EFFECT OF BRAND EQUITY DIMENSIONS ON CONSUMER PURCHASE INTENTION: THE CASE OF MALT BRANDS IN ADDIS ABABA

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Addis Ababa, Ethiopia

DECLARATION

I, Yordanos Seifu, declare that the study entitled "*EFFECT OF BRAND EQUITY DIMENSIONS ON CONSUMER PURCHASE INTENTION: THE CASE OF MALT BRANDS IN ADDIS ABABA*" is my original work. The study has not been submitted to any Degree or Diploma in any college or University and all sources of the materials used for this thesis have been properly acknowledged.

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_____ _____

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ABSTRACT

The study was aimed to measure the effect of brand equity of Malt Brands on purchase intention by utilizing Aaker's customer-based brand equity model. Four dimensions namely brand awareness, brand association, perceived quality & brand loyalty were used in order to conduct the study. Quantitative research design was implemented, where descriptive and explanatory research approach was applied. A sample of 371 respondents who had intention for purchase of malt beverages were selected by a convenience sampling method and data was collected through a survey questionnaire disseminated through Online survey tool intending to identify respondents purchase intention of malt brands in Addis Ababa. The results of correlation analysis demonstrate that all the predictors of purchase intention considered in this study had a positive significant relationship with purchase intention as well as within themselves at significance level of 0.01. The results of multiple regression analysis discovered that the four dimensions (brand awareness, brand loyalty, perceived quality and brand association) have a positive & significant influence on purchase intention. To build strong brand for malt beverages, it is recommended to work on consumer's perception of the quality of the product and having customer loyalty programs that can change the perception of the consumers.

Key words: Malt Brands, brand equity, purchase intention, perceived quality, brand loyalty

CHAPTER 1

INTRODUCTION

1.1. Background of the study

Producers have been using Branding as a means to distinguish their product from those of another for centuries. A brand may be a sign, symbol, name, slogan, or any such thing that is going to identify also as distinguish the precise service, product, or the business. it's vital that the potential customers have the notice of the brand and that they value the brand. Brand awareness refers to the power of the customer to acknowledge and recall the brand under various conditions and link the brand to certain memory associations with the service and merchandise attached to the brand. (Keller, 2013)

Brand has served many roles for many years starting from the means for differentiating the products by craftsmen and claiming the ownership of animals by cattle owners (McDonald, 2003). To differentiating between products and services, representing a particular quality of a certain product or service to providing legal protection in the producer. Marketers have been emphasizing on the legal protection that branding provides their product as this eventually leads for the product service to have a powerful significance: which in turns will indicate status, enhance image and add value to the product or service. Its added value and accepted qualities can and will support the decision-making process by deducting the associated risk while purchasing a service or a product this will also lead to brand loyalty, discourage market entry and, well deployed, enable its owners to command higher prices and profit margins. (Bradley 1995; Egan – Guilding, 1994).

Non-alcoholic malt beverages are non-alcoholic drink types that have the nutritional content of that of barley. Non-alcoholic malt beverages and other non-alcoholic drinks is that the new trend that's arising as a healthier alternative to alcoholic drinks. The negative factors of alcoholic drinks are growing far higher. Thus, the marketplace for non-alcoholic malt beverages is predicted to extend within the coming years in almost all parts of the

world. Non-alcoholic malt beverages are already very fashionable within the Middle East thanks to them getting halal certification. (Valley cottage, 2018)

Also, the taste of malt beverage is nice as compared thereto of alcoholic beverages. The consumption of non-alcoholic malt beverages are often done by consumers no matter the religious and age factors because of the no alcohol content.

The appeal of non-alcoholic malt beverages is additionally increased because of social media, which is getting employed by most companies, especially targeting the youth population. Women are also seen to be consuming able to drink alcohol-free beverages like non-alcoholic malt beverages. Women have always been known to undertake different flavors and experiment with their drinks. Also, the health factor is given importance by women, and non-alcoholic malt beverages, having no alcohol, are proving to be a healthy option (Valley cottage, 2018).

Malt extract beverage is additionally gaining popularity as an efficient alternative to high-calorie soft drinks. Consumption of malt beverages as sports drink among gym professionals and athletes also will increase the increasing consumption within the approaching years (Valley cottage, 2018).The global malt drinks market is very competitive with the presence of established companies like Anheuser-Busch, Asahi Breweries, Bavaria Brewery, Heineken N.V., and Coors Brewing Company. the businesses are expected to innovate products especially for growth markets within the Middle East & Africa region. Innovation is predicted clear malt where new flavors are expected to be launched within the coming years (Valley cottage, 2018).

In Ethiopia Heineken, Diageo and Bavaria (in collaboration with Habesha Breweries) have already put malt brands within the market. Recently, Malt brands in Ethiopia account for a smaller portion of the beverage market but there's a big consumption growth within the category. There are four malt brands competing within the Addis Ababa market. Namely, Negus, Sofi Malt, Sofi Bunna and Malta Guinness. So this study tried to assess the impact that the malt brands wear the acquisition intention of the consumers in Addis Ababa.

1.2. Statement of the problem

Brand equity tries to explain why different outcomes come about from the marketing of a branded product or service than if it were not branded (Keller, 2013). Thus, having strong brand equity for a manufacturer is crucial, because brand equity is one among various factors that affect purchase intention of consumers (Aaker, 1996).

Brand equity is being largely researched and located out that higher the customer-based brand equity higher the organizational performance. However, scholars are more concerned about antecedents of customer-based brand equity instead of its consequence (Nilmini, 2014). additionally, the concept has been defined by variety of various ways for variety of various purposes (Keller, 2013).

According to Fisseha (2019), brand equity is one among the vital concepts in brand management, also as in business practice. It can help marketing managers to make differentiation from their competitors so as to realize the competitive advantage within the market and it also very helpful to command higher price. From the study of Shaista (2016), brand is that the most vital factor, which motivates the customer about consumer purchase decision. Therefore, a corporation has more specialize in their name. Brand Equity (Brand Awareness, Perceived Quality, Brand Association and Brand Loyalty) significantly and positively. i.e. Ceteris Paribus, increase in brand equity cause a rise in customer preference (Meron, 2018).

Taking under consideration that branding and marketing are consumer---based, it's considered to be that each marketer’s job is to influence consumer actions through all possible touch points. Those influential touch points are supported the very fact that every consumer has his/her own set of individual actions, which is that the outcome of a particular background and experiences that end in a singular consumer behavior (Blythe, 2013).

Although there are researches that attempted to research effect of brand name equity models on purchase intention, most of them don't address effect of brand name equity of beverage products (specifically the malt brands which are now growing popular within the Ethiopian beverage market). Most of the research are conducted on industry, bank sector and other categories. Therefore, it's necessary to assesses impact of brand name equity on purchase intention of the prevailing malt brands in Addis Ababa. this may help malt producers in giving suggestion which will support within the device of strategic marketing programs.

1.3. Research Questions

The main research question raised for this study is:

What is the impact of malt brand equity on Customer purchase intention in Addis Ababa?

This study defines the research question as follows;

- To what extent brand awareness of malt brands affect consumers purchase intention in Addis Ababa?
- How does brand association of malt brands affect consumers purchase intention in Addis Ababa?
- To what extent does perceived quality of malt brands affect consumers purchase intention in Addis Ababa?
- How does brand loyalty of malt brands affect consumers purchase intention in Addis Ababa?

1.4. Objectives of the study

The main objective of the research was to investigate impact of brand equity on purchase intention of malt brands in Addis Ababa.

1.4.1. Specific objective of the study

- To examine the effect of brand awareness of malt brands on consumers purchase intention in Addis Ababa
- To determine the effect of brand association of malt brands on consumers purchase intention in Addis Ababa
- To explore the effect of perceived quality of malt brands on consumers purchase intention in Addis Ababa
- To investigate the effect of brand loyalty of malt brands on consumers purchase intention in Addis Ababa

1.5. Significance of the study

Having distinct & powerful brand is one of the tools to increase sales performance of products & services. And in order to manage brands successfully & profitably it is important to have a better brand equity measurement system so that they can make the best possible tactical decisions to increase purchase intention of customers in the short run and the best strategic decisions in the long run (Keller, 2013).

In this competitive market it would be very important (especially for managers who engage in marketing of malt brands) to understand effect of their brand equity on customer purchase intention so that to gain better sales performance. Products associated with high brand equity will have relatively high purchase intention by customers over competing brands. (Schivinski, 2019)

This study's results and findings will be provided to the Commercial Director and Brand Manager of Negus (Habesha Breweries S.C)

1.6. Scope of the study

Conceptually this study focused on the cause and effect relationship between customers based brand equity (brand loyalty, brand awareness, perceived quality, and brand association) and customer choice. The study among different brand equity measuring models considered the widely used Aaker model (Aaker, 1996). Specifically focusing on the first four Aaker's brand equity dimensions - brand awareness, brand association, perceived quality and brand loyalty as independent variables in this study.

Geographically the study focused on the malt consumer in Addis Ababa only considering that the period within which the research must be completed for submission is less than one academic year. Methodologically this research used a convenience sample survey research to make conclusion for the population. Additionally, the main source of this data was questionnaire and secondary data.

1.7. Limitation of the study

Since convenience samples were used, which are in general less representatives than random samples, it would be difficult to generalize. Due to the impact of the Corona pandemic, it was challenging to collect data. To solve this Google Forms was used to distribute and collect the data.

1.8. Organization of the study

The study is organized into five chapters and each having their own topics under them.

Chapter one presents introduction of the study, which include background of the study & malt beverage industry, problem statement, research questions, objective, significance & limitation. Chapter two presents review of related literatures which encompasses a theoretical & empirical review, further it also includes conceptual framework of the study and Hypothesis that was tested. Chapter three presents population and sample, type and design of the research methodology utilized. It also describes source of data, data collection procedures, Ethical consideration and finally demonstrate data analysis with

reliability and validity of the study. Chapter four encompasses the topics data presentation, analysis and interpretation. After validating proposed hypothesis, findings of the study is discussed. On a final note, Chapter five incorporates summaries of major findings, conclusions and recommendations of the study.

1.9. Definition of terms

Brand -Unique design, sign, symbol, words, or a mixture of those, employed in creating a picture that identifies a product or service and elements that differentiate it from its competitors. Brand meanings create value for the firm and its customers by helping to process/retrieve information, differentiate the brand, create positive attitudes or feelings, and supply a reason to shop for that product or service (Aaker, 1991).

Branding - the method involved in creating a singular name and image for a product within the consumers' mind, mainly through advertising campaigns with a uniform theme.

Brand Equity – it's the added value endowed on products and services. it's going to be reflected within the way consumer think, feel and act with reference to the brand, also as within the price, market share, and profitability the brand commands for the firm (Aaker, 1996). Brand equity is that the added value a product accrues as a results of past investments within the marketing activity for the brand (Keller, 2013).

Customer Loyalty - Likelihood of previous customers to still buy from a selected organization. Great attention has to be given to marketing and customer service to retain current customers by increasing their customer loyalty. Organizations also employ the loyalty programs which reward customers for repeat businesses.

Brand Awareness - Brand awareness is said to the strengthen the brand node or trace in memory, which could be measured because of the consumer’s ability to spot the brand under different conditions (Keller, 2013). According to Aaker (1996), brand awareness becomes the primary goal of advertising within the earlier times of a product’s introduction.

Perceived Quality - Perceived quality is customers' perception of the general quality or superiority of a product or service compared to alternatives and with reference to its intended purpose (Keller, 2013).

Brand Loyalty - It occurs when customers are engaged, or willing to take a position time, energy, money, or other resources within the brand which is beyond those expended during the purchase or the consumption of the brand (Keller, 2013).

Brand Association - Many intangible brand associations can transcend the physical characteristics of products, providing valuable sources of brand name equity and serving as critical points-of-parity or points-of-difference (Keller, 2013).

Purchase intention - The likelihood of shopping for the brand or of switching to a different brand (Keller, 2013). The willingness of a customer to shop for a particular product or a particular service is understood as purchase intention (Marketing Dictionary, 2018).

Malt beverage – it is a non-alcoholic beverage type where it is a fermented drink in which the first ingredient is that the grain, or seed, of the barley plant. In which the barley has been allowed to sprout slightly during a traditional method called "malting" before it's processed. In Ethiopia all malt drinks are alcohol free products.

CHAPTER 2

REVIEW OF RELATED LITERATURE

The aim of the literature review is to describe the main theoretical approaches briefly based on the existing academic sources and introduce the basic concepts associated with brand, brand equity and purchase, as well as compare relationship of brand equity with purchase intentions based on the research topic. At last, based on theoretical and empirical review some hypotheses will be proposed.

2.1. Theoretical Review

2.1.1. Branding and Brand Equity

There are different definitions of brand according to different scholars. According to Keller (2013), brand is not a new word and it came from the Old Norse (an old Germanic language in use from 9th to 13th centuries) word "brandr", which is a verb "to burn". In the ancient times, people used tools to mark their "assets", i.e domestic animals, in order to make them differ from others. The old definition of brand still works if we just consider the traditional meaning of brand, which means the symbol, the mark or the name. A brand is a valuable intangible asset that represents everything that a product or service means to consumers (Kotler & Armstrong, 2012). Brands are more than just names and symbols. They are a key element in the company's relationships with consumers. Brands represent consumers' perceptions and feelings about a product and its performance—everything that the product or the service means to consumers. In the final analysis, brands exist in the heads of consumers (Kotler & Armstrong, 2012).

In accordance with the above intro, its well-known that many authors gave different definition of brand equity in different books and articles; to start with the common definition, Brand equity has an equivalent meaning with, the value of a brand, based on the extent to which have high brand name awareness, perceived quality, strong brand associations, brand loyalty and other assets such as patents, trademarks, and channel relationship. Much attention has been devoted recently to the concept of brand equity (Aaker and Biel 1992; Leuthesser 1988; Maltz 1991). Brand equity has been viewed from a variety of perspectives (Aaker 1991; Farquhar 1989; Srivastava and Shocker 1991; Tauber 1988). Over all, brand equity can be defined in terms of

marketing effects which is uniquely attributable is defined in terms of the marketing effects uniquely attributable to the brand. Or we can easily understand the meaning of brand equity with a simple example of getting a great outcome from the company's product or service just only because of the brand name which wouldn't normally occur if it hadn't the same brand name or if the product that is being getting a great attention or out comes weren't as branded as an ordinary product in the market it's believed that the concept of brand equity was first established in the early 1190s. With a focus of recognizing brands as a financial asset with the values of brands element which includes the technologies, patents and intangible assets. Even if the first conceptualization of brand equity was seen for financial perspective, the broader marketing has a wider concept other than the financial point of view definition to give. Which for example, Barwise (1989) has mentioned there are two general motivation for studying the concept of brand equity; which are financially based motivation to estimate the values of a brand more precisely for only accounting issues or for merger, acquisition for divestiture purposes.

2.1.1 Brand equity models

1. Aaker Model

Aaker (1991) categorized and suggests five dimensions of brand equity (brand awareness, brand associations, brand loyalty, perceived quality and proprietary brand assets) that combined to add or subtract from the value provided by a product or services. These five dimensions is considered as asset to build brand equity. For building strong brand equity marketing should focus on to achieve wide name awareness, favorable perceived quality and strong brand association which lead to high loyalty to the brand product. Brand loyalty can strengthen the other components of brand equity and increase the brand's performance on the target market.

A well-structured brand may become an evoked set through the attachment of symbolic attributes. Such action will motivate to love the precise brand and eventually guide to high rate of purchase decision in favor of the brand

(Aaker,1991).

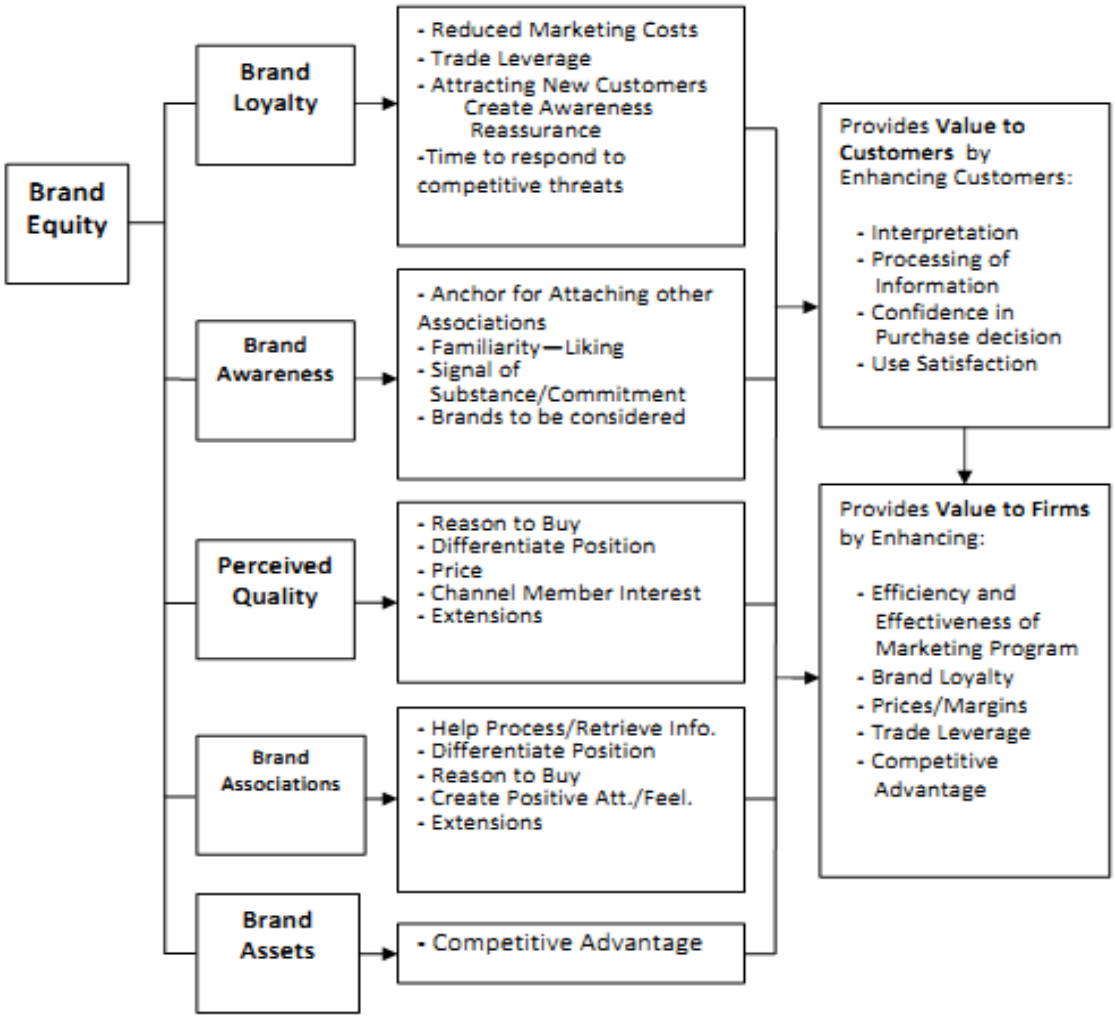

Figure 2-1: Aaker's Brand Equity Model

Source: (Aaker, 1991)

The dimensions from the Aaker's brand equity model are elaborated as follows;

i. Brand Awareness

Brand awareness relates to how strong a brand is within the memory of consumers (Aaker, 1991). Brand awareness is that the ability of a brand to seem in consumers mind once they are brooding about a category of a product. Santoso & Cahyadi (2014) believed that brand awareness becomes an important point of difference between a particular brand and its

competitors and that they believe that brand awareness are often determined because the degree of consumer's familiarity towards a brand which will be measured through brand recognition, brand recall, and top of mind. Brand recognition is defined as consumers' ability to recollect a particular brand with the assistance of something or someone to recollect it, like logo, slogan, tagline, advertising and packaging which frequently called as aided recall.

The purpose of brand name recognition is to reassure the brand and help the brand to be recognized by people. Brand recall is defined when consumers can easily retrieve the brand of a category from their mind with none help or clue (unaided recall). the aim of brand recall is to position the brand in consumers' minds. Finally, top of mind is defined because the first brand that appears in consumers' minds once they believe a product/service category, as they know and familiar about the brand. the aim of top of mind is to position the brand to be the primary brand in consumers' mind (Santoso & Cahyadi, 2014).

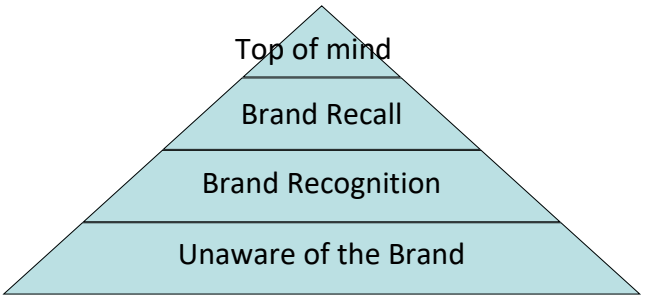

Figure 2-2: The Brand Awareness Pyramid
Source: (Fisseha, 2017)

i. Brand Association

According to Aaker (1996), brand association are some things in consumers' minds or memories that hook up with the brand including product attributes, consumers' benefits, uses, life-styles, product classes, competitors and countries of origins. Brand associations can provide a point-of-different, purchase reasons, positive attitudes and feelings which can influence purchase behavior and satisfaction, reduce reasons to shift to other brands, and supply basis for brand loyalty (Aaker, 1996).

Brand associations are often categorized into three types which are attributes, benefits and attitudes. the primary sorts of brand associations are brand attributes, which characterize a product or service. The attributes are often both product related attributes and non-product related attributes. Product related attributes are those associated with a product's physical composition or a service's requirements, varying in product or service category.

Non-product related attributes are the external aspects of the merchandise or service associated with its purchase including price information, user imaginary, usage imaginary, and packaging information (Keller, 2013). Price information refers consumers' belief about the worth and value they get from the brands. User imaginary refers to the sort of consumers use the brands. Packaging information refers to information of the products within the packaging.

The second sorts of brand associations are brand benefits, meaning the associations of the brand is linked with the advantage of the brand itself which makes consumers attached to the brand. Benefits are often categorized into three types, functional benefits, experimental benefits, and symbolic benefits. Functional benefits are mostly related with fairly basic motivations such as safety needs or avoidance. Experiential benefits are associated with how consumers feel when the products or services are getting used. Symbolic benefits are those in which the extrinsic benefits of products or service usage which are associated with the requirements for social approval or personal expression such as prestige and exclusivity (Keller, 2013).

The last type and therefore the most abstract sorts of brand associations is brand attitudes, which are consumers' complete evaluations of a brand. Brand attitudes provide the idea for consumers' action and behavior associated with the brand counting on the attributes and benefits of the brand itself (Keller, 2013).

According to Aaker (1996), brand association may be a set of associations and defined as "anything 'linked' within the memory to a brand." Brand association is that the foundation of brand name loyalty and buy intension. additionally, it can generate value to firms.

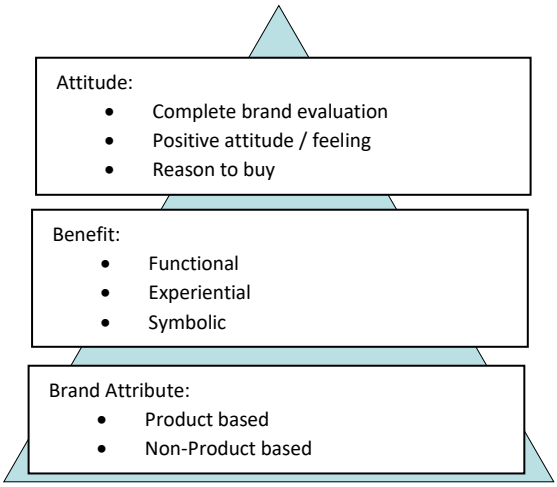

Figure 2-3: Summery of Aaker's Brand Association
Source: (Aaker, 1991)

ii. Perceived Quality

Lee & Fayrene (2011) stated that perceived quality was the consumers' judgments and perceptions on overall excellence or superiority of a product or service compared to others. Lee also believed that buyers face difficulties in assessing the right judgment a few product; thus, perceived quality is made to guage the general quality of a product. Perceived quality enables a brand to supply purchase reasons for his or her consumers and make a robust aspect to differentiate and position its product or service. Perceived quality is beneficial for the businesses because it enables the brand to charge a premium price, attract new consumers, and permit brand extensions (Aaker, 1991).

There are around seven dimensions of perceived quality, which include performance (which is the primary functioning characteristics of the product), features (which is the secondary elements of products giving additional functionality to the product), conformance with specifications (which is zero defect of the products), reliability (which is the steadiness of

performance in every transaction), durability (which is how durable the merchandise is), serviceability (which is how good the services are being provided to the consumers), and fit and finish (which is how consumers feel and judge the standard of the products or services given). (Santoso & Cahyadi, 2014).

In the end of the day, the foremost essential element which will affect the potential of a corporation is that the quality of their product and repair. According to Aaker's (1991), perceived quality is assumed to be the customer's perception of the general quality of a product or service with reference to its intended use, relative of a product or measuring service with a reference to its intended use, relative to alternatives present. Therefore, perceived quality is an intangible concept within the customer's mind and it differs from person to person.

At first, perceived quality can provide a sale intension which suggests the "reason to buy". Through this advantage, the marketing process are often more efficient and effective. Secondly, perceived quality can differentiate the brand from other brands, which can also provide the brand a singular association. Thirdly, perceived quality offers a price premium for the brand, which suggests a high perceived quality brand can make more profits with the worth premium. Besides, a price premium are often a top quality cue to the purchasers so as to reinforce the perceived quality. Fourthly, perceived quality can increase the interest of shops and distributors, which suggests they will also increase the distribution reciprocally. Retailers and distributors always need a product with high perceived quality to assist them achieve more profits with a comparatively higher price. Fifthly, perceived quality are often an important factor when considering the brand extension (Aaker, 1991).

The dimensions of quality need to be examined so as to seek out what is going to affect perceived quality. Dimensions of quality are often divided into product quality and repair quality consistent with Aaker (1991).

However, to only actualize the top quality isn't enough. The founded top quality has got to match the perceived quality. Signals need to tend to customers to try to to so. Signals can

came from the merchandise perspective, for instance, declaring the sturdiness of the merchandise will allow the purchasers believe that the corporate is sort of confident with its product and increases the brand loyalty in this way. On the opposite hand, form the service perspective, a clean and tidy appearance of service personnel will indicate the professional skill capability within the customers' minds (Aaker, 1991).

iii. Brand Loyalty

Aaker (1991) defined brand loyalty as a measure of how consumers' are attached to a brand. Brand loyalty reflects whether consumers will change to other brand thanks to changing of costs or features.

Brand loyalty also can be shown by spreading the positive words and recommendation (Santoso & Cahyadi, 2014). Brand loyalty is important because it provides the idea and motivation for consumers to shop for the brand again within the future (Santoso & Cahyadi, 2014). Brand loyalty might be measured through repeat purchase (consumers' loyalty towards a particular brand), retention (consumers' resistance towards the brand), and referrals (consumers' willingness to recommend the brand) (Santoso & Cahyadi, 2014).

Keller (2013) believed that loyalty is attached to consumer behavior to repurchase the brand as their first choice. Hence, it are often said that a brand should be ready to become consumers' primary choice in order that consumers will repurchase the merchandise. By having a brand loyalty, company can cut cost and increase the amount of purchase.

Brand loyalty is that the heart of brand name equity. This is an indicator of brand name equity which is demonstrably in turn linked to future profits, because brand loyalty directly has implication on future sales. As per Aaker (1996) brand loyalty represents how the purchasers will act if the brand changes in price or characteristics and there are different levels of customers' brand loyalty of a particular brand. the primary level may be a "switcher or price buyer" level, which suggests there's no brand loyalty in such customers. they are

doing not care about the brand in the least and therefore the brand won't influence their purchase intension.

The buying decision are going to be made solely supported the worth. The second level may be a “habitual buyer” level, which suggests the purchasers experienced a satisfactory using experience and there's obviously no reason to modify to a different brand. The third level may be a “satisfied buyer with switch costs” level, which suggests the purchasers are satisfied with this brand and if considering a switch, there'll be unforeseen risks or costs like time, money and performance. The forth level is “friends” level, which suggests the purchasers treat the brand sort of a close friend. during this level, customers adore the brand and that they think this specific brand will represent him/her with an emotion or feeling of attachment. The fifth level may be a “committed buyer” level, which suggests customers know this brand alright and that they are very pleased with using it. Moreover, the worth which will be brought by customers isn't how often they purchase, but how often they introduce the merchandise to others like friends, families and colleagues. The fifth level might be the last word level for a brand to succeed in, since during this level the brand indeed represents a logo, “a charismatic brand”.

Aaker (1991) stated that brand loyalty won't exist without a using experience, which suggests it's somehow supported the opposite three dimensions of brand name equity. There are two general ways to live brand loyalty: behavior measurement and construct measurement consisting of switching cost, satisfaction, liking and commitment.

Three aspects are going to be considered for the behavior measurement, which are repurchase rates, percent of purchases and number of brands purchased. There also are two ways to try to to the switching cost measurement, which are switching cost for an investment during a product or a system and therefore the risk of change. The key to live the satisfaction is to live the dissatisfaction so as to line barriers for competitors. Premium price are often applied to live the liking, in other words, what proportion more a customer is willing to buy the brand he or she likes.

It is much easier to carry the loyal customers than to catch new customers, which suggests a brand must distinguish the dissatisfaction the maximum amount as possible to line a barrier to competitors. Trade leverage is extremely essential when a brand needs an extension and it also can provide a daily space for its product within the market. a robust brand loyalty will hold a group of committed customers and with their "efforts", more and more customers are going to be attracted by introducing the brand to more potential customers. Brand loyalty will also provide a breathing room when its competitors introduce a more competitive product in the marketplace.

V. Other Proprietary Brand Assets

Other proprietary brand assets refers the extent to which customers use the brand; ask others about the brand; hunt down brand information, promotions, and events (Muse, 2017). It ask patents, trademarks and channel relationships which may provide strong competitive advantage to the brand. A trademark is aimed to protect brand equity from competitors who might want to confuse customers by employing a similar name, symbol or package. A patent could generate additional income for the brand within the sort of licensing, franchising and therefore the like.

2. Keller's Brand Equity Model

According to Keller (1993), a conceptual model of brand equity was presented from the attitude of the individual consumer. Keller (1993) believe that a brand is a claim to possess positive or negative customer-based brand equity when consumers react more or less favorably to a component of the marketing mix for the brand than they are doing to unidentified version of the merchandise or service. Thus, customer brand knowledge are going to be built by brand awareness and brand image. Customer-based brand equity occurs when the buyer becomes conversant in the brand and holds some positive, strong, and unique brand associations in memory. Keller brand equity model also called brand resonance model (Tesfaye,2017).

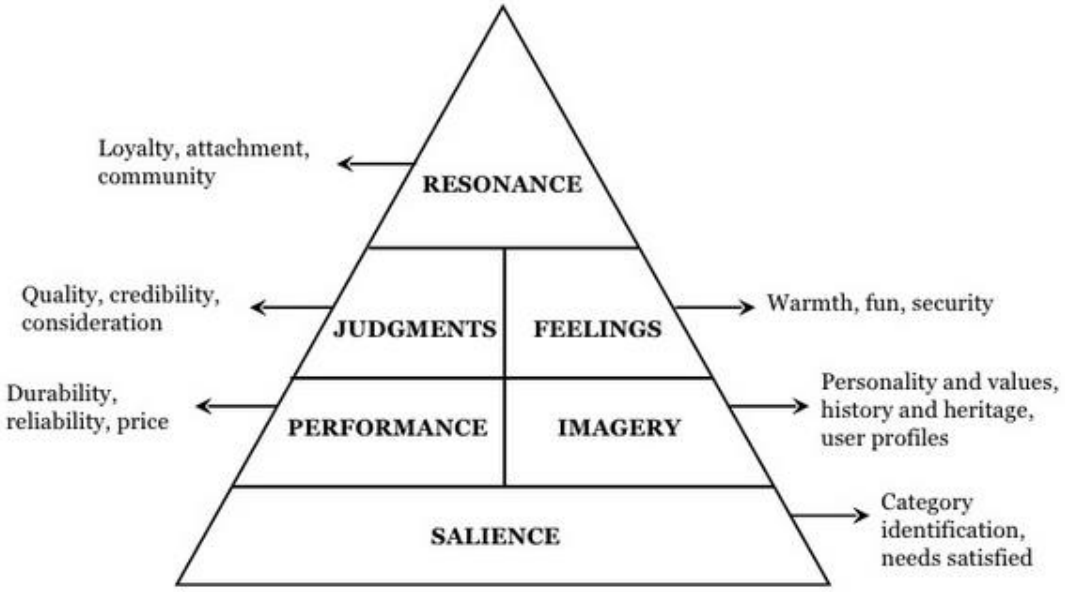

Figure 2-5: Keller's Brand Equity Model (Brand Resonance Model)
Source: (Keller, 2013)

2.1.2. Measurement of Consumer Based Brand Equity

There are various ways to value brand equity. For the foremost part, consumer-based brand equity models study the way a brand is supposed to be perceived by consumers by collecting primary data directly from them through methods such as surveys and interviews (Tolba & Hassan, 2009).

According to Aaker (1991), brand equity might be evaluated from brand loyalty, brand awareness, perceived quality, brand associations and other Proprietary brand assets. Aaker categorized brand equity into two groups, which are consumer based brand equity, consisting of the primary four elements, and therefore the second group is that the other proprietary assets, like patents, trademarks and channel relationships.

The researcher sets out the present study to know effect of considering customer-based brand equity of malt brands on consumer purchase intention in Addis Ababa in sight of customer's perceptions with employing Aaker's (1996), brand equity model as a conceptual framework

of study. However, as previously raised, the researcher will only consider four dimensions of Aaker's (1996) brand equity model, those are brand awareness, perceived quality, brand association, and brand loyalty. Other proprietary brand assets aren't found relevant by the researcher, because other proprietary assets don't measure brand equity from customer's perspective; instead it measure brand equity from company side (Tesfaye, 2017).

Due to its wide implementation of Aaker model by different researchers for measuring consumer-based brand equity, this study also implemented Aaker model. However, only four brand equity dimension are going to be considered, i.e brand awareness, brand association, perceived quality and brand loyalty.

2.1.3 Purchase Intention

As per Santoso & Cahyadi, (2014) purchase intention is closely associated with consumers' plans in making actual purchase in certain period of your time. In marketing a brand, purchase intention is taken into account as an important factor to understand and predict the buyer behavior and it's also proven that purchase intention acts as a crucial factor influencing the particular final purchase and should cause repeat buying within the future (Santoso & Cahyadi, 2014).

Tariq et al., (2013) argued that purchase intention may be a multi-step process. Consumers first gather any related information regarding their desired brand. Then, they're going to start to guage it by using its attributes since they need experienced the merchandise and have complete product knowledge about the merchandise.

Purchase intention includes two perspectives, from new consumers and from existing consumers. Purchase intention from new consumers is employed to make brand choices and know consumers behavior (Santoso & Cahyadi, 2014). Consistent with Hosein (2012), consumers purchase intention are often measured by using interest, attending, and knowledge. Interest is consumers' feelings towards a brand that influences them to get. Attending is that the attendance of consumers in exhibitions and other supporting events that

influence them to get. Information is any additional knowledge and facts about the brand gathered by the consumers and make them concede to purchase it.

2.1.4 The relationship between Brand Equity and Purchase Intention

Different empirical studies have indicated that brand equity has an impression towards the acquisition intention (Santoso & Cahyadi, 2014). According to Aaker (1991), it was stated that brand equity can have a positive impact towards the consumers' purchase intention.

According to Aaker (1991), brand equity's elements such as brand awareness, brand associations, perceived quality, brand loyalty) influence the consumers purchase intention. Brand awareness plays a crucial role in consumers purchase intention by increasing the familiarity of consumers towards the brand. Brand associations affect the idea for purchase intention towards a brand because it helps consumers to get information, distinguish the brand, generates reasons to get, and creates positive values/attitudes to the firms and their consumers. Perceived quality provides values to consumers because it are often the purpose of differentiation and reason to get.

Finally, brand loyalty will make the consumers get attached to the brand. Brand loyalty not only make consumers to repeat buying but it also make them indestructible to any brand changes like change of price or product features. of these four dimensions are the construct of the brand equity. Therefore, brand equity will significantly influence purchase intention counting on the four dimensions (Santoso & Cahyadi, 2014).

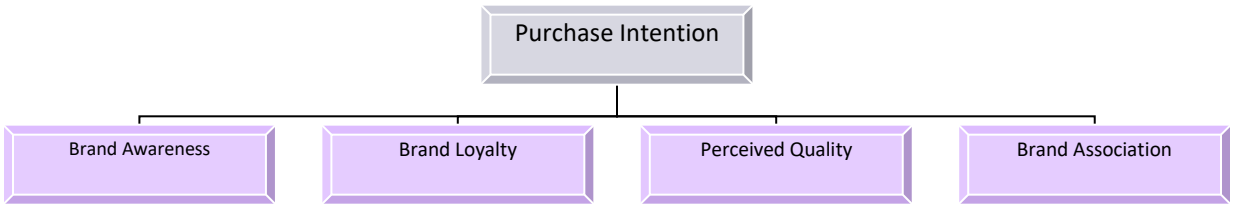

Figure 2-6. The Relationship between brand equity and purchase intention

Source: (Santoso & Cahyadi, 2014)

2.2. Empirical Review

Here some previous researches are getting to be illustrated, which may even be viewed because the basics in conjunction with the literature review to urge hypotheses.

According to Yoo & Donthu (2001), their results of their study was used to develop and validate a multidimensional consumer-based brand equity scale (MBE) drawn from Aaker's and Keller's conceptualizations of brand equity. Their result indicated that their proposed brand equity scale is reliable, valid, parsimonious, and generalizable across several categories.

According to Christodoulides & Chernatony (2009) study, it summarizes different literatures and brings together the scattered literature on consumer-based brand equity's conceptualization and measurement. They found that study of consumer-based brand equity using Aaker model is widely applicable for several product categories and in most cases proven to be valid.

To summarize, the literature review above also shows that Aaker's four brand equity dimensions are empirically tested for brands measurement in several countries and to several product categories and in most cases proven to be valid. albeit, past studies have examined the Aaker's brand equity model in studying consumer behavior in various industries, however; as per the researcher knowledge, there was only a couple of literature on the model's applicability within the malt brands more specifically in Addis Ababa. Therefore, this research was significant and designed to fill this gap.

2.2.1 Hypotheses

Therefore, based on the literature review and previous researches, some hypotheses were presented in order to examine the research question.

a. **Brand awareness and purchase intention**

Brand awareness is a potential consumer's ability to recognize and recall that a brand is a member of a certain product category (Aaker 1991). It will also reflect the salience of the brand in the consumer's mind (Aaker, 1996). Accordingly the empirical review and the

relationship suggested of brand awareness and purchase intention in the literature, the following hypothesis was formulated:

H1. Brand awareness has a positive and significant effect on consumers purchase intention of malt brands in Addis Ababa.

b. Brand association and purchase intention

Aaker (1996) states that brand equity is supported in great part by the associations that customers make with the brand and it is the outcome of high brand awareness. Accordingly, the empirical review and the relationship suggested of brand association and purchase intention in the literature, the following hypothesis was formulated:

H2. Brand association has a positive and significant effect on consumers purchase intention of malt brands in Addis Ababa.

c. Perceived quality and purchase intention

Perceived quality is one of the key dimensions and it is an association that is usually central to brand equity (Aaker, 1996). Perceived quality is key dimension in brand equity models because it has strategic effect on brand equity by reducing the perceived risk (Aaker 1991; Keller 1993). Thus, it will have direct influence on purchase intention. (Yoo, et al., 2000), in their study revealed that, brand equity will be increased with the help of promoting positive perceived quality. Accordingly, the empirical review and the relationship suggested of perceived quality and purchase intention in the literature, the following hypothesis was formulated:

H3. Perceived quality has a positive and significant effect on consumers purchase intention of malt brands in Addis Ababa.

d. Brand loyalty and purchase intention

Loyalty is a core dimension of brand equity, because a brand having loyal customer base represents a barrier to entry, a basis for a price premium, time to respond to competitor innovations, and a protection against damaging price competition (Aaker, 1996). (Yoo, et al.,

2000), their study revel that power of brand loyalty to impact on customer decision to purchase the same product or brand and decline to shift to competitive brands. According to the majority of reviewed empirical study and the relationship suggested for brand loyalty and purchase intention in the literature, the following hypothesis was formulated:

H4. Brand loyalty has a positive and significant effect on consumers purchase intention of Malt Brands in Addis Ababa.

2.3. Conceptual Framework

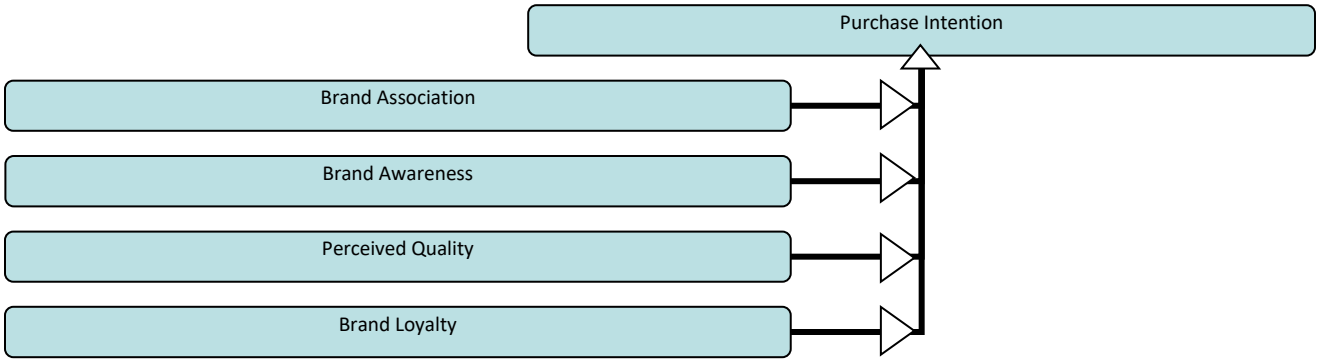

Figure 2-7: Conceptual Framework of the study

Source: (Aaker, 1991) and (Santoso & Cahyadi, 2014)

CHAPTER 3

RESEARCH METHODOLOGY

In this study, the researcher aimed to raised understand how consumers make purchase decisions on malt brands. Brand positioning and development play a prominent role in many beverage manufacturing's' business strategies. The analysis used descriptive statistical techniques and multiple correlation analysis to know the impact of malt brands on purchase intention in Addis Ababa malt beverage industry.

3.1. Research Design

In terms of the info usage, research designs are divided into qualitative, quantitative and mixed research design. This study will use quantitative approaches methods to check the relationships among different variables and to check the hypothesis to point out the correlation of the variables. The various sorts of research which will be employed by many researchers supported the study purpose are: exploratory, descriptive and causal or explanatory research. This study tried to unravel specific problem "to understand effect of brand name equity of malt brands on purchase intention", hence it might be considered as applied research.

Further, since the aim of this study is to tackle for the mentioned problem with limited setting (geographically, conceptually, and methodologically) & expected to explain and elaborate the result, the researcher implemented both descriptive and explanatory research approach. The researcher described demographic information of the respondents and seeked the correlation between determinants of brand name equity (brand awareness, brand association, perceived quality and brand loyalty) and buy intention in some specific span of your time, thus the study considered as cross-sectional research.

Moreover, this study addresses correlation of variable and explain demographic information on specific time span. Further, the study implemented statistical analytical tools to seek out correlation of the above mentioned variables, therefore the info collection method was quantitative by survey method through structurally designed questionnaires. Quantitative

research may be a means for testing objective theories by examining the connection among variables (Creswell, 2009).

The study was mainly an explanatory research since it tried to look at the effect of malt brands equity on purchase intention. The study used primary quantitative data collected through survey using questionnaire by distributing through Google Forms to administer the info collection.

3.2. Data Types and Data Sources

The study utilized mainly primary data sources that was collected through questionnaires distributed online through Google Forms. Questionnaires is applied usually for descriptive research, which identify and describe the variability in several phenomena or explanatory research, which examine and explain relationships between variables (Bahiru, 2015). The questionnaire was prepared by referring Aaker (1996) brand equity measurement model as main reference and in line with the objectives of the study mentioned above to collect primary data.

The study utilized different research articles, books and other publications to review literatures within the area of brand name equity, measurement of brand name equity, purchase intention and to construct conceptual framework for the study.

3.3. Population of the study

A population is that the group of units about which the researcher wants to form judgments. These units are often groups of people, customers, companies, or products (Mooi and Sarstedt 2011). Target population of this study are consumers of Malt brands or non-alcoholic beverages consumers that have used malt product a minimum of once. The respondents were selected supported non-probability sampling method of availability method.

The population was chosen as this research aims to spot the impact of brand name equity of malt brands on purchase intention in Addis Ababa. Thus, the target respondents or samples were those

among the population. The sample population for this study is malt drink and alcohol free drinks consumers.

3.4. Sampling procedure

3.4.1. Sampling Frame

In this study, thanks to limitation of your time & budget, sample of population was framed by malt consumers or non-alcoholic beverages consumers found in Addis Ababa.

3.4.2. Sampling technique

In drawing the samples, non-probability convenience sampling technique was used.

3.4.3. Sample size

A carefully selected sample can provide data which is representative of the population from which it had been drawn out of. Determining appropriate sample size is extremely essential and sophisticated because it depends margins of errors, degree of certainty and statistical technique (Tesfaye, 2017).

According to (Israel, 2003), there are many varying strategies to calculate the sample size. These include using census for scenarios like little population, employing a sample size of comparable study, using published sample size tables and using formula to calculate sample size.

According to Israel, (2003) and with a maximum variation of p=0.5, confidence level of 95% and ±5% precision, the resulting sample size for this study sample size decided by using the formula;

The reason for selecting this formula was that; it's mostly employed by other researchers on study of brand name equity & purchase intention, further total number of population during this investigation was also estimated to be very large and unknown.

3.4.4. Sampling procedure

In drawing the samples, non-probability convenience sampling method was used where customers were approached online through social media and forwarded links to the survey.

The most important aspect of sampling is that the sample selected is representative of the population chosen for the study. With representative it means the characteristics of the sample closely match those of the population (Mooi and Sarstedt 2011). the 2 broad categories of sampling techniques are probability sampling and non-probability sampling where this research used non probability sampling. Non probability sampling may be a sampling technique during which the researcher selects samples supported the subjective judgment of the researcher instead of random selection.

Convenience Sampling (also called availability sampling) may be a non-probability/non-random sampling technique wont to create sample as per simple access, readiness to be a neighborhood of the sample, availability at a given slot or the other practical specifications of a specific element.

3.5. Data gathering instruments

According to Fisher (2010), if the researcher wants to quantify the research material, then it's best to use a survey approach. And for top response rate and low cost as a student researcher, the survey method is found to be economical and efficient one.

Survey was performed using questionnaire (distributed online). Further the samples of the study were customers who shall purchase malt brands found in Addis Ababa.

3.6. Data analysis technique

After sufficient and appropriate data is collected, the interviews and therefore the questionnaires were analyzed. The researcher used IBM SPSS software to research the collected data. Validity tests were conducted to pick and assess the ultimate items of the construct that are finally used for statistical testing. Tests for multicollinearity were made. Tests for multicollinearity was done using variance inflation factor (VIF). As a rule of thumb, if the VIF of a variable exceeds 10, there's a significant multicollinearity problem.

With reference to data analysis, the study used both descriptive statistical analysis and bivariate analysis. Descriptive statistics was used mainly to arrange and summarize the demographic data of the respondent. On the opposite hand, multiple correlation analysis was wont to measure the impact of malt brands equity on consumers purchase intention.

Survey Questionnaire

The questionnaire of this study had three parts. First part was designed to gather demographic profile of respondents' like Age, Gender, Marital status, Education level, Occupation, Monthly Income and about respondents overall attitude toward malt brands in Addis Ababa. The second part was designed to gather information about respondent's status about frequency of using malt products. Finally, the third part was designed to gather basic information which included items that are important to measure brand equity of malt brands in Addis Ababa (i.e. perceived quality, brand awareness, brand association, brand loyalty) and to measure respondents purchase intention of malt brands.

Apart from the first and second parts, brand equity measuring items that intended to measure variables that are considered to make up the respondents brand equity (brand awareness, brand associations, perceived quality, brand loyalty) and their purchase intention were developed on five point Likert scale defined by 1=strongly disagree, 2=disagree, 3=neutral, 4=agree and 5=strongly agree.

The questionnaire was mainly adopted from the (Aaker, 1996). The primary data that was collected through questionnaire was sorted and screened for any errors and then processed using statistical software SPSS.

3.1. Reliability and Validity

3.1.1. Reliability

Reliability refers to the consistency of a measure. In order to be reliable, the researcher will use different mechanisms to avoid treats of reliability. Therefore, in this study, the researcher would used mechanisms like minimize participants' errors when filing questioners, minimize participants' bias and avoid researcher's errors. Reliability of the questionnaire items was also reviewed by Cronbach Alpha test. If the Cronbach-Alpha coefficient is greater than or equal to 0.70 the study is reliable. Cronbach's Alpha is based on the average correlation of items within a test if the items are standardized. It has an important use as a measure of the reliability of a psychometric instrument. All the variables, brand awareness, brand association, perceived quality and brand loyalty were tested for their reliability.

3.1.2. Validity

The researcher tried to keep the validity of the study by avoiding double negative questions, avoid ambiguity about causal direction and telling the purpose of the study to the respondent (Cresswall, 2009).

According to Agresti & Finlay (1986), there are two types of validity tests namely: criterion and content validity. This research used the content validity by which the questionnaire and interviews used are standardized and also used in previous literatures.

3.2. Ethical Consideration

In any research work all ethical standards shall be implemented during data gathering, writing research proposal and in dissemination of final research report (Creswell, 2009).

This study was governed by the general rules of research ethics in such a way that respondents were requested to provide information on voluntary basis, they were informed about the purpose of the study, and confidentiality of the information was guaranteed. Moreover, the researcher, abided to the rules and regulations of the University.

The participation of human respondents, certain ethical issues like consent and confidentially was considered. Important details of the study including its aim and purpose was available to respondents for them to be able to understand the importance of their role in the completion of the research. The confidentiality of the participants was also ensured by not disclosing their names or personal information in the research. Only relevant details were be revealed. Finally, ethical consideration of proper and due referencing and acknowledgement was also made during the entire research process.

CHAPTER 4

DATA ANALYSIS AND RESULTS OF THE STUDY

This chapter addresses the presentation, analysis and interpretation of the data collected through questionnaires. This chapter presents a demographic description of the sample in terms of age, sex, level of education, marital status, monthly income, and occupation. And it summarizes the response of participants of the research when it comes to effects of the brand equity dimensions on purchase intention of Malt Brands.

4.1. Response rate

From the sample required which was 384 participants a total of 371 questionnaires were able to be gathered which gives 96.6% response rate. All of the responses were gathered through Google Forms – Online Survey tool.

4.2. Data Presentation

4.2.1 Demographic characteristics of respondents

This research focused on the main demographic characteristics such as Age, Gender, Educational levels, marital status, monthly income, and occupation to gather the demographic data.

Table 4.1: Summery of Respondents demographic data

Demographic Characteristics	Category	Frequency	Percent	Valid Percent	Cumulative Percent
Age	18 - 30	310	83.6	83.6	83.6
	31 - 40	30	8.1	8.1	91.6
	41 - 50	20	5.4	5.4	97
	51 - 60	11	3	3	100
	Total	371	100	100	
Demographic Characteristics	**Category**	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Gender	Male	145	39.1	39.1	39.1
	Female	226	60.9	60.9	100
	Total	371	100	100	
Demographic Characteristics	**Category**	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Marital Status	Single	238	64.2	66.1	66.1
	Married	71	19.1	19.7	85.8

	In a relation	51	13.7	14.2	100
	Total	360	97	100	
Missing	System	11	3		
Total		371	100		
Demographic Characteristics	**Category**	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Educational Level	1st Degree	297	80.1	82.5	82.5
	2nd Degree and above	63	17	17.5	100
	Total	360	97	100	
Missing	System	11	3		
Total		371	100		
Demographic Characteristics	**Category**	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Occupation	Business Owner	53	14.3	16.3	16.3
	Government Employee	23	6.2	7.1	23.3
	NGO / International Company	42	11.3	12.9	36.2
	Private Company	208	56.1	63.8	100
	Total	326	87.9	100	
Missing	System	45	12.1		
Total		371	100		

Source: Own survey SPSS result (2020)

According to the data presented, 83.6% of the respondents were under age group of 18-30 years old; 8.1% of the respondents were under age group of 31-40 years, 5.4% of the respondents were under age group of 41-50 years and the remaining 3% were under 51 - 60 years old.

According to the data presented in table 4.1, 39.1% of the respondents were male and the remaining 60.9% of the respondents were female. This indicates that out of 371 consumers around 145 customers were male and the remaining 226 customers were female.

The educational level of the respondents in the above table shows that most of the respondents have a good educational background meaning that 82.5% of the respondents were 1st degree holders, and the rest 17.5% have 2nd degree and above. The other demographic characteristics

depicted in table 4.2 is the position of the respondents which shows that majority of the respondents are employed under private company with a percentage of 63.8% and the Government and NGO/International company employees were 7.1% and 12.9% respectively. In addition, 16.3% of the consumers were Business owners.

Regarding the monthly income, majority of the respondents earn less than 20,000 birr. 41.4% and 40.5% of the consumers earn <10,000 birr and 10,001 – 20,000 birr respectively. The rest 11.8%, 3.3%, 3% of the consumers of earn 20,001 – 30,000, 30,001 – 40,000 and >50,001 respectively. In addition 66.1% of the consumers are single, 14.2% are in a relation and the rest 19.7% of the consumers are married.

Most people that consumed malt brands are found to the young individuals who have recently at the earlier stages of their life. In terms of income and marital status.

4.2.2 Respondent Attitude & purchase intention of Malt Brands

To further strengthen observations generated from demographic characteristics it is found vital to gather respondent's attitude towards malt brands and their purchase intention. Accordingly the following observation had been gathered.

Table 4.2: Summery of respondent's attitude & purchase intention.

Demographic Characteristics	Category	Frequency	Percent	Valid Percent	Cumulative Percent
Attitude towards malt brands	Excellent	31	8.4	8.4	8.4
	Very Good	147	39.6	39.6	48
	Good	161	43.4	43.4	91.4
	Neutral	21	5.7	5.7	97
	Bad	11	3	3	100
	Total	371	100	100	
Demographic Characteristics	**Category**	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Consumption frequency of malt brands	Yes	162	43.7	43.7	43.7
	No	209	56.3	56.3	100
	Total	371	100	100	
Demographic Characteristics	**Category**	**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Brand mostly consumed	Malta Guinness	62	16.7	25.3	25.3
	Sofi Malt	19	5.1	7.8	33.1

	Sofi Bunna	16	4.3	6.5	39.6
	Negus	148	39.9	60.4	100
	Total	245	66	100	
Missing	System	126	34		
Total		371	100		

Source: Own survey SPSS result (2020)

It was found that 43.4% respondents attitude toward Malt Brands to be 'Good' followed by very good, excellent, neutral and bad with frequency percentage distribution of 39.6%, 8.4%, 5.7% & 3% respectively. This show that majority of the respondents had positive (good) attitude.

The study revealed that 56.3% respondents do not frequently consume malt brands. The rest 43.7% frequently consume malt brands & had additional purchase intention to buy again.

And the study also found that 60.4% respondents intend to buy Negus followed by Malta Guinness, Sofi Malt and Sofi Bunna with a percentage of 25.3%, 7.8% and 6.5% of the consumer respectively. Hence, from this outcome we could observe that acceptance of Negus Malt is increasing as it is a new product.

4.3 Descriptive Statistics

4.3.1 Cross Tabulation

To generate inference about respondent's demographic profile of respondents the researcher believed that it was important to perform cross tabulation. Hence, crosstab were generated among each demographic profile of respondent in contrast with their attitude toward malt brands.

Table 4.3: Summary of demographic profile and attitude crosstab analysis

Demographics	Category	Excellent	Very Good	Good	Neutral	Bad	Total
Age	18 - 30	6.50%	37.70%	45.50%	6.80%	3.50%	100%
	31 - 40		100.00%				100%
	41 - 50			100.00%			100%
	51 - 60	100.00%					100%
	Total	8.40%	39.60%	43.40%	5.70%	3.00%	100%
Demographics	**Category**	**Excellent**	**Very Good**	**Good**	**Neutral**	**Bad**	**Total**
Gender	Male	13.80%	44.80%	26.90%	6.90%	7.60%	100%
	Female	4.90%	36.30%	54.00%	4.90%		100%
Total		8.40%	39.60%	43.40%	5.70%	3.00%	100%

Demographics	Category	Excellent	Very Good	Good	Neutral	Bad	Total
Marital Status	Single	8.40%	41.20%	41.60%	4.20%	4.60%	100%
	Married	15.50%	40.80%	28.20%	15.50%		100%
	In a relation		39.20%	60.80%			100%
Total		8.60%	40.80%	41.70%	5.80%	3.10%	100%
Demographics	**Category**	**Excellent**	**Very Good**	**Good**	**Neutral**	**Bad**	**Total**
Occupation	Business Owner	20.80%	18.90%	20.80%	20.80%	18.90 %	100%
	Government Employee		52.20%	47.80%			100%
	NGO / International Company	26.20%	73.80%				100%
	Private Company	4.30%	45.20%	45.20%	4.80%	0.50%	100%
Total		9.50%	45.10%	35.60%	6.40%	3.40%	100%
Demographics	**Category**	**Excellent**	**Very Good**	**Good**	**Neutral**	**Bad**	**Total**
Educational Level	1st Degree	6.70%	42.40%	40.10%	7.10%	3.70%	100%
	2nd Degree and above	17.50%	33.30%	49.20%			100%
Total		8.60%	40.80%	41.70%	5.80%	3.10%	100%
Demographics	**Category**	**Excellent**	**Very Good**	**Good**	**Neutral**	**Bad**	**Total**
Monthly Income (in ETB)	< 10,000	7.90%	39.30%	45.70%		7.10%	100%
	10,001 - 20,000	14.60%	45.30%	32.10%	7.30%	0.70%	100%
	20,001 - 30,000		50.00%	22.50%	27.50%		100%
	30,001 - 40,000			100.00%			100%
	> 50,001		100.00%				100%
Total		9.20%	43.50%	37.90%	6.20%	3.30%	100%

Source: Own survey SPSS result (2020)

4.3.2 Descriptive Analysis

As a measurement of brand equity & purchase intention dimension, Table 4.4 to Table 4.8 presents result of descriptive analysis result from brand awareness, brand association, brand loyalty, perceived quality and purchase intention. Under Table 4.9. the comparison of the four brand equity dimensions descriptive mean score and standard deviation is presented.

All parts of the dimensions are processed, analyzed and interpreted through SPSS in order to achieve the desired result as follows.

4.3.2.1 Perceived Quality Descriptive Analysis

The respondents were asked 7 questions related to perceived quality.

The Table 4.4 below presents respondents result of perceived quality with mean and standard deviation values for each item.

Table 4.4: Perceived Quality Descriptive Analysis Result

PERCEIVED QUALITY	N	Mean	Std. Deviation
The quality of malt brands is excellent	371	3.68	0.752
Malt brands provide consistent quality over time	371	3.64	0.853
The reliability of malt brands in Addis Ababa is very high	371	3.64	0.798
Malt brands have excellent performance / taste	371	3.21	0.855
Malt brands have outstanding features	371	3.59	0.866
Malt brands are popular	371	3.86	1.123
Malt brands are innovative	371	3.79	0.87
		3.63	0.58381
Valid N (listwise)	**371**		

Source: Own survey SPSS result (2020)

As it can be seen from table 4.4 above, the mean value of perceived quality is 3.63 and the highest mean score is obtained for the item “Malt Brands are Popular” with a mean score of 3.86 while the constructs " Malt brands have excellent performance / taste " scored the lowest with a mean score of 3.21. This result indicated that respondents do not consider malt brands to have excellent taste.

4.3.2.2 Brand Awareness Descriptive Analysis

The respondents were asked four questions that were related to brand awareness. The Table 4.5 below presents respondents SPSS result of perceived quality with mean and standard deviation values for each item.

Table 4.5: Brand Awareness Descriptive Analysis Result

BRAND AWARENESS	N	Mean	Std. Deviation
I am aware of malt brands	371	4.43	0.604
I can easily recognize malt brands among other competing beverages	371	4.44	0.704
I know the ingredients / content of malt brands	371	3.43	0.911

When talking about beverages, malt brands becomes on top of my mind	371	3.01	1.142
		3.83	0.53946
Valid N (listwise)	**371**		

Source: Own survey SPSS result (2020)

As it can be seen from table 4.5 above, the mean value of brand awareness is 3.83 and the highest mean score is obtained for the construct "I can easily recognize malt brands among other competing beverages" with a mean score of 4.44 and for the construct 'I am aware of malt brands' with a mean score of 4.3. While the construct "When talking about beverages, malt brands becomes on top of my mind" scored the lowest with a mean score of 3.01.

This result revealed that respondents are aware of malt brands, however they are not in the priority list of customers.

4.3.2.3 Brand Association Descriptive Analysis

The respondents were asked 10 questions that were related to brand association.

The Table 4.6 below presents the respondents SPSS result of the brand association with mean and standard deviation values for each of the items.

Table 4.6: Brand Association Descriptive Analysis Result

BRAND ASSOCIATION	N	Mean	Std. Deviation
I can quickly remember the logo or symbol of malt brands	371	4.08	0.847
I can easily imagine malt brands in my mind	371	3.9	0.85
Features of malt brands fulfill my needs	371	3.13	0.702
Malt brands are worth buying	371	3.52	0.651
I can use malt products as my daily drinks	371	2.6	1.102
I believe malt brands will give me refreshment	371	3.39	0.874
I believe malt brands will make me feel comfortable	371	3.42	1.025
Drinking malt products will give me high prestige	371	2.84	0.871
I trust companies producing malts in Ethiopia	371	3.69	0.707
Malt brands produced here are different from imported beverages	371	3.38	0.582
		3.40	0.50224
Valid N (listwise)	**371**		

Source: Own survey SPSS result (2020)

As it can be seen from table 4.6 above, the mean value of brand association is 3.40 and the highest mean score is obtained for the construct "I can quickly remember the logo or symbol of

malt brands” with a mean score of 4.08 while the constructs "I can use malt products as my daily drinks” scored the lowest with a mean score of 2.6. This result revealed that malt brands are believed to be different, but respondent do not consume it regularly.

4.3.2.4 Brand Loyalty Descriptive Analysis

The respondents were asked 10 questions related to brand loyalty. The Table 4.7 below presents respondents SPSS result of brand association with mean and standard deviation values for each item.

Table 4.7: Brand Loyalty Descriptive Analysis Result

BRAND LOYALTY	N	Mean	Std. Deviation
If malt brands are not available for immediate purchase, I rather wait till be available & will not buy other refreshment drinks	371	2.2	0.968
I consider myself to be loyal to malt brands	371	2.81	1.086
Malt brands are my preferred brand to buy.	371	3.07	1.062
I recommend malt brands to other people	371	3.41	0.927
		2.87	0.7788
Valid N (listwise)	**371**		

Source: Own survey SPSS result (2020)

As it can be seen from table 4.7 above, the mean value of brand loyalty is 2.87 and the highest mean score is obtained for the construct “I recommend malt brands to other people” with a mean score of 3.41 while the constructs " If malt brands are not available for immediate purchase, I rather wait till it is available; will not buy other refreshment drinks” scored the lowest with a mean score of 2.2. The result revealed that customers were confident enough to recommend to other & but are not willing to wait if it is not available for immediate purchase.

4.3.2.5 Purchase Intention Descriptive Analysis

The respondents were asked 4 questions related to purchase intention. The Table 4.8 below presents respondents result of brand association with mean and standard deviation values for each item.

Table 4.8: Purchase Intention Descriptive Analysis Result.

PURCHASE INTENTION	N	Mean	Std. Deviation
I would buy malt brands rather than any other refreshment brands available.	371	2.65	1.017
I am willing to recommend others to buy malt brands	371	3.36	0.906
I am interested in malt brands and willing to purchase in the future.	371	3.45	0.778
If I want to buy a refreshment drink, I will gather information about malt brands	371	3.1	0.89
		3.14	0.70198
Valid N (listwise)	**371**		

Source: Own survey SPSS result (2020)

As it can be seen from table 4.8 above, the mean value of purchase intention is 3.14 and the highest mean score is obtained for the construct "I am interested in malt brands and willing to purchase in the future." with a mean score of 3.45. And the constructs " I would buy malt brands rather than any other refreshment brands available." it scored the lowest score with a mean score of 2.65. The result revealed that respondents were not willing to select malt brands, but they will consider them before they purchase.

4.3.3 Overall Brand Equity Descriptive Analysis & Comparison

Each element of brand equity descriptive analysis results from the respondents were compared to show brand equity of malt brands in Addis Ababa.

Table 4.9: The overall Brand Equity Descriptive Analysis Result

	N	Mean	Std. Deviation
Perceived Quality	371	3.6292	0.58381
Brand Awareness	371	3.8302	0.53946
Brand Association	371	3.3951	0.50224
Brand Loyalty	371	2.872	0.7788
Purchase Intention	371	3.1408	0.70198
		3.37346	0.621258
Valid N (listwise)	**371**		

Source: Own survey SPSS result (2020)

As it can be seen from table 4.9 above, the mean value of brand equity is 3.37 and the highest mean score is obtained from brand awareness with a mean score of 3.83 while variable brand

loyalty scored the lowest with a mean score of 2.87. This indicates that brand equity of malt brand at an early stage more towards the awareness level.

4.4 Inferential Statistics

4.4.1 Correlation Analysis

All basic constructs were included in the correlation analysis and a bivariate a two-tailed correlation test of with statistical significance of 95%, $p<0.05$ correlation analysis was made. Table 4.10 below indicates the Pearson correlation between each brand equity dimension and purchase intention of malt brands.

Table 4.10: SPSS Correlation Analysis Result

		Perceived Quality	Awareness	Brand Association	Brand Loyalty	Purchase Intention
Perceived Quality	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	371				
Brand Awareness	Pearson Correlation	.457**	1			
	Sig. (2-tailed)	0.000				
	N	371	371			
Brand Association	Pearson Correlation	.526**	.709**	1		
	Sig. (2-tailed)	0.000	0.000			
	N	371	371	371		
Brand Loyalty	Pearson Correlation	.443**	.456**	.760**	1	
	Sig. (2-tailed)	0.000	0.000	0.000		
	N	371	371	371	371	
Purchase Intention	Pearson Correlation	.341**	.569**	.843**	.769**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	371	371	371	371	371

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

Source: Own survey SPSS result (2020)

The above table demonstrates the Pearson correlation coefficients of independent variables (purchase intention, brand association, brand awareness & brand loyalty) found to be positively related with in themselves and also to dependent variable with even significant at a significance level of $p<0.01$.

In general, test revealed that all correlation of variables found to be positive and significant with significance level of P<0.01 and majority of correlation also found to be strong. Thus, the relations that exist between the dimensions of brand equity might affect brand equity by influencing each other. Hence, it is important to perform multi-collinearity test to avoid such kind of analysis risk before running regression analysis to develop a model that estimate dependent variable (purchase intention).

4.4.2 Test for Linear Regression Model Assumptions

4.4.2.1 Normality Test

From the Histogram figure (see Appendix 3), it can be easily observed that all independent variables had normal distribution curve, demonstrating that data witnesses to the normality assumption. Further skewness and the kurtosis analysis was also performed and the result is presented as follows;

Table 4.11: Normality Test Result

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Perceived Quality	371	3.6292	0.58381	0.123	0.127	-0.627	0.253
Awareness	371	3.8302	0.53946	0.512	0.127	-0.149	0.253
Brand Association	371	3.3951	0.50224	0.049	0.127	-0.355	0.253
Brand Loyalty	371	2.872	0.7788	-0.254	0.127	-0.648	0.253
Purchase Intention	371	3.1408	0.70198	0.137	0.127	-0.443	0.253
Valid N (listwise)	371						

Source: Own survey SPSS result (2020)

The skewness distribution result and Kurtosis result found to be between -0.254 and 0.512 and – 0.648 and – 0.149 respectively. Thus, considering the result of table 4.11 result and histogram graph, the researcher conclude that the data is normally distributed.

4.4.2.2 Linearity Test

From the PP plot (see Appendix 4), it can be easily observed that all independent variables had linear relationship with dependent variables.

4.4.2.3 Multiple Regression Analysis

The multicollinearity test result of this study revealed that the tolerance value ranges from 0.25 to 0.701 and the values of VIF for all the independent variables to be within 1.426 – 4.006, thus the result confirmed that there is no significant indication for existence of multi collinearity among independent variables.

Table 4.12: Multi-Collinearity Test Result

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Perceived Quality	0.501	1.926
	Brand Awareness	0.469	2.132
	Brand Association	0.25	4.006
	Brand Loyalty	0.405	2.472

Considering normal distribution and no significant indication of multicollinearity, the researcher performed multiple regression analysis and the result presented as follows.

Table 4.13: Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.877[a]	0.769	0.767	0.33909

a. Predictors: (Constant), Brand Association, Brand Awareness, Brand Loyalty, Perceived Quality
b. Dependent Variable: Purchase Intention
Source: Own survey SPSS result (2020)

The R square which is 0.769, it can elaborate as 76.9% of the variation in dependent variable was explained by independent variables (purchase intention, brand awareness, brand loyalty and brand association). Multicollinearity is not a threat if the correlation is less than 80% (Kline, 1998).Thus, from the results it could be concluded that the model does fit the data very well and could effectively estimate dependent variable (purchase intention).

As the main aim of this study is to identify the effect of brand equity (independent variable – represented by perceived quality, brand loyalty, brand association & brand awareness) on purchase intention (dependent variable). Thus, the strength of each predictor (independent

variable) influencing the criterion (dependent variable) can be investigated via unstandardized coefficient. The regression coefficient (ß) explains the average amount of change in the dependent variable that is caused by a unit change in the independent variable. The more influential independent variable is the one with larger value of unstandardized coefficient and it will be more important determinant in predicting the dependent variable. The result of SPSS multiple regression analysis is presented as follows;

Table 4.14: Multiple Linear Regression Analysis Result – coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.296	0.146		-3.599	0.003
	Perceived Quality	0.403	0.046	0.263	8.776	0.000
	Brand Awareness	0.188	0.048	0.152	4.607	0.033
	Brand Association	0.931	0.07	0.666	13.255	0.000
	Brand Loyalty	0.293	0.036	0.325	8.237	0.000

a. Predictors: (Constant), Brand Association, Brand Awareness, Brand Loyalty, Perceived Quality
b. Dependent Variable: Purchase Intention
Source: Own survey SPSS result (2020)

The result of the regression analysis showed that the influence level of each independent variables is different. The result also indicated that, brand association has the major positive influencer with the beta value of 0.931 followed by brand loyalty with a beta value of 0.293, brand awareness with a beta value of 0.188 and with Perceived quality having a beta value of -0.403. The influence of all independent variables were found to be statistically significant and their respective standardized coefficient (beta value) that showed their contribution to the overall brand equity is positive.

The overall significance effects of brand equity of malt brands on purchase intention is summarized by fig 4.1.

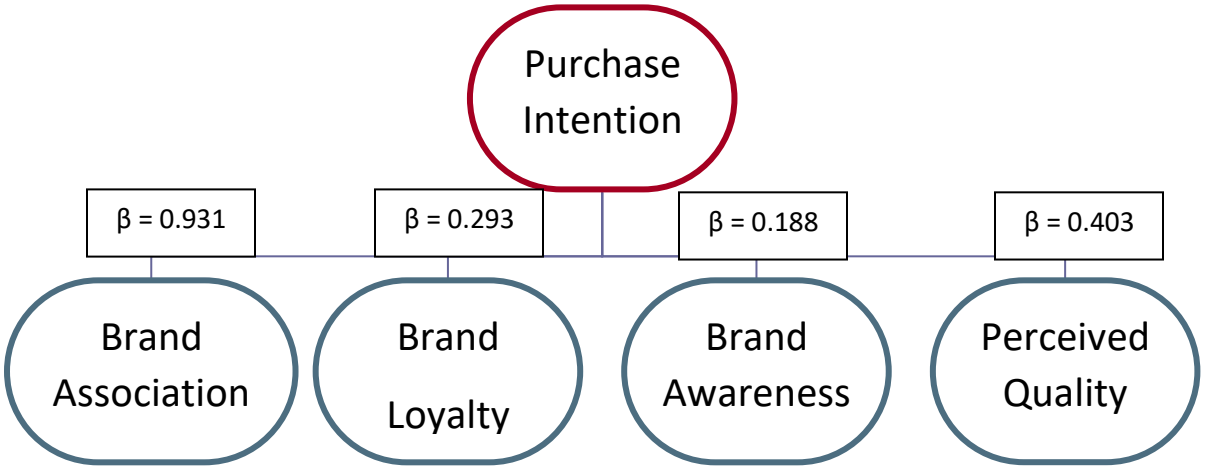

Figure 4-1: Significance of effects of brand equity dimensions on purchase intention

Source: Own survey result (2020)

It is important for malt producers to build customers perception of malt brands to improve its negative effect. Also to increase purchase intention of malt brands it is necessary to build strong brand awareness, followed by brand loyalty and brand association.

4.5 Hypothesis

Hypothesis is based on standardized coefficients beta and p-value test whether the hypotheses are rejected or not. The result of a significance test is a probability by which the researcher attach to a descriptive statistic calculated from a sample. The probability will show how likely the statistic will come from a sample drawn from the population specified in the hypothesis (Henkel, 1976).

Hypothesis 1

H1: Brand Awareness will have a positive and significant effect on consumers purchase intention of malt brands in Addis Ababa.

As portrayed in table 4.14, the result of the multicollinearity test shows that Brand Awareness has a positive and significant effect on customer satisfaction with a beta value of (beta= 0.188),

at 95% confidence interval ($P < 0.05$). Therefore, the researcher may reject the null hypothesis, and it is accepted that Brand Awareness has a positive and significant effect on consumers purchase intention of malt brands in Addis Ababa.

Hypothesis 2

H2: Brand Association will have a positive and significant effect on consumers purchase intention of malt brands in Addis Ababa.

As shown in table 4.12, the result of the multicollinearity test indicates that Brand Association will have a positive and significant effect on consumers purchase intention of malt brands in Addis Ababa with a beta value of (beta= 0.931), at 95% confidence interval ($p < 0.05$). As a result, the researcher may reject the null hypothesis and it is accepted that Brand Association has a positive and significant effect on consumers purchase intention of malt brands in Addis Ababa.

Hypothesis 3

H3: Perceived Quality will have a positive and significant effect on consumers purchase intention of malt brands in Addis Ababa.

As portrayed in table 4.12, the result of the multicollinearity test shows that Perceived Quality's effect on purchase intention was with a beta value of (beta= 0.403), at 95% confidence interval ($p < 0.05$). As a result, the researcher rejects the null hypothesis, and it is accepted that Perceived Quality will have a positive and significant effect on consumers purchase intention of malt brands in Addis Ababa.

Hypothesis 4

H4: Brand Loyalty will have a positive and significant effect on consumers purchase intention of malt brands in Addis Ababa.

As shown in table 4.12, the result of the multicollinearity test indicates that Brand Loyalty will have a positive and significant effect on consumers purchase intention of malt brands in Addis Ababa with a beta value of (beta= 0.931), at 95% confidence interval ($p < 0.05$). As a result, the researcher may reject the null hypothesis and it is accepted that Brand Association has a positive and significant effect on consumers purchase intention of malt brands in Addis Ababa.

To summarize the hypothesis, H1, H2, H3 and H4 were accepted. H1 was supported which means that brand awareness has a positive and significant impact on purchase intentions. H2 was supported which means that brand association has a positive and significant impact on purchase intentions. H3 was supported which means that perceived qulaity has a positive and significant impact on purchase intentions. H4 was supported which means that brand loyalty has a positive and significant impact on purchase intentions. In other studies, as well brand awareness, brand association & brand loyalty have a positive & significant relation with the purchase intentions.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

This chapter presents summary of major findings, conclusion, and the significant contribution of the study as well as recommendations for future researchers. The first section is summary of major findings followed by conclusion and finally recommendation for future researchers.

5.1. Summary of findings

The purpose of this study was to measure the effect of brand equity of malt brands equity on purchase intention using Aaker's brand equity model. Data was collected by structured survey questionnaire disseminated online through Google Forms. Population of the study considered customers who had purchase intention of malt products / beverages.

Most of the respondents were found to be youngsters (18-30 age), Female, Single, educated (collage graduate), private company employee who had monthly income of less than 10,000. This showed the younger population tend to consume Malt brands.

The second part of the questioner were structured to collect information about respondent attitude toward malt and their preferred brand. Based on the collected data analysis & summery as per Table 4.2, it is found that most respondents had good attitude towards malt brands. Of the respondents do not consume malt brands frequently.

The third part of the questioner constructed to gather data about brand equity variables and purchase intention of respondents. Thus, from result of descriptive analysis as it summarized on Table 4.9, the mean value of brand equity is 3.37 and the highest mean score is obtained from brand awareness with a mean score of 3.83 while variable brand loyalty scored the lowest with a mean score of 2.87. This indicates that brand equity of malt brands is at its earliest stage (at awareness level).

The result of the reliability test shows that all the values of the Cronbach's alpha are greater than 0.6 which shows that the items in each of the domains are well understood by the respondents and the normality test for both the dependent and independent variables shows a kurtosis and skewness lying in between -1 and 1 which implies that it is normal.

The study depicts that the VIF of the independent variables of multicollinearity test is less than 10 which implies that there is no multicollinearity problem. The value for R square is 0.769, meaning that customer satisfaction is 76.9% affected by the independent variables.

The finding from the correlation result reveals that, there is a positive, significant, and most of them had strong relationship among the brand equity dimensions and purchase intention that

Multiple regression analysis revealed that three independent variables (brand loyalty, brand association and brand awareness) have had a positive and significant influence on the purchase intention of malt brands. However, there is a difference in magnitude/level of influence, brand Association take the lead followed by brand loyalty and brand awareness. The analysis found that perceived quality had a negative but significant influence on purchase intention.

The outcome of regression analysis complies with different study performed other researchers. Such as Mkhitaryan, 2014 which revealed that for building strong brand equity which give big leverage to control customers purchase intention, the role of brand loyalty and brand preference is significant and also the study by Manzoor & Shaikh, 2016 support existence of causal relationship among the four dimensions (namely, brand loyalty, brand awareness, brand associations, and perceived quality) and consumer purchase intention.

5.2. Conclusion

It is known that brand equity is one of the vital concepts in brand management, as well as in business practice. It can help marketing managers to create differentiation from their competitors in order to gain the competitive advantage in the market and it also very helpful to command higher price. It enable companies to connect with their consumers on an emotional level. In the malt industry, brand equity plays an essential role in the performance of the malt producers.

The results of the study indicated that the consumers believed that qualities of malt brands are not satisfactory, thus they are not loyal to the products.

In general, various practitioners may find this research helpful in determining brand equity and its effect on preferences of consumers towards malt brands in Addis Ababa

From the result of the study the researcher concludes that, brand awareness, brand association, perceived quality and brand loyalty have positive and significant effect on customer purchase intention of Malt brands in Addis Ababa. This study will be useful for other researchers in providing insights to the malt brands equity.

5.4. Recommendation

On the basis of the findings and conclusions reached, the following recommendations are forwarded by the researcher:

- Companies should communicate to consumers in a consistent and engaging manner.
- Make is easy for customers to give their feedback through engaging customer service. This will help companies understand their brand's strengths and weaknesses, as well as the opportunities for growth (and what to avoid).
- To build strong brand for malt beverages, it is recommended to work on consumers perception of the quality of the product and also having customer loyalty programs that can change the perception of the consumers.

5.3. Limitations and suggestion for further study

This study was conducted to using the sampling method, convenience sampling. Data was gathered through online platforms and accessed by people from Addis Ababa. Therefore, the results only represent the behavior, attitude and purchase intention of respondents found in Addis Ababa; thus this study may be limited in its generalizability of the findings to the whole population of the country. Hence, further research needs to take more respondents from different cities of the county in order to make the findings precisely indicate the effect of brand equity of malt brands on purchase intention in Ethiopia. As a result, future research should draw sample of respondents on a number of consumers from the different parts of the country.

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APPENDIX

V

APPENDIX 1: QUESTIONNAIRE

ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT

Dear respondents:

My name is **Yordanos Seifu**, a graduate candidate at the Addis Ababa University School of Commerce. I am conducting my thesis entitled **"Impact of Brand Equity on Consumer Purchase Intention: A case of malt brands in Addis Ababa"** as partial fulfillment of the requirements for the completion of my Master's Degree in Marketing Management.

The main reason you are chosen as a respondent for the study is that your intention to purchase a malt product, your inputs are believed to be helpful in drawing valid conclusions on the effect of malt beverage's brand equity on purchase intention.

Participation is absolutely **voluntary**. If you choose to participate in this research, please take a few minutes of your time to answer the entire questionnaire honestly about your intention and attitude with regard to malt beverages in Addis Ababa. I really appreciate your willingness and cooperation in giving genuine information for this questionnaire and I hereby declare and promise you that the information you provide will be kept confidential and only be used for academic purpose.

For any clarification you can contact me through +251-911-476-986 or through my email: **yordanosseifu@gmail.com.**

In advance, I would like to thank you for your cooperation.

NB:

- No need of writing your or yours organization name
- Please put tick mark (√) in front of choice box that you believe appropriate for Part 1 & 2 of the questionnaire.
- Please circle the number which reflects your agreement/disagreement among the five rating scales (from 1-5) given for each questions in part 3 of this survey questionnaire.

Part 1: General Information

Please answer by putting a tick mark (√) in the box provided

1. Age

☐ 18 – 30 ☐ 31 – 40 ☐ 41 – 50 ☐ 51 – 60 ☐ Above 60

2. Gender

☐ Male ☐ Female

3. Marital Status

☐ Single ☐ Divorced ☐ Other

☐ Married ☐ In a relation

4. Education Level

☐ Below High School ☐ 1st Degree

☐ High School ☐ 2nd Degree and above

☐ Diploma

5. Occupation

☐ Business Owner ☐ NGO / International Company

☐ Government Employee ☐ Private Company

☐ Pensioner

6. Monthly Income (in ETB)

☐ < 10,000 ☐ 10,001 – 20,000 ☐ 20,001 – 30,000

☐ 30,001 – 40,000 ☐ 40,001 – 50,000 ☐ >50,001

7. What is your attitude towards malt brands?

☐ Excellent ☐ Very Good ☐ Neutral ☐ Bad ☐ Very Bad

Part 2: Basic Information with respect to malt brands

Please answer by putting a tick mark (√) in the box provided

1. Do you consume frequently consume malt brands?

☐ Yes ☐ No

2. If yes, which brand do you consume?

☐ Negus ☐ Sofi Buna ☐ Sofi Malt ☐ Malta Guinness

PART 3: BRAND EQUITY DIMENSIONS

In filling this part, please keep in mind "Malt brands in Addis Ababa - Negus, Malta Guinness, Sofi Malt and Sofi Bunna" and circle the number that best reflect your agreement/disagreement towards the respective question.

(1-Strongly disagree, 2-Disagree, 3-Neutral, 4-Agree and 5-Strongly agree).

	Perceived Quality	Merit Points				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	The quality of malt brands is excellent	1	2	3	4	5
2	Malt brands provide consistent quality over time	1	2	3	4	5
3	The reliability of malt brands in Addis Ababa is very high	1	2	3	4	5
4	Malt brands have excellent performance / taste	1	2	3	4	5
5	Malt brands have outstanding features	1	2	3	4	5
6	Malt brands are popular	1	2	3	4	5
7	Malt brands are innovative	1	2	3	4	5

	Awareness	Merit Points				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I am aware of malt brands	1	2	3	4	5
2	I can easily recognize malt brands among other competing beverages	1	2	3	4	5
3	I know the ingredients / content of malt brands	1	2	3	4	5
4	When talking about beverages, malt brands becomes on top of my mind	1	2	3	4	5

		Merit Points				
	Brand Association	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	I can quickly remember the logo or symbol of malt brands	1	2	3	4	5
2	I can easily imagine malt brands in my mind	1	2	3	4	5
3	Features of malt brands fulfill my needs	1	2	3	4	5
4	Malt brands are worth buying	1	2	3	4	5
5	I can use malt products as my daily drinks	1	2	3	4	5

6	I believe malt brands will give me refreshment	1	2	3	4	5
7	I believe malt brands will make me feel comfortable	1	2	3	4	5
8	Drinking malt products will give me high prestige	1	2	3	4	5
9	I trust companies producing malts in Ethiopia	1	2	3	4	5
10	Malt brands produced here are different from imported beverages	1	2	3	4	5

a		**Merit Points**				
	Brand Loyalty	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
1	If malt brands are not available for immediate purchase, I rather wait till be available & will not buy other refreshment drinks	1	2	3	4	5
2	I consider myself to be loyal to malt brands	1	2	3	4	5
3	Malt brands are my preferred brand to buy.	1	2	3	4	5
4	I recommend malt brands to other people	1	2	3	4	5

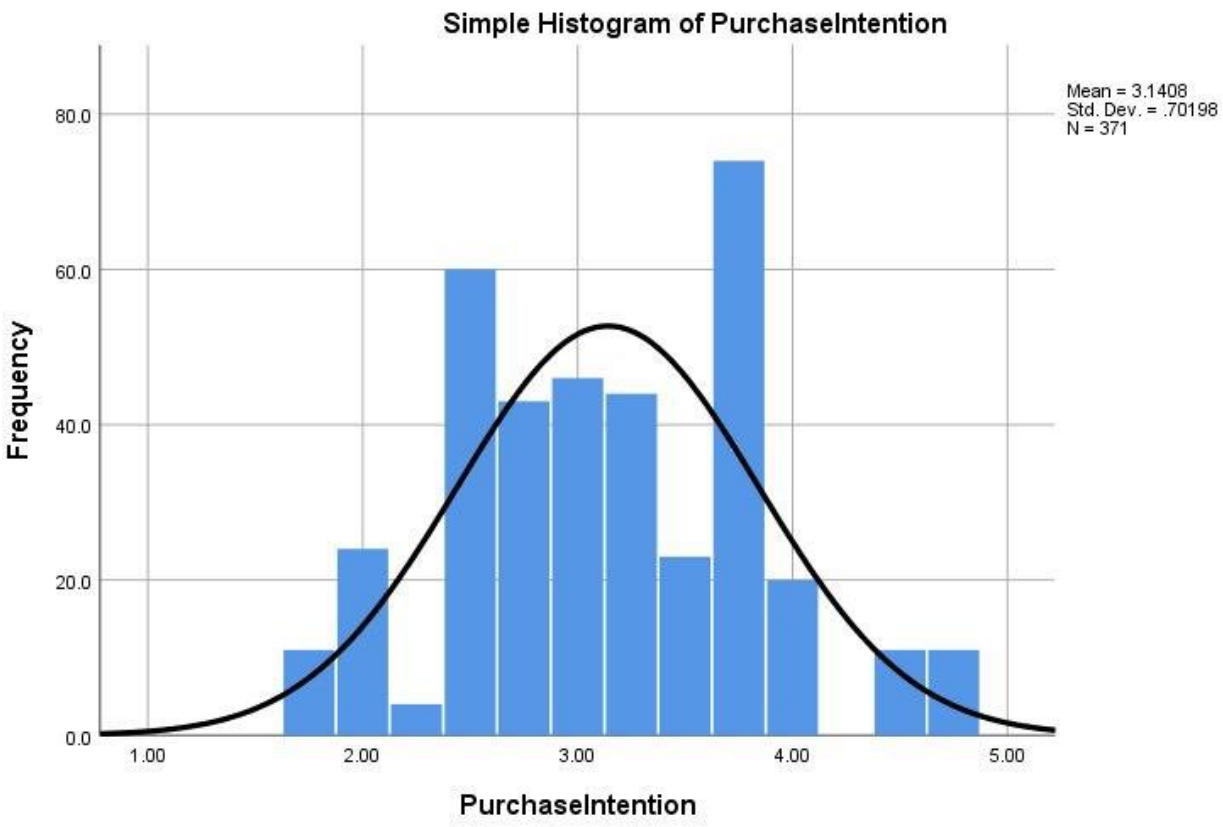
	Purchase Intention	**Strongly Disagree**	**Disagree**	**Neutral**	**Agree**	**Strongly Agree**
1	I would buy malt brands rather than any other refreshment brands available.	1	2	3	4	5
2	I am willing to recommend others to buy malt brands	1	2	3	4	5
3	I am interested in malt brands and willing to purchase in the future.	1	2	3	4	5
4	If I want to buy a refreshment drink, I will gather information about malt brands	1	2	3	4	5

Thank You!

APPENDIX 2: Reliability Test

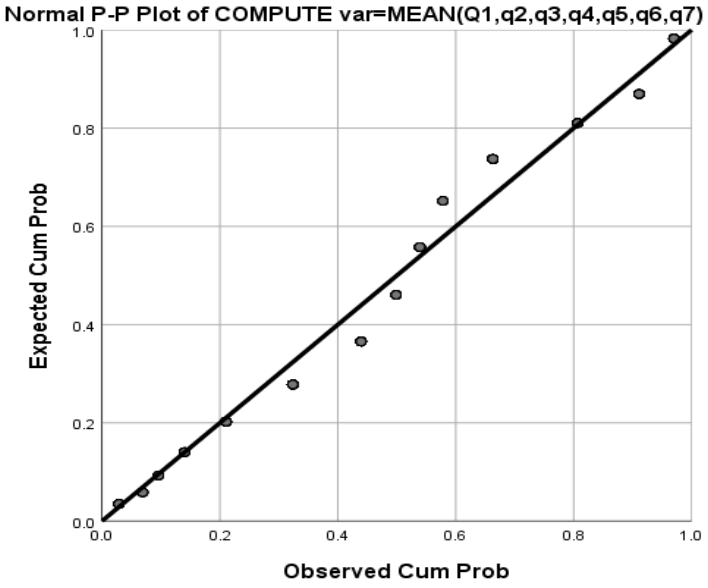
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Perceived Quality	13.2381	4.871	0.496	0.351	0.884
Brand Awareness	13.0371	4.713	0.635	0.531	0.855
Brand Association	13.4722	4.357	0.897	0.831	0.804
Brand Loyalty	13.9954	3.663	0.745	0.659	0.832
Purchase Intention	13.7265	3.851	0.779	0.769	0.817

APPENDIX 3: Histogram

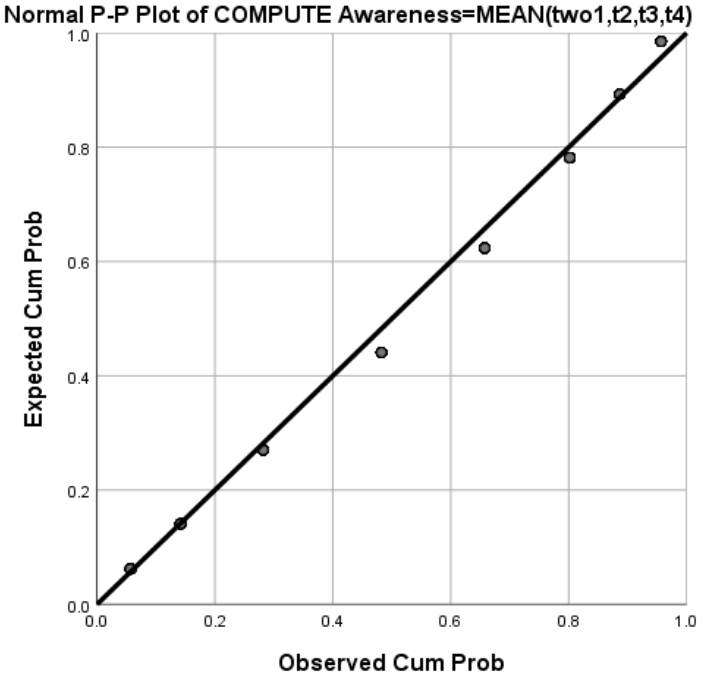


APPENDIX 4: PP Plot

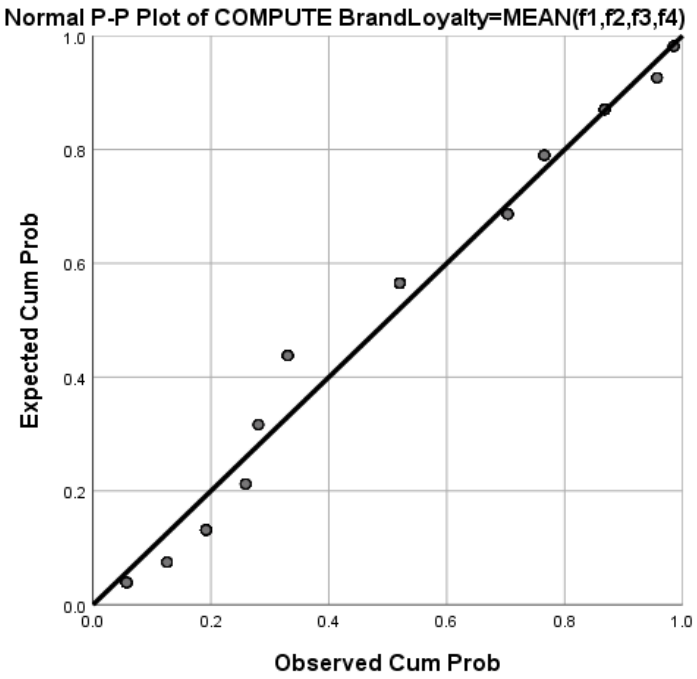
a. Perceived Quality



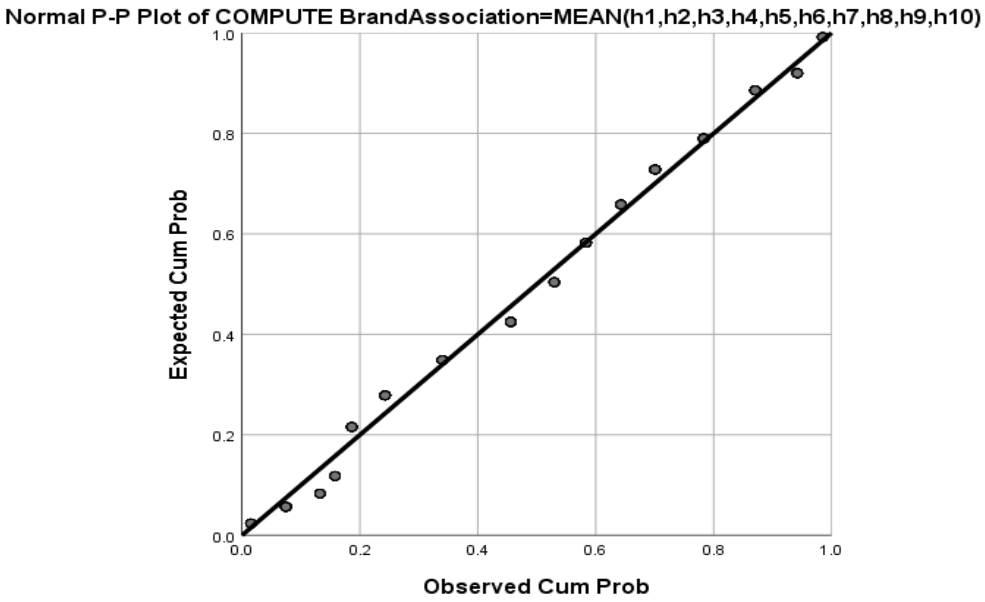
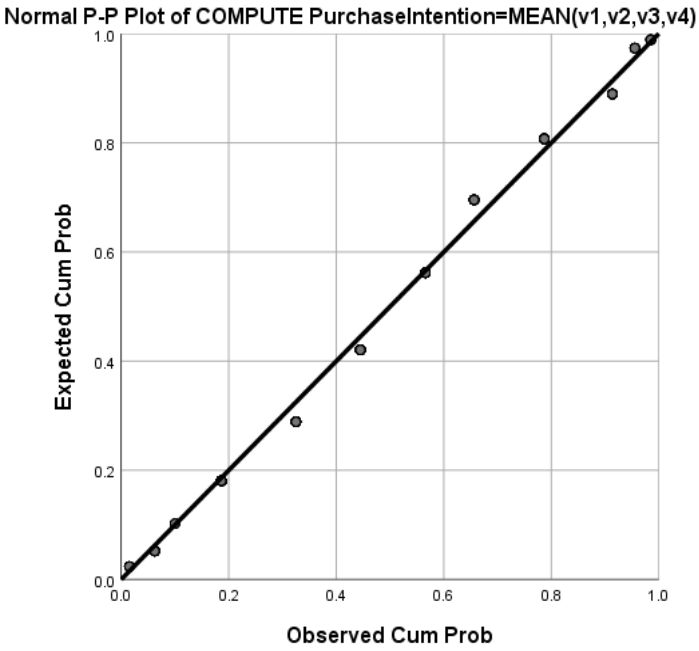
b. Brand Awareness



c. Brand Loyalty



d. Brand Association



e. Purchase Intention