a business of understanding based on fact, but also more than that which reflects ideas and perhaps even consumer frustration. This definition states that a brand is what stays in the minds of consumers and the main purpose of all brand building efforts is to create a tangible number of products and services in the minds of consumers. Kapferer (2008) supports Keller's definition by defining a brand as a group of psychological organizations, maintained by the customer, which adds to the visual value of a product or service. These organizations should be different (only unique), strong (good-looking), and good (desirable).

All of the above definitions have the same meanings. Which is adding value, which can identify and distinguish a product/service from each other? In addition, the product will have a purpose where consumers are able to create a mental connection to their minds. DeChernatory and McDonald (2003) provide an explanation that includes the views of many scholars. "An effective product is a visual product, service, person or location, added in such a way that the buyer or user sees the right, different value-added products that are most relevant to their needs. In addition, its success is due to its ability to maintain those additional values in a competitive environment. "

According to Kotler and Keller (2005) as quoted by Cerjak, Haas and Kovačić (2010) if a company treats a brand as a name only, it loses the point of branding. Commentary is used to develop a deeper set of product descriptions. In addition, branding requires resources, high commitment, and the ability to create a unique bond in the minds of consumers.

For branding strategies to be effective and to create brand value, consumers must ensure that there is a clear distinction between products in the product or service sector (Kotler and Keller, 2012). In addition, Keller (2004) states that the difference in results is due to the "extra" value given to a product as a result of previous product type marketing activity.

As Peter and Donnelly (2007) point out in other companies, the main focus is on strategic development and product development, job creation and growth. Therefore, firms should give due consideration to the construction of a solid product. If retailers can build a solid product, consumers' can easily be attracted to the company's supply chain. In addition, branding on a product varies with product variation and consumer preferences. It helps consumers by providing more details about the products and assists in their purchase decision.

A reputable brand makes less tedious to introduce new products that bears the same brand name. The new product could be a range extension; color, version or different size of an existing product. In the minds of customers, the new product can provide similar qualities as the existing range they are familiar with (Linton, 2013).

2.1.2 Consumer Buying Behavior

In marketing goods and services, the concept of consumer behavior is critical because, companies deal with customers who are naturally different. To help identify the most important customer experience, understanding consumer behavior is essential. This will help raise important implications

for consumer decision-making, allowing firms to provide goods and services that meet the needs of their target market. Loudon and Bitu (1994) provided this definition of consumer behavior as “physical activity and the decision-making process in which people evaluate, purchase, use or dispose of goods and services” (Kotler, Armstrong, Wong, & Saunders, 2008). A study of consumer behavior focuses on how people make decisions about how to use their available resources (time, money, effort) in consumer-related activities (Schiffman & Kanuk, 2004).

Adelaar et al. (2003, p. 253) classify consumer purchasing behavior as the purpose of a product purchase. The consumer is ‘reasonable’; where various factors control the performance of consumer purchases (Watson et al., 2002). Reaching and influencing potential consumer awareness, attitudes and buying behaviors is a critical marketing effort (Abideen, 2011, p. 56). On the other hand, Schiffman and Kanuk (2009, p. 23) describe consumer behavior as consumer-related activities such as searching, purchasing, using, testing and disposing of products and / or services that meet their needs.

Individual psychology looks at the product or service offered in relation to their culture, their attitude, previous learning, and personal opinion. The consumer then decides whether to buy or not, where to buy, what type of product he likes and what he likes.

Consumer behavior is the consumer's decision regarding the purchase, use, and placement of goods, services, time, and opinions on the decision-making units of individuals). Therefore, in order to understand consumers of ethical companies need to study consumer characteristics and other factors that influence the purchase, use and consumption of consumer products (Hoyer & MacLinnis, 2010).

Several factors influence consumers' purchasing behavioral or procurement behavior, such as cultural, social, human and psychological factors. Consumer preferences stem from a complex connection of these items. Although the market may not influence many of these factors, they can be helpful in identifying interested consumers and in developing products and applications to better serve their needs (Kohler, 2005).

Moreover, however, retailers are not able to control some of these factors; factors must be considered in order to achieve targeted buyers successfully (Kotler, 2002).

2.1.3 Brand Preferences

The term brand preference refers to the level of product reliability where the customer prefers a single brand over competitive offerings and will purchase his preferred brand if it is available (Dibb, 2006). However, if this product is not available, the customer will receive another token instead of using the extra effort to find and purchase their brand choice (Dib, 2006).

Brand preferences consumer tendencies in certain brand vary from time to time depending on personal beliefs (Ajzen and Fishbein, 1976, p. 889) identified as a measure of brand reliability in which a particular brand is selected rather than competing brand, yet consumer acceptance separately (Christian and Sunday, 2013). To confirm the above, Wijesundera and Abeysekera (2010) see the brand preferences as a measure of brand reliability when consumers choose a particular brand among competing brand. Because of its convincing influence on consumer brand preference, Tellis (1988), in his research found that advertising can work to increase the volume purchased by loyal consumers rather than new consumer buyers. Therefore, consumers perceive the value of any type of brand in terms of features and quality of service (Rio et al., 2013). However, preference for a brand is considered a sign of status due to consumer preferences in buying branded items rather than non-branded items (Malik et al., 2013).

2.1.4 Related Theory

According to Kivanja (2018) theoretical model or framework can be expressed as an arrangement and structure that supports a theory of a research study depending on the research topic. On the other hand, framework includes the introduction and description of the theory that clarify why the research problem under study exists (Imanda, 2014). Therefore, this study will be more focused on the few theories that explain why determinants of consumer brand preference of bottled water brands.

2.1.4.1 The theory of planned behavior

Ajzen (1991) asserts that the theory of planned behavior is referred to as a model which is used to clarify intention of individual on why they portray specific behavior towards buying or not buying a specific product. According to the theory of planned behavior (Ajzen, 1991), human behavior is best verified and expressed by intentions and perceived behavioral control. Wong et al (2018), outlines theory TPB theory as the most efficient and successful theory to be used when predicting behavior. For this reason many scholars tend to use the TPB theory learning and understanding consumer decisions.

Theory of planned behavior furthermore, has a huge contribution towards consumer literature by identifies three factors which are liable for creation of behavioral intention and these factors includes subjective norms, perceived behavioral control and attitudes towards behavior in question (Tommasetti et al, 2018). Subjective norms are more used in examining the perceived social pressure with regards to the dilemma of not to portray or portray a particular behavior. Meanwhile, perceived behavior control is mostly connected with an individual's observation depending on the simplicity or complexity of the performance of the behavior of that person. Lastly, attitudes towards behavior in question are more related to a feeling or opinion of an individual towards a product (Ajzen, 1991).

The theory of planned behavior is always believed to be an extension of the theory of reasoned action which was introduced on 1975 by Fishbein and Ajzen. The theory of reasoned action explains the measures of attitude and social normative perceptions of a particular behavior that contribute to an intention of performing the behavior (Mohd Suki,2016; Rezai et al ,2017).

Therefore in summary according to theory of planned behavior and theory of reasoned action to predict whether a consumer intent to purchase a particular product, it is important to identify whether or not a consumer is in favour of buying the product (attitude), how much social pressure does the consumer have in order to purchase the product (subjective norms) and whether or not the consumer feels in control when purchasing that particular product (perceived behavioral control). The researcher asserts that when changing these factors, it increases the chance of a consumer intention to purchase a certain product thereby even leading them in actually purchasing the product. For this reason, this is why many scholars view this theory as important in consumer purchase intention.

2.1.4.2 The theory of Consumption value

According to Sheth et al (1991) theory of consumption value is most focused on elaborating and defending why consumers make decisions to purchase or not purchase a specific product, why consumer decide to purchase one product type against another or why a certain brand can be preferred over another. The theory of consumption value outlines five distinctive consumption values namely functional value, social value, and emotional values, epistemic and conditional values. Therefore, with these five distinctive consumption value we get to understand clearly why customers may intend to purchase a particular product or brand over another (Sheth et al., 1991).

2.1.4.3 Theories on customer's Brand preferences

Brand preferences represent consumer purchases to allow for a particular type of brand (Overby and Lee, 2006). It refers to the tendency of consumers to show how consumers prefer a brand over another (Hellieret al., 2003; Zajonc& Markus, 1980). Brand options are closer to reality in terms of displaying consumer brand reviews. In the marketplace, consumers are often faced with multiple choice situations (Dhar, 1999).

Consumer preferences for brand reflect three responses: cognitive, affective and behavior (Grimm, 2005). The elements of understanding include the beliefs of the use of product materials (Bagozzi, 1978; Grimm, 2005; Zajonc& Markus, 1982).

Affective responses refer to the level of liking or liking that reflects the feelings of consumers in this product (Grimm, 2005; Hseeet al., 2009; Zajonc& Markus, 1982; Zajonc, 1980). Behavioral or behavioral trends are exemplified by Zajonc and Markus (1982) as consumers were predicting or approaching action. It is a revealed favorite expressed in consumer choice (Hseeet al., 2009). Chernevet al., (2011) assumes that a combination of behavioral effect, such as willingness to pay and brand selection. This is thought to be associated with behavioral tendencies (Chernevet al., 2011).

Purchasing decisions are a moral consequence that precedes the difference among many other alternatives is the purchase decision; the following result of consumer preferences (Dharet al., 1999). Preferences help consumers choose by developing their goals in relation to brand preference. The actual buying behavior may be in accordance with the objectives; the pattern of objective structure provides evidence of the persistence of consumer preferences (Van Kerckhoveet al., 2012). The inconsistency between consumer preferences and preferences adds to the validity of speculative assumptions rather than attitudes (Bither& Wright, 1977; Hellieret al., 2003). Cobb-Walgrenet al. (1995) reported that such an attitude is a negative indicator of market behavior

Moreover, belief in consumer preferences for contextual factors (e.g. Bettmanet al., 1998; Payne et al., 1992) has been challenged by recent researchers (Amir and Levav, 2008; Hseeet al., 2009), suggesting preference stability in a variety of contexts. Carpenter and Nakamoto (1994) report the difficulty of changing consumer preferences once they have done so, even though consumers find the incompatibility of the brands separating the brand.

Consumers of bias create a certain type of product, built from a comparative judgment among other methods, reflecting the potential of the product (Biel, 1992). Thus, changes in consumer product preferences are reflected in product performance and market share (Sriramet al., 2006). In addition, brand preferences include the desired qualities and opinions of consumers; therefore, it provides an indirect and unobtrusive method of assessing key attributes (Keller, 1993; O'Connor & Sullivan 1995; Schoenfelder& Harris, 2004). Therefore, discovering consumer brand preferences is considered a critical input into the development of an effective product strategy, product suspension, and provides insight into product development (Alamro& Rowley, 2011; Alamro, 2010; Horskyet al., 2006). As a result, understanding a product's popularity contributes to building stronger brands that are able to build long-term relationships with consumers.

In addition, identifying patterns of consumer preferences in general and discovering consumer disparities are important in developing and developing new marketing strategies (Russell and Kamakura, 1997), and effective market segregation strategies (Horskyet al., 2006). It is important for retailers to know how consumers are selling between different products before making their decisions. Since product preference has a direct impact on consumer purchasing decisions, market segregation according to product type is more flexible and manageable rather than using the desired product attributes (O'Connor & Sullivan, 1995).

Apart from the importance of product preferences, it is still paid for by theory-value value and economic theory. This traditional view defines a product's preference as a consumer activity based on consumer beliefs of the brand's brand. Therefore, it provides less focus (Allen et al., 2005). It is suggested that this view focuses on the origin of order rather than that of preference (Dhar&Novemsky, 2008). Moreover, these models have been criticized for ignoring other consumer responses and consumer perceptions, such as emotional experiences (Allen et al., 2005; Zajonc& Markus, 1982).

In addition to consumer beliefs about functional brands, their beliefs in product brands such as product personality and image have been shown to influence their preferences (e.g. Asker, 1993; Sirgyet al., 1997). However, the popularity of the product is still based on consumer information processing of consumers who build their product knowledge base. This view has been criticized by the theory of experience proposed by Holbrook and Hirschman (1982).

2.1.5 Underlying Factors of Brand Preferences

There are many reasons to buy a product in a particular situation, but our sole aim is to learn the consumer's behavior in relation to his buying situation by examining important / outstanding reasons for buying a specific brand in a particular situation. Many important factors can have a profound effect on purchasing decisions that need to be considered as a wise consumer decision making especially in the low-level involvement of products in a state of unconsciousness. "Many of the situations facing all businesses are to identify the factors that determine product preferences for supporting reasons that affect consumer preferences". (Itamar&Nowlis, 2000), further, Wilson and Schooler (1991) found that "subjects who considered their reasons for liking different types of jams thereafter expressed a preference that did not correspond to that of experts rather than the preference of subjects who did not analyze the reasons for their attitudes". In many studies retailers and researchers have seen the effectiveness of product-related factors, in addition Brown (1950) in his research stated that, "the physical features of the product, user information by brand, packaging, price, premiums, practice, friend recommendations, expert recommendations, convenient location retailer, personal sale, retailer services, merchant reputation, advertising and display, special features of the manufacturer, e.g. labor policy, location, etc., youth, opportunity, availability, product reputation or public acceptance "

Many studies have been conducted on different product categories; product selection labels in the category of bottled water product are not so important. Therefore, the above studies conducted in different product categories are considered for the selection of variables / relevant features of this study. Therefore, in this study, seven variables were considered. These include product quality, price, packaging, product availability, advertising, other promotional activities, and brand name information.

2.1.5.1 Product Quality

Product quality is a critical factor in consumer decisions. Consumers often compare the quality of alternatives with respect to the in-price price (IJin& Yong, 2005). According to Davis et al. (2003), perceived quality is directly related to the reputation of the company producing the product. Visual quality is also considered to be the standard at which a product provides basic customer needs and how reliably these needs are delivered. While Aaker (1991) and Zeithaml (1988) argued that perceived quality is not the actual quality of a product, rather, 'consumer judgment about a product's superior performance or quality'. Product quality is in line with the requirements (Russel& Taylor, 2006) which incorporate the features and characteristics of the product that meet the specified

requirements. A common feature of business descriptions is that the quality of a product or service refers to the idea of a level at which a product or service meets customer expectations. Quality does not have a specific meaning unless it is related to a specific function and / or object.

Books and studies have found that visual quality is a major factor in consumer choice. Quality is important in touching the product's preference. Because it is part of the personal risk when the consumer takes the decision-making process and evaluates the purchase of the product (Hoyer and MacInnis, 2010). In addition, Bornmark et al. (2005) found that perceived quality helps consumers reduce risk; consumers trust the product and know what they will get. Sarwade and Ambedkar (2011), Vikkraman and Dineshkumar (2012) and Jain and Sharma (2012) found quality as a major product choice decision.

2.1.5.2 Corporate Reputation

Some consumers chose brand because of positive attitude they have for companies which have a good corporate reputation. There are consumers who will choose for bottled water because of their trust in the manufacturer amongst other factors including aesthetic preferences and health concerns (Doria, 2006; Dupont, 2005). When evaluating a company's reputation, customers are appropriate to put more attention on the responsibility a company takes over rather than on the product price, packing and traditional function (Zhang, 2009). Therefore, service providing organizations use corporate reputation as a tool to mold consumer behavior for repetitive purchases from the organizations (Weiwei, 2007).

Corporate reputation influence significantly whether prospective consumers evolve to being customers for a certain firm (Helm, 2007). In their latest press release, the Reputation Institute issued their latest study (Cross and Morsten, 2012) stating that the decision for a consumer to purchase or an investor to invest or an employee to choose to work for a certain company is driven 60% by his perception of this company and what it stands for, and 40% by the products it sells. The reputation that a brand holds is key to its success regardless of quality or performance. Corporations are increasingly working hard to build positive image and good reputation in the community. Customer faithfulness level with corporations also determines their purchasing behavior. Researchers therefore, measure the loyalty level of consumers in organizations with their buying behavior. Corporate reputation refers to the global perception of the extent to which a company may be held in high esteem or regard (Weiss, 1999; Jeng, 2011). Consumer loyalty also referred as service loyalty means

customer's authenticity to precise brand in the service industry. Therefore, customers maintain a series of loyalties to the organizations whose service they usually consume.

There are consumers, who will opt for bottled water because of their trust in the manufacturer amongst other factors including aesthetic preferences and health concerns (Doria, 2006; Dupont, 2005). When evaluating a company's reputation, customers are apt to put more attention on the responsibility a company takes over rather than on the product price, packing and traditional function (Zhang, 2009). Therefore, service providing organizations use corporate reputation as a tool to mold consumer behavior for repetitive purchases from the organizations (Weiwei, 2007).

The reputation that a brand holds is key to its success regardless of quality or performance.

Corporate reputation on the other hand, is defined as 'the overall estimation in which a company is held by its constituents' (Fombrun, 1996). According to Fombrun the development of a positive corporate reputation creates strategic advantage or reputational capital. Corporations are increasingly working hard to build positive image and good reputation in the community.

Previous researches also confirm strong relationship between positive corporate reputation and consumer loyalty. For instance, Shapiro (1982) asserted that good corporate reputation results in higher market share of firms and better financial performance Porter (1985); Yoon et al. (1993); Robertson (1993); and Andreassen and Lindestad, (1998) suggests that good reputation help firms building stronger relationships with customer. Nguyen and Leblanc (2001) hold that degree of consumer loyalty is perceived to be higher when consumer is having strong and favorable perceptions regarding corporate reputation.

2.1.5.3 Taste and Odor

Flavor is the overall sensory impression of ingested food and it is determined by taste, odor, and trigeminal sensations, also called mouth-feel, which is caused by chemicals but also by touch, pressure, and temperature (Lundstrom, 2011). Consumer complaints often refer to bad taste qualities; however, one should be aware that such problems are often due to odors or a combination of taste, odor, and mouth-feel sensations (Hettinger, 1990; Young, 1996; Suffet, 1999). Taste and odor problems can stem from microbiological or chemical causes and can be triggered by conditions in source water, during treatment, or in distribution systems. For example, the presence of salts and metals such as iron, copper, manganese, or zinc can impart undesirable flavors. For instance, the

flavor sensation, metallic odor of Fe (iron) in water can be identified as a retro-nasally odor (Epke& Lawless, 2007). Blue-green algae that grow on surface supplies produce compounds that cause earthy–musty odors. Some consumers object to the flavor of chlorine, and disinfection by-products formed when chlorine combines with naturally occurring organic matter (Water Research Foundation, 2014).

Most contaminants that cause aesthetic problems in drinking water are not considered a threat to human health, unpleasant tastes and odors are the most common cause of customer complaints, and they often play a role when customers choose alternative supplies such as bottled water. The water industry has recognized the importance of information about the sensory origins of customer satisfaction with the taste and odors of drinking water (Andrea; Howard, 2009). Many people prefer bottled water because of its taste. The taste of all water has to do with the way it is treated and the quality of its source, including its natural mineral content.

Water with off-flavors is often assumed to be of low quality and not to be wholesome (Doria& others, 2009). In some cases, consumers will choose to treat municipal water with off flavors before drinking it; in other cases, they will choose an alternative water source such as bottled water (Levallois, 1999). Bottled water from a dedicated source or plant may have a more consistent taste than tap water, which mostly comes from surface sources and must travel through pipes to reach homes (Water & Health Series, 2005). Perceptions of water quality and risk are important factors in the choice to drink bottled water. Aesthetic qualities of water, particularly taste and odor, also appear to be associated with the choice to drink bottled water (Doria et al., 2009). Others choose bottled water for convenience as well (Olson, 1999).

2.1.5.4 Packaging

Packaging was considered a quality indicator and a prominent guide in brand selection where the consumer is not fully aware of the actual quality and performance products. According to the definition of a business dictionary it is the process of cleaning, drying, storing and building materials (such as glass, metal, paper or paper, plastics) used to contain, handle, protect and / or distribute an article. The packaging role expands and can include activities such as attracting attention, assisting promotion, providing machine identification (barcodes, etc.), conveying important or additional information, and assisting with implementation.

Packaging is about Container or Wrapper for a consumer product that serves multiple purposes including content protection and definition, theft prevention, and product promotion. New and

attractive packaging can actually add value to a product if you meet consumer demand such as assignment control, refurbishment, interruption distraction, child authentication, easy opening, easy storage, easy carrying, and no break. No Donnelly, 2010)

The research was conducted with a focus on design and size, the apparent taste of the package and how it ultimately affects the product choice of consumers. Attractive packaging and ease of use of the product package were found to be the principles of the purchase decision (Chimboza& Edward, 2007; Sumathy& Kumar, 2011). According to Sililai and Speece (2004), package material plays a major role in consumer product popularity, especially in purchasing low-engagement products, and where consumers are faster. Packaging may be perceived as a family of activities that are concerned with the design, production and filling of a container or wrapper of the product item in such a way that the product can be effectively protected, stored, transported and identified, as well as successfully marketed (Kent & Omar, 2003). Packaging with its different functionality to ease and to communicate with consumers, there is no doubt about increasingly important role of packaging as a strategic tool to attract consumers' attention and their perception on the product quality (Deliya&Parmar, 2012). Norman (2004), ponders how the packaging of water has become an art form? Some of the bottles are special, sensuous and colorful. People keep the empty bottles, sometimes refilling them with tap water, which, of course demonstrates that the entire success of the product lies in its package, not its content. Packaging is one answer, distinctive packaging, that in the case of water means bottle design. Glass, plastic, whatever the material, the design becomes the product.

2.1.5.5 Brand Availability or Accessibility

Consistency in supply and availability in convenient locations is important in product selection. According to Lin and Chang (2003), the ease of use of a product has a profound effect on consumers' artificial intelligence. In other words, easy access to products is essential when purchasing any product. Indeed, distribution channels and location are critical to product reach. In addition, DeChernatory and McDonald (2003) states that consumers who are encouraged to search for lower-level engagement types, manufacturers should ensure broader availability. Any out-of-stock situations can lead consumers to switch to another type of product.

Within consumer decision-making content, especially when exploring other potential brands during the pre-purchase categories, the set-up refers to the specific products the consumer considers when making a purchase within a particular product category (Lin & Chang, 2003).

In addition, when consumers are in-store, small tests will be performed on competing products, so finding a brand at that level or very close to the exit counter is an important promoter of product selection (DeChernatory& McDonald, 2003). Products that are ready to be purchased at various stores increase the potential for consumers to find and purchase them. When consumers are looking for a low-cost product, they are less likely to engage in intensive search, so easy availability is important (Upeter& Donnelly, 2007).

2.1.5.6 Advertisement

Advertising is an important part of integrated advertising (IMC) communication. The IMC describes the process of building and coordinating a communication system that allows the brand to reach different consumers through various media channels (Kotler et al., 2010; Eagle & Kitchen, 1999). Advertising has evolved into an important communication system to help consumers make daily purchasing decisions in their lives (Belch & Belch, 2003).

In a market-based economy, consumers have learned to rely on advertising and other forms of information promotion that they can use in making purchasing decisions (Belch and Belch, 2003). Advertising generally provides a reason for purchase (Keller, 2004). According to Aynawale, Alimi and Ayanbimipe (2005), advertising helps to display product quality and value in front of consumers. Therefore, it has a great influence on the popularity of the product by consumers.

A survey of 538 randomly selected Pune / India consumers examined the role played by the media in the Cadbury Dairy Milk consumer product selection (a type of chocolate). The results showed that the main reason for the product's popularity was advertising (Kazemi&Esmaili, 2010). Belch and Belch (2003) define advertising as an important promotional tool for creating and maintaining brand awareness and ensuring that the product is included in the released set.

Sandra (2008) everyone should realize the role that advertising is playing in modern life. Psychologically it shapes the attitudes of the society and the individual influencing their behavior. It also provides huge amount of information to consumer to make a choice and draw a conclusion. Hyun (2011) also stated that advertising-induced emotional responses positively influence patrons' perceived value. He indicates four dimensions of advertising (relevant news, stimulation, empathy, and familiarity) that have a significant impact on inducing patron's emotional responses. Beside of these positive effects, the marketers also have to be careful about their efficient uses. Moreover, Dens (2010) compares two types of advertising strategies like informational vs. positive emotional. He

finds that informational appeals in comparison to emotional appeals reduce the effects of parent brand quality and fit. It should also consider the geographical location of the consumer which can play a vital role regarding the response of advertising and sales promotion. According to Zhang et al (1996) the phenomenon of humor in the advertisement significantly influences the individual's response towards product. And this phenomenon does not equally influence each individual. Presence of humor in advertisement produces favorable results for a person possessing low need for cognition. Doing so advertiser creates those types of advertisements, which carry emotional bond with consumer. Therefore, that consumer is more likely to associate with advertisements of those brands, which have emotional values and messages. Because, positive emotional appeals also provide a strong brand cue and stimulate category based processing (Abideen&Latif, 2011).

2.2 Empirical Literature Review

This section was including previous research conducted in this area in the past. It discusses the opinion of researchers with opinions related to the research questions of this study was affect the findings, methods, results and recommendations of researchers and practitioners.

Preferences are a common factor in day-to-day decisions. Therefore, they are an essential ingredient in many thinking tools. Preferences are often used in impartial decision-making where most agents need to choose one from a set of possible decisions; each agent expresses his or her preferences in addition to the possible decisions, and the intermediate system incorporates those decisions to obtain a “consensual” decision (Rossi, Brent, & Walsh, 2011).

Deliya and Parmar (2012) conducted similar research in Patan, India. Their research has shown that packaging affects people in purchasing products. Meanwhile, Czech, Foret and Procházka (2006) were also conducting research into what factors influence people buying a decision about a drink. The findings of that study showed a relationship between product, quality and packaging to the people who buy the decision.

Shih et al. (2008) commissioned a combined analysis to study consumer preferences for instant coffee in Taiwan. The study examined some of the factors considered by coffee consumers who quickly found that price was the most important factor followed by brand name, packaging materials and taste (product quality).

Virmani (2011) analyzed the effect of advertisements on tea-loving tea in the Kaval cities of Uttar Pradesh. Research has shown that factors that influence brand preference range from quality to availability. But the amount set as the first parameter by brand preference buyers. Most consumers report that ads sometimes carry them but, in the end, it is the quality of the product that is the decisive factor in buying tea.

Sarwade and Ambedkar (2011) studied product preferences and edible oil consumption patterns in the state of Maharashtra, India. Through quantitative research (a survey of 1000 respondents) and the use of percentile, scale, easy integration, and retrospective analysis of data, researchers gain health knowledge and brand quality as important factors in decision-making.

Vikkraman and Dineshkumar (2012) conducted a survey of consumers' brand Preference towards FMCG (Dental Care) Products, in India, using a multidisciplinary research process (survey of 200 customers as a sample). Through descriptive analysis, the researchers found that customers were more likely to like brand quality in terms of price, design, sales and service.

Jain and Sharma (2012) researched the brand awareness and customer popularity of FMCG products in the rural market in the Garhwal region of India. In terms of the quality of the brand being researched, Price, easy availability, family love, found to be the most important variant of brand reference. Usha (2007) uses a randomly selected sample size of 180 respondents in the Kolar region, India, to study consumer purchasing behavior regarding fast food products. According to the study, consumers look for the best quality, retailers have the influence and availability to choose a particular type of product.

Chimboza and Edward (2007) investigated brand popularity indicators in terms of the dairy market in Zimbabwe using a sample of 90 research respondents. Using an analysis of the testing factors, the researchers identified four factors as important decisions for dairy product selection namely promotion, price and product availability, attractive packaging and product quality. In this case, the promotion of dairy products was a very important factor in brand choice.

Joseph MuriithiNjeru (2016) the study was to investigate factors that influence the customer choice of bottled water brands in the Nairobi Central Business District. The study adopted a descriptive research design. The sampling technique was the systematic random sampling, whereby every 4 th case of the respondents was selected for inclusion in the sample. A Sample Size of 123

respondents was considered for the study. The study implemented primary data collection and the pre-testing of the questionnaire was done using a small sample of 20 respondents. Quantitative data was collected, coded and entered into the computer for analysis using the Statistical Package for Social Sciences (SPSS). Descriptive statistical methods such as mean, frequency, percentages and correlations were used to analyze the data and present it in form of figures and tables. Out of 123 questionnaires, 118 responded to the survey. The study found that quality assurance, taste and odor were key pillars of brand name. Other aspects of brand name influence like association with other products and manufacturer reputation did not feature as predominantly. As for price as an influence, the study established that in some rare occasions, where price for bottled water was hiked it did not necessarily warrant a dip in sales. In fact, most customers considered the price for their preferred bottled water as fair. Over and above, customers were more likely to choose a brand that was affordable. Packaging as a factor of influence possessed elements, that both individually and collectively determined the appeal a customer was likely to consider when making a purchase decision. Advertising as an influence commonly used the promotion element. This finding would most likely have been different if the survey wasn't conducted in supermarkets where promotion is rampant. Referrals and traditional media were the second most used avenues of initial knowledge about bottled water brands. Packaging elements that stood out in terms of their overall effect were bottle shape & wrapper, texture & feel. The cap & seal also seemed to influence greatly because it was assumed that a tamper-proof seal assured quality and safety. Equally, there were others that seemed to be appealing, that is, the color and hardness of the bottle. The advertising message plays an integral role in influencing customers to choose between the many brands available. There were strong indications that if the advertising message was persuasively constructed, customers who were unsure of the message would positively attribute it as an influence of their choice; while those who disagreed would replace those who were unsure.

According to Kedir, (2019) the factors, brand image, taste of the bottled water, perceived price, promotional activity and packaging attribute; taken as the factors which influence the perception of the consumers. In general, all the five variables have a positive impact on consumers' perception as per the study however, Price, is the least factor to influence on customer choice of bottled water, when comparing with the remaining factors, beside this taste of the water was the strongest factor on consumer perception to choose a specific brand.

Yalew and Mamo(2014) the study conducted the purpose of this study was to identify the influence of bottled water packaging attributes on consumers' purchase decision. The research focused in Addis Ababa (Ethiopia). The study used color, graphic design, size, printed information and shape of packaging as independent variables and consumers' purchase decision as a dependent variable. This empirical research was conducted using survey through a set of questionnaires with 5-point Likert scale and open-ended items. The questionnaire was distributed to 200 respondents and the responses from 96.5% of the respondents were analyzed using descriptive and inferential statistics such as mean, correlation and multiple regression. The findings of the study show that color, graphic design, size and shape of packaging significantly influence consumers' purchase decision for bottled water. Printed information on the package has no significant influence on consumers' purchase decision. Therefore, manufacturers of bottled drink water should give attention to packaging attributes and be innovative to win consumers' attention. Using attractive and easily understandable printed information may increase its influence on purchase decision.

Hanan Mohammed (2018) conducted to examine the factors underlying consumer's preference towards bottled water brands in Addis Ababa. The study used a conceptual model adapted and modified from Kotler et al. (2005). A quantitative research design was applied to research the causal relationship of the independent variables (product quality, price, packaging, advertising, availability, promotional activity and brand name awareness) to that of consumers brand preference. A Judgmental sampling with convenience sampling technique was used to contact the sample respondents. Applying a structured questionnaire written in English and Amharic the researcher distributed to 423 peoples. Descriptive and inferential statistics analysis was performed using SPSS version 21 software. The finding shows that product quality, packaging, advertising and brand name awareness have a significant and positive effect on consumer's preference towards bottled water brands in Addis Ababa. The study also revealed that people from different demographic background have different perception about the factors considered to affect brand preference towards bottled water products in Addis Ababa. Consumer are value driven when deciding to purchase the same product therefore marketers must dig deep in order to find out which factors do consumers consider the most in their evaluation of a brand.

Ruth (2018) conducted factors affecting customers' preference of packaged water in the case of packaged water industries in Addis Ababa. Research results also show that the factors that influence the consumers' buying behavior of bottled water varies culturally and geographically. Consequently,

the objective of the current study is to examine the factors behind customer consumption behavior of bottled water and to understand how they make their choices among the many brands available. The current study employed quantitative research approach and utilized correlational and descriptive research design and cross-sectional survey method of data collection using a self-report questionnaire. The participants (n=171) of the study are residents of Addis Ababa and were selected using convenience sampling technique. The Statistical Package for Social Sciences Software has been employed for data analysis using statistical techniques such as descriptive statistics, t-test, ANOVA, Pearson 's correlation and linear hierarchical regression. Bivariate correlation analysis indicated that occupation, belief, convenience, HQ, price and EKAS have statistically significant relationship with CB of respondents. Variance analysis of consumption behavior of BW against the categories of demographic variables (gender, season, age, education, occupation and monthly income) showed no significant variances were retained. Hierarchical regression analysis showed that the factors that predict the consumption behavior of BW are occupational background, price, packaging designs and EKAS with statistical significance of $p = 0.05$. Despite some limitations in the sampling and data collection processes, the result might provide practical and theoretical experience to the existing knowledge of consumption behavior of bottled water as well as other similar products.

2.3 Conceptual Framework of the Study

The purpose of this study is to examine the determinants of consumer brand preference: the case of bottled water brands in Addis Ababa. For this purpose, the researcher would be developed a conceptual frame work based on the relevant theoretical and empirical evidence that independent variable (i.e., taste and chemical composition corporate reputation, availability, promotion and packaging) and the brand preference as a dependent variable in the study area.

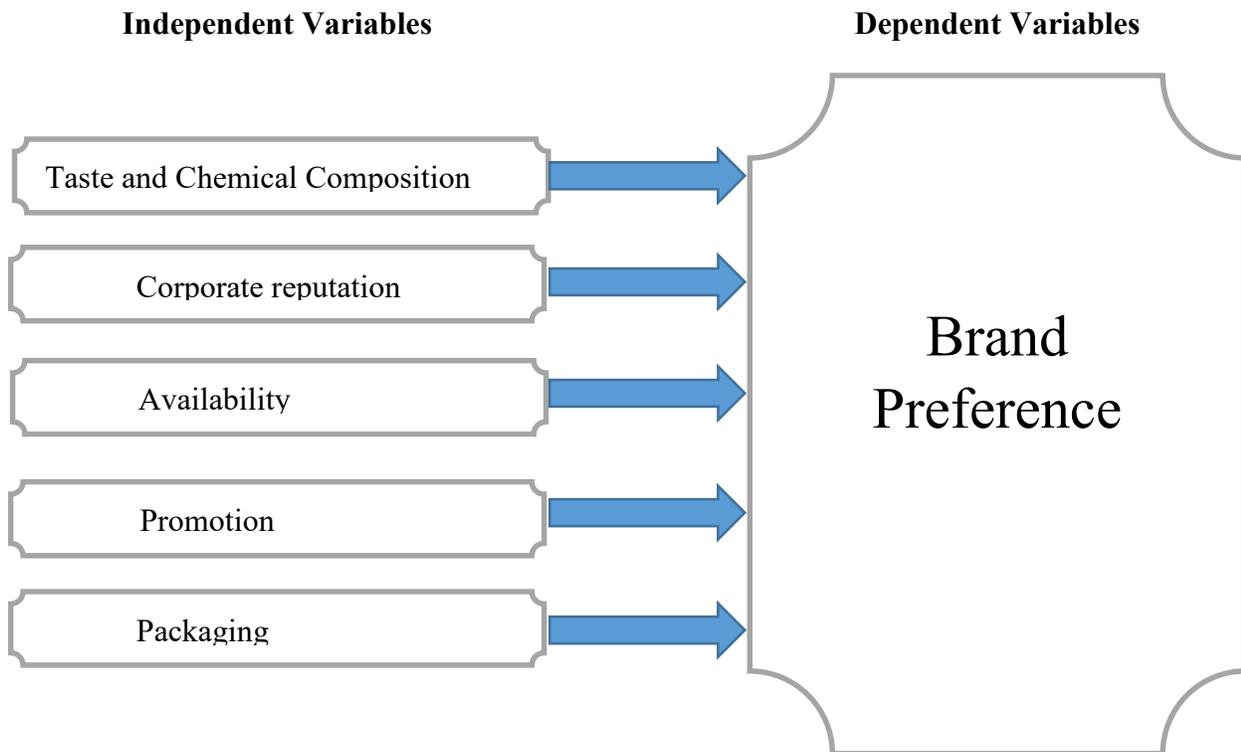


Fig. 2.2 Conceptual Framework

Source: Modified from Different Literature Reviews, 2024

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

The term research design is a blueprint for choosing subjects, research sites and data gathering techniques to answer the research questions (McMillan, 2014). A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure (Kothari, 1990). A research design is also a plan for study that provides specification of procedures to be followed by the researcher in order to achieve the research objective as well as, to test the hypothesis (McDaniel, 2006). For the purpose of the study, the researcher was used a descriptive and explanatory research design. Descriptive research attempts to describe the information about the topic and explanatory research design was employed to examine the effect of independent variables on the dependent variable.

3.2 Research Approach

Survey technique can collect data from a sample of people in the form of questionnaire. Survey is a familiar way primary data. It is flexible means to produce both qualitative and quantitative information depending on how they are structured and analyzed (Zikmund, 1994). Quantitative research method takes great emphasis on the numerical data and statistical analysis to get to final conclusion that can be generalized (Saunders, 2012). Both quantitative and qualitative method was used. Qualitative research is a means for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. And also it involves emerging questions and procedures; data typically collected in the participant's setting, data analysis inductively building from particulars to general themes, and the researchers making interpretations of the meaning if the data (John & Creswell,2009). According to Creswell (2005), Quantitative approach is an approach in which the researcher determines what to study asks the respondent close ended questions and gather numeric data from the respondent and analyze this numbers using statistics. In order to achieve the objective of the study, this study was adopted quantitative approach to quantify the respondents' evaluation and examined the relationship between independent variable and dependent variable in the study area through generating numerical data by using close ended questionnaire.

3.3 Target Population

The target population represents all cases of people or organizations which possess certain characteristics; it is the larger group from which a sample is taken (Flick, 2011). The target population for this study was comprised of individual customers of seven selected hotels and cafeterias in the study area. Population is the total collection of individuals to be studied and from which sample is drawn (Sekaran, 2016). Therefore, the target population of this study is 560 in Addis Ababa.

3.4 Sample Size

Although, it is difficult to consist all level of bottled water consumers, for the sake of this research the target population was covered individual customers who are occasional and regular users of bottled water in Addis Ababa specifically seven selected hotels and cafeterias. And also the hotel themselves were the target population. In the part of determining sample size, it should be considered not to be too large or too short in order to assure the validity and accuracy of the research result and also to save time and resource. So the sample size for this study was determined as follows. The considerable sample size is for the desired accuracy or CI width assuming that there is no problem with non-response or missing values. If this is the case, the investigators were not achieving the desired precision. So, Naing L, Winn T and Rusli BN (2006), states it is better to over sample by 10% to 20% of the calculated number required depending on how much the investigators would anticipate these discrepancies. Hence by adding 10% margin for non-response or missing values the sample size for this study was 233. The sampling size is determined using (Yamane, 1967) simplified formula for calculating sample sizes.

$$\text{Which is } n = \frac{N}{1 + N(e)^2}$$

Where, n is the sample size,

N is the total population, and

e is the level of precision.

The level of precision, sometimes also called sampling error, which is the range in which the true value of the population is estimated, for the purpose of this study 0.05 level of precision at 95% of confidence level is taken.

$$n = \frac{560}{1 + 560(0.05)^2}$$

n= 233

Calculating the sample size using the above formula was giving us 233 sample. For each hotel the quota was distributed evenly.

Hotels	Average customers	Sample size
Hotel 1	80	33
Hotel 2	80	33
Hotel 3	80	33
Hotel 4	80	33
Hotel 5	80	33
Hotel 6	80	33
Hotel 7	80	33
Total population	560	233

3.5 Sampling Techniques

Sampling technique is a system the researcher would use to get a needed sample from a given population. As a priori the researcher must decide the number of sample or sample size that he or she is going to use for the study. The sampling process is to choose the sampling frame, which is the list of elements from which a sample may be drawn: also called the working population (Zikmund, 2000). The study was adopted stratified random sampling technique. Stratified random sampling is a technique which attempts to restrict the possible samples to those which are "less extreme" by ensuring that all parts of the population are represented in the sample in order to increase the efficiency. Stratification may often produce a gain in precision of the estimates of characteristics of the whole population (Kareem, & Oshungade, 2015). The cost of conducting the survey is expected to be less for stratified sampling when strata are formed keeping administrative convenience in mind. Cooper and Schindler (2014) defined simple random sampling as the basic sampling technique whereby a sample for study from a population is selected. Simple random sampling normally reduces the sampling error in the population. This technique is free of classification error, and it involves least possible advance knowledge of the population other than the frame. Its simplicity also makes it rather

easy to deduce the data collected. This in turn increases the accuracy of any estimation methods were used.

3.6 Source and Type of Data

In order to fulfill the objective of the research the appropriate data was collected from primary and secondary source of data. Primary data was obtained through a semi structured questionnaire and structured questionnaire with the hotels. The primary tool for the data gathering in this research was used semi-structured questionnaire because it helps to generate clear and more detailed information to understanding of problem. Secondary data was used; it is collected from different journals, article, and annual report, published and unpublished documents.

3.7 Data Collection Method

In order to obtain relevant and adequate information the researcher used questionnaire and structured questionnaire. The questionnaire consists five-point Likert Scale from strongly disagree (1) to strongly agree (5) to measure determinants of consumer brand preference of bottled water. The questionnaires were distributed to customers of selected hotels and structured questionnaire was held with purchasing department of the hotels. Moreover, a participant of the study has been informed about the objective of the study. They also notified about the confidentiality of their response.

3.8 Validity and Reliability Analysis

3.8.1 Validity Analysis

The data collection instrument which was developed from the literature was checked for their validity by the researcher. Then, the questionnaire was checked for internal consistency and establishes reliability. Validity concerns with the degree to which a question measures what it is intended to measure. To assure the validity of the study, the researcher took the comment from the advisor and also discussed with respondents about the questionnaires before it was distributed. The questionnaire was prepared includes standard questions for the main variables; study questions on independent variables and questions on dependent variables. The questionnaire was evaluated by examining feasibility during questionnaire pre-testing. Feasibility of the questions were evaluated by examining study participant acceptability, and the time & ease of administration.

3.8.2 Reliability Analysis

Reliability was also checked for the survey instrument. As stated by Hair et al., (2007) reliability indicates the extents to which some variables or set of variables are consistent in what they are intended to measure. Reliability analysis was used to measure the internal consistency of a questionnaire. There are different methods of reliability test and for the purpose of this study Cronbach's alpha is considered to be suitable. Cronbach's alpha is the most common measure of internal consistency or reliability. According to George and Mallery (2003), the value of Cronbach's alpha coefficient should be more than 0.7 which is an acceptable level of internal consistency or reliability. A response to the questionnaire was measured using 5- point Likert scale (i.e., Strongly Disagree, Disagree, Neither Agree nor Disagree, Agree, Strongly Agree). Overall, it shows a good reliability and internal consistency for which all was > 0.7.

Table 3.2: Reliability analysis result

Variables	Cronbach's Alpha	Number of items
Taste and Chemical Composition	0.810	6
Corporate Reputation	0.830	7
Availability	0.811	7
Promotion	0.841	6
Packaging	0.820	8
Brand Preference	0.800	5
The Total Test Scale	0.818	39

Source: Own Survey, 2024

3.9 Method of Data Analysis

The data which was collect from primary sources through the use of questionnaire obtained from respondents were analyzed and interpreted quantitatively through the treatment of different statistical techniques. In this study, data analysis were used both descriptive and inferential statistics. Descriptive statistics has to do with calculating frequency, percentages, the mean and standard deviation and also tables were used to summaries the output data. And also, it was used for describing the respondents' demographic characteristics in terms of frequency and percentage. With regards to inferential statistics, Pearson correlation coefficient was used to examine the relationship between corporate reputation, availability, promotion and packaging and brand preference. Furthermore,

multiple regression analysis were conducted in the present study to examine the effect of each independent variable on the dependent variable. Therefore, multiple regression analysis were used to understand how one or more predictor variables influence the dependent variable. That is, this analysis enables to understand the extent that the independent variables affect the prediction of the dependent variable. For this purpose, the researcher was used SPSS version-20 software.

3.10 Model Specification

Model specification was defined as the exercise of formally stating a model i.e. the explicit translation of theory into mathematical equations and involves using all the available relevant theory research and information and developing a conceptual model. Multiple regression analysis was used to understand how one or more predictor variables influence the dependent variable. That is, this analysis enables to understand the extent that the independent variables affect the prediction of the dependent variable. Thus, a multiple regression model was used in the present study to examine the effect of taste and chemical composition corporate reputation, availability, promotion and packaging on brand preference. The multiple regression equation for predicting the dependent variable can be expressed as follows:

$$Y = X_0 + X_1 (TCC) + X_2 (CR) + X_3 (A) + X_4 (PR) + X_5(PC) + \epsilon$$

Where:

Y= Brand Preference

TCC=Taste and Chemical Composition

CR= Corporate Reputation

A= Availability

PR= Promotion

PC= Packaging

X₀= the constant parameter

X₁= Coefficient of Taste and Chemical Composition

X₂= Coefficient of Corporate Reputation

X₃= Coefficient of Availability

X4= Coefficient of Promotion

X4=Coefficient of Packaging

€=Error Term

In accordance with the above mathematical model the constructed assumption was tested by considering significance level of each constant parameter in multiple regression analysis.

Table 3.1: Study Variables

Variable Name	Symbol	Measurement
Brand Preference (dependent)	BP	Ordinal level
Taste and Chemical Composition (independent)	TCC	Ordinal level
Corporate Reputation (independent)	CR	Ordinal level
Availability (independent)	A	Ordinal level
Promotion (independent)	PR	Ordinal level
Packaging (independent)	PC	Ordinal level

In accordance with the above mathematical model the constructed assumption was tested by considering significance level of each constant parameter in multiple regression analysis.

3.11 Ethical Consideration

To reach the respondents formal letter was provided to the organization. Each discipline should have its own ethical guidelines regarding the treatment of human participants on the research (Vanderstoep & Johnston 2009). The researcher was keeping privacy (that left any personal questions), anonymity (protecting the identity of specific individuals from being known) and confidentiality or keeps the information confidential. Accordingly, the questionnaire was distributed to voluntary participants and had a clear introduction and instruction parts regarding the purpose of the research.

CHAPTER FOUR

DATA ANALYSIS RESULT AND DISCUSSION

This chapter deals with analysis of data for the findings of the study and discussion on the findings. The chapter consists of the response rate, descriptive analyses, mean and standard deviation of the respondents' responses) and inferential analysis which conducted to achieve the aforementioned objective.

4.1. Response Rate

The researcher distributed 233 questionnaires for the respondents. As shown in table 4.1 below, out of which 233 were filled in and returned to the researcher. Among the 233 questionnaires, only 201 (86.26%) were correctly and completely filled in, while the rest 11 (4.72%) questionnaires were returned with incomplete responses and the remaining 21 (9.01%) questionnaires were not returned. According to Mugenda and Mugenda (2003), a response rate of 50% is adequate for analysis and reporting; a rate of 60% is good and a rate of 70% and over is excellent. Based on this assertion, the response rate (93.5%) for the data gathering instrument was excellent. Thus, the result analysis in this study was based on data on 201 questionnaires.

Table 4.1: Response rate

Questionnaire of the Research	Frequency	Percent
Questionnaire useful for analysis	201	86.26
Incompletely filled/rejected questionnaire	11	4.72
Not returned questionnaire	21	9.01
Total questionnaire distributed	233	100

Source: Own Survey, 2024

4.2. Demographic Characteristics of the Respondents

In this demographic information analysis associate subdivision, the researcher attempted to analyze the personal information, gender, age, educational level and work experience were obtainable. The purpose of the demographic analysis in this research was to describe the characteristics and

background of the sample employees such as the proportion of male and female employees in the sample, range of age, level of education, and work experience, with the intention that the analysis could be more important. The results obtained from the collected structured questionnaire were presented on the table.

Table 4.2: General Respondents Profile

Characteristics		Frequency	Percent
Gender	Male	110	54.7
	Female	91	45.3
	Total	201	100

Source: Own Survey, 2024

As I can see from the above table indicated that, male and female the study area constitutes about 54.7% and 45.3% respectively which shows the samples taken represented male and female is relatively distributed on fairly basis.

Characteristics		Frequency	Percent
Age	18-25	58	28.8
	26-35	99	49.2
	36-44	41	20.4
	45 and above	3	1.5
	Total	201	100

Source: Own Survey, 2024

According to the above table 4.1 reveals that, age category of the respondent shows highly dominated by youngsters between ages 26-35 which accounts more than half of the respondents 49.2% followed by 28.8% of the respondents are age 18-25, while age group of 36-44 and 45 and above constitutes 20.4% and 1.5% respectively. This indicates that most of the respondent are young and highly implies the organization trend focuses on new and young consumer.

Characteristics		Frequency	Percent
Education Level	Secondary education	12	5.10
	Diploma	41	20.4
	First degree	127	63.2
	Masters and above	21	10.4
	Total	201	100

Source: Own Survey, 2024

The above table show that, regarding to the employee education qualification clearly indicated that majority of the consumer 63.2% acquired their first degree and diploma constitutes 20.4% of the respondent while the rest 10.4% of the respondents are masters and above. Besides, 5.10% are secondary education. This shows that majority of the respondents are degree holders.

Characteristics		Frequency	Percent
Income level	Less than 1000	1	0.5
	1001-2500	63	31.3
	2501-5000	69	34.3
	5001+	68	33.8
	Total	201	100

Source: Own Survey, 2024

The above table indicated that, in the same way, the respondents' income level shows that 34.3% of respondents are 2501-5000, 29.80%, 33.8% are 5001+ and the remaining 31.3% of respondents are 1001-2500r. This indicates that the majority of the respondents are high income level.

4.3 Descriptive Statistics

This part consists of the descriptive statistics of the variables under study. The variables of the descriptive statistics were included taste and chemical composition, corporate reputation, availability,

promotion, packaging and brand preference using mean and standard deviation using 5-point Likert scale. The respondents were asked to indicate their level of agreement or disagreement with different statements. The results are summarized by using the mean and standard deviation. The mean shows the extent to which respondents averagely agree or disagree with the statement of the independent variable. So, the higher the mean indicates that the majority of sample respondents agree with statements while the smaller mean indicates that the majority of the respondents disagree with different statements. According to Zaidaton and Bagheri (2009), the mean score below 3.39 is considered as low, the mean score value from 3.40 to 3.79 is considered as moderate and the mean score value above 3.8 is considered as high. Thus, for this study the interpretation of mean values as per Zaidaton and Bagheri. A 5-point Likert scale was adopted to answer each statement where 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=strongly Agree.

Table 4.3: Descriptive Analysis of Taste and Chemical Composition

The discussion made here below on the responses obtained from the respondents through the structured questionnaire on the dimension of taste and chemical composition, in the study area.

Characteristics	Mean	Std.Dev
I prefer bottled water brand that taste good	3.51	0.60
Bottled water brand taste better when is sweet	3.43	0.51
I consider flavor of bottled water brand before purchasing it.	3.78	0.32
Bottled water brands contain carbonic acid, which I prefer mostly.	3.39	0.97
The way in which a product is process can lead to a pleasant taste appreciated by the consumer.	3.64	0.21
Taste can be either sweet, sour, dry or any feeling that a consumer may express towards a product.	3.22	0.85
Grand Mean=3.49		

Source: Own Survey, 2024

The findings from the above table indicated that most of the respondents who participated in this study, based on descriptive statistics the respondents were asked their opinion about taste and chemical composition on brand preference. Regarding, I prefer bottled water brand that taste good with a mean of 3.51 and standard deviation 0.60 and bottled water brand taste better when is sweet a mean of 3.43 and standard deviation 0.51. Besides I consider flavor of bottled water brand before purchasing it with a mean of 3.78 and standard deviation 0.32 and Bottled water brands contain carbonic acid, which I prefer mostly with a mean of 3.39 and standard deviation 0.97. the final items under taste and chemical composition The way in which a product is process can lead to a pleasant taste appreciated by the consumer with a mean of 3.64 and standard deviation 0.21 and also a mean of 3.22 and standard deviation 0.85 taste can be either sweet, sour, dry or any feeling that a consumer may express towards a product. The overall results of the findings were a mean score of taste and chemical composition on brand preference (mean=3.49) are moderate level in the matter.

Table 4.4: Descriptive Analysis of Corporate Reputation

The discussion made here below on the responses obtained from the respondents through the structured questionnaire on the dimension of corporate reputation, in the study area.

Characteristics	Mean	Std.Dev
whether advertising messages influences your choice of bottled water brand	3.40	0.94
whether manufacturer's reputation influences your choice of bottled water brand	3.92	0.77
whether association with other company products influences your choice of bottled water brand	3.20	0.95
whether quality assurance influences your choice of bottled water brand	3.62	0.92

whether taste and odor influence your choice of bottled water brand	3.71	0.76
Whether the distribution network and access to the type of bottled water enables consumers to choose a brand of bottled water, since it's found in most areas	3.59	0.66
Whether the type or name of the shop instills confidence on the array of bottled water on their shelves.	3.44	0.83
Grand Mean=3.55		

Source: Own Survey, 2024

The above table indicated that the respondents were asked their opinion about corporate reputation on brand preference were whether advertising messages influences your choice of bottled water brand with a mean of 3.40 and standard deviation 0.94 and whether manufacturer's reputation influences your choice of bottled water brand a mean 3.92 and standard deviation 0.77. Furthermore, the weather association with other company products influences your choice of bottled water brand that a mean 3.10 and standard deviation 0.95. On the other hand, whether quality assurance influences your choice of bottled water brand with a mean of 3.32 and standard deviation 0.92 and whether taste and odor influences your choice of bottled water brand with a mean of 3.71 and standard deviation 0.76. At last items were Whether the distribution network and access to the type of bottled water enables consumers to choose a brand of bottled water, since it's found in most areas with a mean of 3.59 and standard deviation 0.66 and whether the type or name of the shop instills confidence on the array of bottled water on their shelves with a mean of 3.44 and standard deviation 0.83. In general, the results of the findings were a mean score of corporate reputation on brand preference a mean of 3.55 are moderate level in the characteristics.

Table 4.5: Descriptive Analysis of availability

The discussion made here below on the responses obtained from the respondents through the structured questionnaire on the dimension of availability, in the study area.

Characteristics	Mean	Std.Dev
I prefer a brand of bottled water, which is widely available	3.66	0.10
I buy any kind of bottled water I found in my surrounding	3.58	0.08
I buy the first brand of bottled water I recognize in a store display	3.25	0.32
If my preferred brand is not available in the store, I will buy any kind of bottled water brand available	3.47	0.42
Bottled water is fresher than tap water.	3.74	0.51
I feel comfortable consuming bottled water because it is easily accessible.	3.81	0.61
It is easy to find a drinking tap water source where I work/study.	3.69	0.07
Grand Mean=3.6		

Source: Own Survey, 2024

The above table indicated that majority of the respondents strongly agreed on availability that I prefer a brand of bottled water, which is widely available mean of 3.66 and SD 0.10. Concerning to respondents' response where I buy any kind of bottled water, I found in my surrounding mean of 3.58 and SD 0.08, I buy the first brand of bottled water I recognize in a store display mean of 3.25 and SD 0.32 and if my preferred brand is not available in the store, I will buy any kind of bottled water brand available mean of 3.47 and SD 0.42. This indicates that the overall results of the findings were a mean score of taste and chemical composition on brand preference with a mean of 3.6 shows a moderate level in the items.

Table 4.6: Descriptive Analysis of promotion

The discussion made here below on the responses obtained from the respondents through the structured questionnaire on the dimension of promotion, in the study area.

Characteristics	Mean	Std.Dev
I buy a brand of bottled water that I frequently exposed through advertisement.	3.64	0.21
I buy a bottled water brand, which has attractive and recognizable advertisement	3.48	0.27
I prefer to buy a bottled water brand with some kind of prize or free sample.	3.31	0.10
I buy a bottled water brand that a sales person has recommended	3.45	0.96
I prefer to buy a bottled water brand that I usually see while it has been used in meetings, or any other kind of noncommercial program.	3.33	0.19
I buy bottled water brand, which is advertised in a better way	3.45	0.92
Grand Mean=3.44		

Source: Own Survey, 2024

As reflected from the above table which envisages the respondents' response in their respondents were asked their opinion about promotion on brand preference, I buy a brand of bottled water that I frequently exposed through advertisement with a mean of 3.64 and SD 0.21; I buy a bottled water brand, which has attractive and recognizable advertisement with a mean of 3.48 and SD 0.27 and I prefer to buy a bottled water brand with some kind of prize or free sample with a mean of 3.31 and SD 0.10. Besides, I buy a bottled water brand that a sales person has recommended with a mean of 3.45 and SD 0.96; I prefer to buy a bottled water brand that I usually see while it has been used in meetings, or any other kind of noncommercial program with a mean of 3.33 and SD 0.19 and I buy bottled water brand, which is advertised in a better way with a mean of 3.45 and SD 0.92. This result shows that the promotion is moderate level with grand mean of 3.44.

Table 4.7: Descriptive Analysis of packaging

The discussion made here below on the responses obtained from the respondents through the structured questionnaire on the dimension of packaging, in the study area.

Characteristics	Mean	Std.Dev
I prefer bottled water brand, which has my preferred package size	3.43	0.83
I am a person who usually fall in love at sight with the products in the shops	3.61	0.84
I prefer a bottled water brand with a convenient package shape (easy to carry)	3.83	0.86
Visual appeal of packaging influences my brand prefer	3.45	0.85
When I buy bottled water, I consider the cleanliness of the package	3.55	0.80
I buy mineral water product because of package rather than the test.	3.32	0.43
It is hard for me not to buy the nice packaged products.	3.60	0.70
Package design is the important criteria when I decide to buy mineral water for others.	3.46	0.56
Grand Mean=3.53		

Source: Own Survey, 2024

The above table shows that the respondents were strongly agree for the packaging on brand preference are I prefer bottled water brand, which has my preferred package size mean of 3.43 and SD 0.83. furthermore, I am a person who usually fall in love at sight with the products in the shops with a mean of 3.61 and SD 0.84 and also I prefer a bottled water brand with a convenient package shape (easy to carry) with a mean 3.83 and SD 0.86. In addition to the respondents were agree Visual appeal of packaging influence my brand prefer with a mean 3.45 and SD 0.85 and When I buy bottled water, I consider the cleanliness of the package mean of 3.55 and SD 0.80. Finally, I buy mineral water product

because of package rather than the test with a mean 3.32 and SD 0.43, it is hard for me not to buy the nice packaged products with a mean 3.60 and SD 0.70 and package design is the important criteria when I decide to buy mineral water for others with a mean 3.46 and SD 0.56. The overall results of the findings were a mean score of packaging on brand preference mean=3.53 are moderate level in the subject.

Table 4.8: Descriptive Analysis of brand preference

The discussion made here below on the responses obtained from the respondents through the structured questionnaire on the dimension of brand preference, in the study area.

Characteristics	Mean	Std.Dev
I usually prefer well-promoted brands	3.58	0.05
I usually prefer the best quality brand	3.28	0.04
I usually prefer the brand I know	3.37	0.18
I usually buy the best-selling brands	3.56	0.12
I usually buy widely available brand	3.41	0.20
Grand Mean=3.44		

Source: Own Survey, 2024

As it can be seen the above table indicates respondents were asked to put their level of agreement on brand preference in the organization that I usually prefer well-promoted brands with a mean of 3.58 and SD0.05;I usually prefer the best quality brand with a mean of 3.28 and SD 0.04;I usually prefer the brand I know with a meanof 3.37 and SD 0.18;I usually buy the best-selling brands with a mean of 3.56 and SD 0.12 and I usually buy widely available brand with a mean of 3.41 and SD 0.20.This finding indicated that majority of the respondents were agree to brand preference with grand mean of 3.44.

4.4 Correlation Analysis

Correlation analysis is beneficial method of exploiting relation (association) between variables. This section indicates that correlations of independent variables under measure taste and chemical composition, corporate reputation, availability, promotion and packaging with brand preference are presented. The result of Pearson correlation is presented in the following table and interpreted by the guide line suggested by Field (2006); mentioned that the Pearson correlation coefficient shows the relationship and direction between the predictor and outcome variable. Accordingly, if the relationship is measured in the range of 0.1 to 0.29 it is a weak relationship, 0.3 to 0.49 is moderate, above 0.50 shows strong relationship; while the positive and negative sign tell us the direction of their relationship.

Table 4.9: Pearson correlation coefficient

Variables		BP	TCC	CR	A	PR	PC
Brand Preference	Pearson Correlation	1	.827 [*]	.776 [*]	.607 ^{**}	.655 [*]	.691 [*]
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	201	201	201	201	201	201
Taste And Chemical Composition	Pearson Correlation	.827 [*]	1	.780 [*]	.493 ^{**}	.570 [*]	.638 [*]
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	201	201	201	201	201	201
Corporate Reputation	Pearson Correlation	.776 [*]	.780 ^{**}	1	.465 ^{**}	.486 [*]	.610 [*]
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	201	201	201	201	201	201
Availability	Pearson Correlation	.607 [*]	.493 ^{**}	.465 [*]	1	.276 [*]	.380 [*]
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	201	201	201	201	201	201
Promotion	Pearson Correlation	.655 [*]	.570 [*]	.486 [*]	.276 ^{**}	1	.521 [*]
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	201	201	201	201	201	201
Packaging	Pearson Correlation	.691 [*]	.638 [*]	.610 [*]	.380 ^{**}	.521 [*]	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	201	201	201	201	201	201

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

Source: Own Survey, 2024

The above table of Pearson correlation analysis of the study variable shows that the correlation between predictor variables were (i.e., taste and chemical composition, corporate reputation, availability, promotion and packaging) and dependent variables (brand preference). Accordingly, there is a positive and significant relationship between taste and chemical composition and brand preference ($r=.827$, $N=201$, $p<.001$). There is a positive and significant relationship between corporate reputation and brand preference ($r=.776$, $N=201$, $p<.001$). There is a positive and significant relationship between availability and brand preference ($r=.607$, $N=201$, $p<.001$). There is a positive and significant relationship between promotion and brand preference ($r=.655$, $N=201$, $p<.001$). There is a positive and significant relationship between packaging and brand preference ($r=.691$, $N=201$, $p<.001$). Therefore, the findings show that taste and chemical composition, corporate reputation, availability, promotion and packaging with significance value of $P<0.01$.

4.5 Testing Assumptions of Classical Linear Regression Model (CLRM)

In this study as mentioned diagnostic tests were carried out to ensure that the data fits the basic assumptions of classical linear regression model. Consequently, the results for the model assumptions test are presented as follows:

4.5.1 Test for Normality assumption

A normal distribution is not skewed and is defined to have a coefficient of kurtosis 3. BeraJarque formalizes this by testing the residuals for normality and testing whether the coefficient of skeweness and kurtosis are zero and three respectively. Skewness measures the extent to which a distribution is not symmetric about its mean value and kurtosis measures how far the tails of the distribution are. The Bera Jarque probability statistics/P-value is also expected not to be significant even at 10% significant level. The study develops the following hypothesis to check the normality:

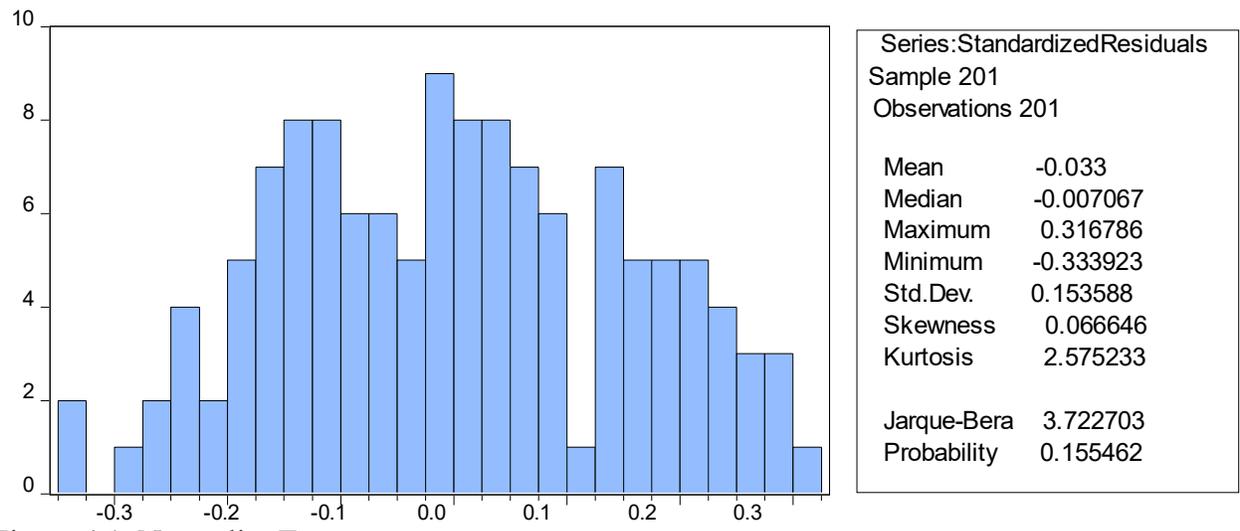


Figure 4.1: Normality Test

Source: Own Survey, 2024

As shown in the above Histogram, kurtosis approaches to 3 (i.e. 2.175233) and the Jarque-Bera Statistics was not significant even at 10% level of significance as per the P-values shown in the histogram (i.e. 0.155462). Hence, the null hypothesis of normally distributed is failed to reject at 5 percent of significant level. This implying that there is no significant evidence for the presence of not normality distribution in this model. The Jarque Bera P-value of the model also supports the absence of non-normality. Therefore, can be concluded that, the data is normal distributed.

4.5.2 Test for Homoscedasticity assumption

The condition of classic linear regression model implies that there should be homoscedasticity between variables. This means that the variance should be constant and same. Variance of residuals should be constant otherwise, the condition for existence of regression, homoscedasticity, would be violated and the data would be heteroscedasticity. To check for this, Breusch-Pagan-Godfrey test were applied. The Breusch-pagan tests of the null hypothesis that the error variances are all equal versus the alternative that the error variance are a multiplicative function of one or more variables. Hence, following the general null hypothesis of Breusch-pagan tests, the study develops the following hypothesis to check the presence of heteroscedasticity:

Table 4.10: Heteroscedasticity Test: Breusch-Pagan-Godfrey

F-statistic	1.309167	Prob. F(6,352)	0.2582
Obs*R-squared	7.802882	Prob. Chi-Square(6)	0.2529
Scaled explained SS	4.652238	Prob. Chi-Square(6)	0.5891

Source: Own Survey, 2024

The finding of the above table reveals that both F-statistic and chi-square (χ^2) tests statistic were used. As can be presented in the above Heteroscedasticity test both the F- and χ^2 -test statistics give the same conclusion that there is no significant evidence for the presence of Heteroscedasticity. Since the p-values in all of the cases were above 0.05, the null hypothesis of homoscedasticity is failed to reject at 5 percent of significant level. This implying that there is no significant evidence for the presence of heteroscedasticity in these research models. Generally, in

all of the regression models used in this study it was proved that the variance of the error term is constant or homoscedasticity.

4.5.3 Test for absence of autocorrelation assumption

Another basic assumption of regression model says that the covariance between error terms should be zero. This means that error term should be random and it should not exhibit any kind of pattern. If there exists covariance between the residuals and it is non-zero, this phenomenon is called autocorrelation.

The Breusch Godfrey serial correlation linearity model test was run. Breusch Godfrey tests were area joint test for autocorrelation that will allow examination of the relationship between u^t and several of its lagged values at the same time. Following the general null hypothesis of Breusch Godfrey serial correlation linearity model test, the study develops the following hypothesis to check the absence of autocorrelation:

Table 4.11: Breusch Godfrey Serial Correlation linearity model Test:

F-statistic	0.851376	Prob. F(2,349)	0.4294
Obs*R-squared	1.806553	Prob. Chi-Square(2)	0.4052

Source: Own Survey, 2024

The above table 4.11 indicated that, F test result and the P value of F-statistic is 0.4052 which is way beyond the significance level of 5%. Hence, the null hypothesis of no autocorrelation is failed to reject at 5 percent of significant level. This implying that there is no significant evidence for the presence of autocorrelation in this model. The Chi-Square P-value of the model also supports the absence of autocorrelation. Therefore, can be concluded that, the covariance between residuals is zero, data is normal and absence of autocorrelation problem was found conclusively from the linearity model test.

4.5.4 Multicollinearity Test

Multicollinearity exists when there is strong correlation between two or more predictors in a regression model Saunders et.al (2007). This research data multicollinearity assumption is checked by the Pearson correlation coefficient and collinearity statistics.

Checking the multicollinearity assumption is that by looking SPSS analysis output regression table of colinearity statistics value of Tolerance and Variance Inflation Factor /VIF (Field, 2006). The tolerance column value less than 0.2 and VIF value greater than 10 create a multicollinearity problem. Having this, the tolerance and VIF value is shown that there is a minimum tolerance value of 0.311 which is greater than 0.2 and the maximum VIF value is 3.220 which is less than 10. Therefore, the predictors don't significantly correlate each other; hence, there is no problem of multicollinearity in the model.

Table 4.12: Collinearity Statistics value

Model	Collinearity statistics	
	Tolerance	VIF
Taste and Chemical Composition	.311	3.220
Corporate Reputation	.364	2.747
Availability	.736	1.358
Promotion	.632	1.583
Packaging	.526	1.900

Source: Own Survey, 2024

4.6 Regression Analysis of the Results

Regression Analysis is a statistical tool to deal with the formulation of mathematical model depicting relationship amongst variables which can be used for the purpose of prediction of the value of dependent variable, given the value of the independent variables (Kothari, 2004). Besides the correlation between the research variables, it is important to assess the predictive relation between these variables. Based on the fact that correlation does not guarantee causality, the researcher examined the coefficient of the dependent variable through linear regression test. As can be observed from conceptual frame work, the following models can be developed based on theoretical and empirical reviews.

Multiple regression analysis is an analysis of association in which the effects of two or more independent variables on a single, interval-scaled dependent variable are investigated simultaneously (William and Barry, 2010).

4.6.1 Analysis of Variance (ANOVA)

Analysis of variance (ANOVA) is a collection of statistical models and their associated estimation procedures (such as the "variation" among and between groups) used to analyze the differences among group means in a sample. Analysis of variance is based on the law of total variance, where the observed variance in a particular variable is partitioned into components attributable to different sources of variation. Also, it provides a statistical test of whether two or more population means are equal, and therefore generalizes the t-test beyond two means.

Table 4.13: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	453.109	5	90.6218	89.92	.000 ^b
	Residual	196.521	195	1.0078		
	Total	649.630	200			
<p>a. Dependent Variable: Brand preference.</p> <p>b. Predictors: (Constant), Taste and Chemical Composition, Corporate Reputation, Availability, Promotion and Packaging.</p>						

Source: Own Survey, 2024

In the above ANOVA table shows that, the regression model overall fit can be examined with the help of ANOVA. Accordingly, the overall significance of the model presented in ANOVA table 8 above, the total variance (649.630) was the difference in to the variance which can be explained by the independent variables (Model) and the variance which was not explained by the independent variables (error). The study established that there existed a significant goodness of fit between variables as F-test =89.92, at P=0.000<0.01). This indicated that the model formed between effect of taste and chemical composition, corporate reputation, availability, promotion and packaging and brand preference was a good fit for the data.

4.6.2 Model Summary

Table 4.14: Model Summary

Model Summary^b					
Model	R	R ²	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.908 ^a	.824	.816	.97277	1.955
a. Predictors :(Constant), Taste and Chemical Composition, Corporate Reputation, Availability, Promotion and Packaging. b. Dependent Variable: Brand Preference.					

Source: Own Survey, 2024

In the model summary above table, the multiple regression coefficients R, indicates a very strong correlation of 0.908 between brand preference and the five independent variables. The adjusted r square = 0.816 reveals that the model accounts for 81.6 % of the variation in brand preference is explained by the linear combination of all the five independent variables (i.e. taste and chemical composition, corporate reputation, availability, promotion and packaging). The remaining 18.4% is explained by other factors giving room for further research to investigate other factors which affect brand preference.

4.6.3 Multiple Linear Regression Coefficients

Regression coefficient is to identifying the relationship between a dependent variable and one or more independent variables. A model of the relationship is significant or insignificant, and estimates of the parameter values are used to develop an estimated regression equation. Various tests are then employed to determine if the model is satisfactory. If the model is supposed satisfactory, the estimated regression equation can be used to predict the value of the dependent variable given values for the independent variables.

Table 4.15: Regression Coefficient

Model	Unstandardized Coefficient		Standardized Coefficient	t	Sig.	Co linearity Statistics	
	B	Std.Error	Beta			Tolerance	VIF
(Constant)	2.217	.819		2.708	0.08		
TCC	.341	.079	.320	4.298	.000	.311	3.220
CR	.201	.063	.221	3.215	.000	.364	2.747
A	.225	.048	.228	4.714	.000	.736	1.358
PR	.226	.052	.225	4.315	.000	.632	1.583
PC	.132	.051	.148	2.584	.000	.526	1.900

a. Predictors: (Constant), Taste and Chemical Composition, Corporate Reputation, Availability, Promotion and Packaging.

b. Dependent Variable: Brand Preference.

Source: Own Survey, 2024

As it is defined in chapter three, the unstandardized coefficients (β_1 to β_5) are the coefficients of the estimated regression model. Hence, by including the error term (ϵ), the model for brand preference can be written as;

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

$$Y = -2.217 + .341X_1 + .201X_2 + .225X_3 + .226X_4 + .132X_5$$

The intercept β_0 is the point on the vertical axis where the regression line crosses the Y axis. The value of β_0 is -2.217 which means the expected value of brand preference is -2.217 when all the five independent variables assume zero value.

As it can be seen from table 4.15 above, the unstandardized coefficients of taste and chemical composition is the largest value followed by corporate reputation, packaging, promotion, and availability ranks from one to five respectively. The larger the standardized coefficient, the higher is the relative effect of the factors to the brand preference.

The significance test of the five explanatory variables indicate that all of the explanatory variables are significant with p-value ($p < 0.01$) for predicting brand preference. All the five variables taste and chemical composition, corporate reputation, availability, promotion and packaging are found to be statistically significant. The beta coefficients of these factors indicate that a one unit increase in the independent variables will result increase in brand preference.

The regression model result revealed that, a unit increase in taste and chemical composition by keeping other independent variables constant will lead to 0.341 increases in brand preference at bottled water brands in Addis Ababa. This implies that taste and chemical composition indicate for 34.1 % of variation in brand preference. Therefore, the findings indicated that taste and chemical composition in the organization affects positively brand preference. The regression model result revealed that, a unit increase in corporate reputation by keeping other independent variables constant will lead to 0.201 increases in brand preference at bottled water brands in Addis Ababa. This implies that corporate reputation indicates for 20.1 % of variation in brand preference. Therefore, the findings, indicated corporate reputation in the organization affect positively brand preference. Legese Lema (2018) study related factors affecting brand choice of the consumers on bottled water brands. Availability is composed of manufactures reputation, relationship with, taste, besides this, it associated with value it provides to customers. Packaging is the most contributing factor and has significantly positive relationship to brand choice of consumers for the products.

The regression model result revealed that, a unit increase in availability by keeping other independent variables constant will lead to 0.225 increases in brand preference at bottled water brands in Addis Ababa. This implies that availability indicate for 22.5 % of variation in brand preference. Therefore, the findings indicated that availability in the organization affect positively brand preference. The literature finding (MacInnis, 2010) studied the study also found availability does not have significant effect on consumer preference of bottled water brands. The regression model result revealed that, a unit increase in promotion by keeping other independent variables constant will lead to 0.226 increases in brand preference at bottled water brands in Addis Ababa.

This result related with (Joseph Muriithi Njeru, 2014) there were strong indications that if the promotion was persuasively constructed, customers who were unsure of the message would positively attribute it as an influence of their choice; while those who disagreed would replace those who were unsure. This implies that promotion indicate for 22.6 % of variation in brand preference. Therefore, the findings, indicated that promotion in the organization affect positively brand preference. The regression model result revealed that, a unit increase in packaging by keeping other independent variables constant will lead to 0.132 increases in brand preference at bottled water brands in Addis Ababa. This implies that packaging indicates for 13.2 % of variation in brand preference. Therefore, the findings indicated that packaging in the organization affect positively brand preference. Literatures and studies of finding shows that, packaging have a significant and positive effect on consumer's preference towards bottled water brands in Addis Ababa, (Hanan, 2018).

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

This chapter includes summary of the major findings, conclusion drawn from the findings and the study recommendation.

5.1. Summary of Findings

The purpose of this study was to assessing the determinants of consumer brand preference the case of bottled water brands in Addis Ababa.

- The mean value of descriptive statistics revealed that the overall results of the findings were a mean score of taste and chemical composition on brand preference (mean=3.49) are moderate level in the matter. The Pearson's correlation analysis revealed that, there is found to be a positive correlation and significantly related between brand preference and taste and chemical composition. The regression model result revealed that, a unit increase in taste and chemical composition by keeping other independent variables constant will lead to 0.341 increases in brand preference at bottled water brands in Addis Ababa. This implies that taste and chemical composition indicate for 34.1 % of variation in brand preference. Therefore, the findings indicated that taste and chemical composition in the organization affects positively brand preference.
- The mean value of descriptive statistics revealed that the in general the results of the findings were a mean score of corporate reputation on brand preference a mean of 3.55 are moderate level in the characteristics. The Pearson's correlation analysis revealed that, there is found to be a positive correlation and significantly related between brand preference and corporate reputation. The regression model result revealed that, a unit increase in corporate reputation by keeping other independent variables constant will lead to 0.201 increases in brand preference at bottled water brands in Addis Ababa. This implies that corporate reputation indicates for 20.1 % of variation in brand preference. Therefore, the findings, indicated corporate reputation in the organization affect positively brand preference.
- The mean value of descriptive statistics revealed that the overall results of the findings were a mean score of availability on brand preference with a mean of 3.6 shows a moderate level in the items. The Pearson's correlation analysis revealed that, there is found to be a

positive correlation and significantly related between brand preference and availability. The regression model result revealed that, a unit increase in availability by keeping other independent variables constant will lead to 0.225 increases in brand preference at bottled water brands in Addis Ababa. This implies that availability indicate for 22.5 % of variation in brand preference. Therefore, the findings indicated that availability in the organization affect positively brand preference.

- The mean value of descriptive statistics revealed that the result shows that the promotion is moderate level with a grand mean of 3.44. The Pearson's correlation analysis revealed that, there is found to be a positive correlation and significantly related between brand preference and promotion. The regression model result revealed that, a unit increase in promotion by keeping other independent variables constant will lead to 0.226 increases in brand preference at bottled water brands in Addis Ababa. This implies that promotion indicate for 22.6 % of variation in brand preference. Therefore, the findings, indicated that promotion in the organization affect positively brand preference.
- The mean value of descriptive statistics revealed that the overall results of the findings were a mean score of packaging on brand preference mean=3.53 are moderate level in the subject. The Pearson's correlation analysis revealed that, there is found to be a positive correlation and significantly related between brand preference and packaging. The regression model result revealed that, a unit increase in packaging by keeping other independent variables constant will lead to 0.132 increases in brand preference at bottled water brands in Addis Ababa. This implies that packaging indicates for 13.2 % of variation in brand preference. Therefore, the findings indicated that packaging in the organization affect positively brand preference

5.2. Conclusion

The main objective of this study was to assessing the determinants of consumer brand preference: the case of bottled water brands in Addis Ababa. The study has provided empirical justification for the framework that identifies five independent variables and describes the relationship among the brand preference within the context of bottled water brands in Addis Ababa. The descriptive statistics of the variables under the study results of the independent variables are that is taste and chemical composition, corporate reputation, availability, promotion and packaging were the

overall mean and standard deviation in the organization which were moderate and there was considerable variation in the response. Based on the findings, the study concludes that there is a relationship between the taste and chemical composition, corporate reputation, availability, promotion and packaging (independent variables) and brand preference (dependent variables); the correlation relation shows that they have strong and a positive correlation with a brand preference. The independent variables studied significantly and positively affect the brand preference of bottled water brands in Addis Ababa. In general, the study concludes that taste and chemical composition, corporate reputation, availability, promotion and packaging positively affect brand preference at bottled water brands in Addis Ababa. The independent variables are ranked in terms of their importance as follows were; taste and chemical composition, promotion, availability, corporate reputation and packaging.

5.3. Recommendation

Based on the finding of the study, conclusions drawn in line with the study objectives; the following points are recommended in order to improve brand preference of bottled water brands in Addis Ababa.

- Marketers and Managers should invest much towards improving perceived quality if they want to increase consumer purchase intentions of bottled water. As a result, bottled water companies should work on adding a different feature that can make consumers suppose the existence of difference between a certain marketer brand and the others. However, differentiation is not the only task that marketers should do, but also making consumers see the difference is the best part of it. If consumers perceive there is a significant difference in the brand, they are most likely to make favorite choice toward the brand.
- Perceived quality is in the mind of the consumers, companies should inform them by evidently stating their ingredients such as the percentage of each ingredient contained in the bottled water. Keeping this in mind the management should incessantly carry out researches into quality enhancement that will make consumers enjoy good value for money paid to pay for the brand.
- Employee empowerment should be taken more severe through effective teaching to guarantee efficiency. This is one of the critical recipes required to advance the performance of every line of business including the bottled water sector. Not only will regular training

build their ability to solve quality related troubles, but enable them to market the brands in a more strategic manner.

- Packaging as a means to differentiate a brand is also useful strategy. Therefore, if a company creates an attractive and convenient package, consumers can be attracted to the brand.
- Attractiveness of a package could also be a strategy to attract consumers. The consumers who are influenced by the illustration demand of a product can base their brand choice on the physical manifestation of the creation.
- Promotions primary mission is to reach prospective consumers and influence their awareness, attitudes and buying behavior. Hence, marketers in the industry should try to develop more effective advertising campaign that attracts consumers' attention and capture their interest. At this stage, the company's advertising messages should both be persuasive and reminder- oriented. The communication must be strong and appealing enough to persuade and build brand preferences, encourage switching to the company's brand by changing the awareness of the consumers of competitor brands the product.
- The managing of brands requires high level of multi-disciplinary hard work. The campaign to promote a brand of bottled water will be ineffective if the distributors and sellers that serve as the interface between producers and consumers are not adequately trained to handle water products safely. In view of this, companies should endeavor to identify and engage merchants of their brands in an inclusive training on how to encourage the brand.

5.4 Limitation for Further research Study

It is suggested that there is a need for deep investigation regarding assessing the determinants of consumer brand preference in bottled water brands in Addis Ababa. In the future research, the recommendation of this research will be addressed and overcome. Furthermore, through applying different research model can enhance the accuracy of the result. The research model can be expanded so that it can fully reflect that taste and chemical composition, corporate reputation, availability, promotion and packaging on brand preference in bottled water brands in Addis Ababa. Researchers of this study envisions that additional new independent variable can be substituted or add on to the existing independent variables.

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APPENDIX
SAINT MARY’S UNIVERSITY
MASTERS IN MARKETING MANAGEMENT
GRADUATE PROGRAM

Dear Respondents

This research paper is conducted as a partial fulfillment for masters in marketing management at Saint Mary’s University and focuses on assessing, the determinants of consumer brand preference: the case of bottled water brands in Addis Ababa. To ensure the success of the research, I would like to seek your support and cooperation in responding the questionnaire as soon as possible.

The information that you are providing in this questionnaire was used for academic purpose only and was kept confidential. The soundness and the validity of the findings are highly depending on your reliable and genuine responses.

Thank you in advance for your valuable time and cooperation!

Note:

Please put a „√“ mark on your choice on the space provided.

You don’t need to write your name on the questionnaire.

Section One: Demographic Characteristics of the Respondents

1. Age: 18-25 26- 35 36-44 45 and above
2. Gender: Female Male
3. Educational level obtained: Primary education Secondary education Diploma
 First Degree Masters and above
4. Monthly income in ETH birr: Less than 1000 1001-25002501-5000 5001+

Section Two. The Determinants of Consumer Brand Preference

The responses were generated on a five point Likert scale; whereby the respondents were required to state their level of agreement or disagreement where: *5=strongly disagree 4=Disagree

3=neutral 2=Agree 1=Strongly Agree. Please read carefully and indicate the magnitude by putting a „√“ mark on the number that best describes your view.

S.No	Descriptions	5	4	3	2	1
1	Taste and Chemical Composition					
1.1	I prefer bottled water brand that taste good.					
1.2	Bottled water brand taste better when is sweet.					
1.3	I consider flavor of bottled water brand before purchasing it.					
1.4	Bottled water brands contain chloride acid, which I prefer mostly.					
1.5	The way in which a product is process can lead to a pleasant taste appreciated by the consumer.					
1.6	Taste can be either sweet, sour, dry or any feeling that a consumer may express towards a product.					
2	Corporate Reputation					
2.1	Whether advertising messages influences your choice of bottled water brand.					
2.2	Whether manufacturer’s reputation influences your choice of bottled water brand.					
2.3	Whether association with other company products influences your choice of bottled water brand.					
2.4	Whether quality assurance influences your choice of bottled water brand.					
2.5	Whether taste and odor influences your choice of bottled water brand.					
2.6	Whether the distribution network and access to the type of bottled water enables consumers to choose a brand of bottled water, since it’s found in most areas.					
2.7	Whether the type or name of the shop instills confidence on the array of bottled water on their shelves.					
3	Availability					

3.1	I prefer a brand of bottled water, which is widely available					
3.2	I buy any kind of bottled water I found in my surrounding					
3.3	I buy the first brand of bottled water I recognize in a store display					
3.4	If my preferred brand is not available in the store, I will buy any kind of bottled water brand available.					
3.5	Bottled water is fresher than tap water.					
3.6	I feel comfortable consuming bottled water because it is easily accessible.					
3.7	It is easy to find a drinking tap water source where I work/study.					
4	Promotion					
4.1	I buy a brand of bottled water that I frequently exposed through advertisement.					
4.2	I buy a bottled water brand, which has attractive and recognizable advertisement.					
4.3	I prefer to buy a bottled water brand with some kind of prize or free sample.					
4.4	I buy a bottled water brand that a sales person has recommended.					
4.5	I prefer to buy a bottled water brand that I usually see while it has been used in meetings, or any other kind of noncommercial program.					
4.6	I buy bottled water brand, which is advertised in a better way.					
5	Packaging					
5.1	I prefer bottled water brand, which has my preferred package size.					
5.2	I am a person who usually fall in love at sight with the products in the shops.					
5.3	I prefer a bottled water brand with a convenient package shape (easy to carry).					
5.4	Visual appeal of packaging influence my brand prefer.					
5.5	When I buy bottled water, I consider the cleanliness of the package.					
5.6	I buy mineral water product because of package rather than the test.					
5.7	It is hard for me not to buy the nice packaged products.					

5.8	Package design is the important criteria when I decide to buy mineral water for others.					
6	Brand Preference					
6.1	I usually prefer well-promoted brands.					
6.2	I usually prefer the best quality brand.					
6.3	I usually prefer the brand I know.					
6.4	I usually buy the best-selling brands.					
6.5	I usually buy widely available brand.					

Thank You in Advance for Your Valuable Time and Cooperation!!!