



Factors affecting the brand preference for Imported Tire.

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**A THESIS SUBMITTED TO SCHOOL OF GRADUATE STUDIES OF ADDIS ABABA
UNIVERSITY SCHOOL OF COMMERCE IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTERS IN MARKETING
MANAGEMENT**

Advisor: Andinet Worku (PhD)

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ADDIS ABABA UNIVERSITY SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING MANAGMENT

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DECLARATION

I declare that this 'Thesis' entitled “Factor affecting the Brand Preference for imported tires in Addis Ababa.”, is my original work, prepared under the guidance of my Advisor Andinet Worku (PhD). All necessary sources of materials used for the preparation of this 'thesis' have been appropriately acknowledged. Moreover, I want to confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

Name_____

Signature_____

Date_____

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Abstract

The purpose of this paper was to examine the factors that influence consumers' brand preference for imported tires in Addis Ababa. A quantitative research approach and structured questionnaires were used in this study. To achieve the objectives, a set of questionnaires was created and distributed to 384 respondents via convenience sampling technique, with 297 completed questionnaires qualifying for analysis. Both primary and secondary data were explored. Moreover, five important factors i.e., price, promotion, reference group, perceived quality, and country of origin were the independent variables that affect the dependent variable (brand preference). Data analyzed through descriptive (mean & standard deviation) and inferential (correlation & multiple regressions) analysis were employed. Based on the analysis the result shows that price, reference group, and quality have a significant effect on the brand preference of imported tires. Among all, the most important factor is the reference group followed by price and perceived quality. The study suggested that the tire manufacturers should consider the above-mentioned factors to increase the market opportunity.

Key words: Brand preference, imported tire, Brand awareness, Brand knowledge, Addis Ababa

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Chapter One: Introduction

1.1. Background of the study

Brands have become more significant in recent years. The branding of a company's goods or services serves as a distinguishing feature. The brand is made up of a subject or a group of related themes, such as the trademark, logo, name, identity, image, personality, value, and dynamic entity (De Chernatony and Riley, 1998). "A name, word, sign, symbol, or design, or a mix of these, that identifies the producer or seller of a product or service," is what a brand is (Kotler and Armstrong, 2012). A brand is seen as a vital aspect of a product by consumers, and branding can add value to a customer's purchase. Brands have a lot of power. Brands are about belonging, creating a sense of belonging to a tribe, and acting as a badge or emblem that conveys distinctiveness to others (Lee et al. 2015). Consumers who like a brand acquire brand preference. Brand preference occurs when a person's liking for a product reaches a critical level. Consumers will seek out the brand if pricing and availability are not hurdles to buying. As a result, people are willing to pay a premium for the brand they favor. When compared to equivalent products, a price premium is a higher purchase price for a favored product (Lee et al. 2015).

Because it is so closely linked to the manufacture of automobiles, as well as other factors such as raw materials, their availability, and their shifting pricing, the tire sector has earned a reputation for being volatile. Companies functioning in the industry now confront not just financial and the industrial challenges, but also a huge influx of new Asian competitors, particularly from China (Deaconu et al. 2020). Tires are one of the fastest-growing markets on the african continent. The rapid expansion of the middle class in many african countries has increased demand for automobiles, resulting in a thriving market for all types of tires, including passenger car, off-road, industrial, agricultural, truck, bus, and trailer tires, as well as motorcycle and bicycle tires(www.techsciresearch.com).

However, in recent years, European tire companies have begun to lose ground to Chinese and other Asian brands in many rising countries around the world, not just in Africa. In a number of African markets, Chinese tires are becoming increasingly popular. Many developing countries,

particularly those in Africa, are price-sensitive markets, preferring to import low-cost Chinese tires over more expensive European and American models. As a result, China has recently established itself as a major tire exporter to a number of African countries (<http://www.africa-business.com/features/tires.html>).

The tire market in Addis Ababa is booming along with the number of vehicles. According to the study done by the Ethiopian tire market research report, April 2022, the tire sector in Ethiopia is growing at a steady rate, due to the rising penetration of Chinese tires, which are easy to get by and affordable. The demand for tires in Ethiopia is increasing dramatically as the country's economy stabilizes and passenger vehicle sales increase. Furthermore, people are becoming more aware of the need and benefits of timely car repairs and replacements, as well as keeping an eye on the quality of their tires. According to the survey, there is a growing need for low-cost tires in the country. The main problem in Ethiopia's tire business is that imports from China and Europe are flooding the market. This demonstrates that our country's tire market is active, with consumers preferring foreign tires over domestically produced tires.

Both academically and practically, this research is important. This study will contribute academically to the context of Ethiopia by merging the concepts of branding and brand choice for the country. As Ethiopia is a developing country with diverse ethnic and cultural groups, the study includes information on country-related aspects such as pricing, promotion, reference group, quality, and country of origin, all of which influence behavioral intentions. This study can help to fill a gap in scientific understanding of consumer brand preference in Ethiopia.

Practically, understanding customer brand choice is critical for both marketers and consumers. Addis tire Horizon to build a marketing strategy, marketing managers and tire importers must understand brand and brand preference. Understanding customer brand preferences can assist managers in expanding the local market and expanding domestic product options.

The Ethiopian tire market is dominated by imported tires. That means imports from China and Europe are flooding the market. Because of this, the country foreign currency is highly eroded. It is necessary to increase the capacity of the domestic tires factory in the country and encourage consumers to use their country's products in order to avoid the foreign currency we are losing. Given this problem, the researcher is concerned as to why consumers choose imported tires over

tires made domestically. The purpose of this study is to examine factors that influence imported tire consumers' brand preferences. The independent variables that influence imported tire brand preference, such as price, promotion, reference group, perceived quality, and country of origin was examined in the research. The past research (Hansen, 2005) indicate that price is one of the most important extrinsic cues that customers utilize when evaluating the product/brand. Kotler et al. (2005) further discuss the other marketing mix ingredient promotion, consumer markets are more essential since there are more customers, purchases are more routine, and emotions play a larger role in the purchase decision process. The research conducted by (Schiffman et al. 2012) found that opinions and preferences of a reference group have a significant impact on the items or brands that a consumer ultimately chooses.

1.2. Statement of the problems

Ethiopia's tire sector was led by the Addis Ababa, Harari, and Oromia areas in 2016, and this region is expected to continue to lead the country's tire market until 2022. Chinese tire manufacturers, as well as major tire brands such as Bridgestone, Michelin, Continental, and others, dominate the Ethiopian tire market. Furthermore, Chinese tire manufacturers held the greatest market share in Ethiopia's tire market in 2016, and their share is likely to increase in the coming years. Chinese tire companies' entry into the Ethiopian tire industry is aided by the low average selling price of Chinese tires ([www. techsciresearch.com/report/](http://www.techsciresearch.com/report/)).

Currently, businesses compete in a global market where it is challenging to establish long-term competitive advantages that will assure their existence. While conventional marketers emphasize the rationality of the consumer and define the brand as a collection of characteristics. Consequently, a successful brand is not formed but rather shaped by the principles incorporated in the brand's features (Meyer & Schwager, 2007). Consumers are looking for distinctive brands that attract their senses, emotions, and creative thinking. Consumers have more options when making decisions since there are too many brands on the market. Consumer preferences differ from one individual to the next, and a number of factors might impact what they buy. Some customers favor the Horizon Addis tire brand, while others prefer imported tires.

The main problem in the Ethiopian tire market, most of the market is dominated by imported tires. Imported tires account for 85 percent of the market in Ethiopia, and the Ethiopian tire

market is flooded with diverse Chinese and European products that cost and erode the country's vast foreign currency reserves. It is necessary to increase the capacity of the domestic tires factory in the country and encourage consumers to use their country's products in order to avoid the foreign currency we are losing. Given this problem, the researcher is concerned as to why consumers choose imported tires over tires made domestically and, conducted a study to examine the factors that affect consumer brand preference for imported tires. No studies were conducted on consumer brand preference for imported tires in Ethiopia. A few past researches on tires in other countries were included in this study.

Stewart (2011) conducted research to find primary influence within the decision journey for a consumer buying new tires in South Africa. The research indicate that consumers are well aware of the brand of tire on their vehicle, pre- and post- purchase. The retailer will also play a very important role in this perception of value. The results of the research prove that the brand owner has the ability to be the primary influencer, although this influence came through the experience of the brand. The retailer plays a vital role in the decision journey and has the ability to influence.

Karwani (2020) was conducted to assess factors influencing consumer buying decision on tire product in Tanzania: A case of Super doll tire Company, Dar es salaam. The study sought to determine and assess the influence of price, perceived quality, brand awareness and advertisement on consumer buying decision on tire product at Super doll company, The results shows that price, perceived quality and advisement are mostly related on consumer buying decision. Moreover, the results shows that all variables have positive relationship on dependent variable.

Mahama-Musah et al. (2020) investigate car owners' tire replacement decision-making. Consumers want a one-stop solution for their tire replacement needs in terms of purchasing and affixing, based on their behavior with regard to tire replacement. The findings reveal that mechanics play an important role in conveying information and influencing the consumer's tire brand choice. Overall, customers' evaluations of the relevance of factors such as price, age, accessibility, and professionalism of service (i.e., service quality) had a direct impact on the tire brands they preferred.

Sharma (2020) did a study to determine the factors that car owners evaluate when purchasing tires. In the city of Bangalore, exploratory personal interviews with car owners were done to obtain an evaluation set of seven distinct features. The top five attributes that emerged as significant to the tire buying choice were quality, price, brand, safety, and reliability, according to the findings.

Other scholars Nontipak (2015) performed research to determine the most important elements to consider when selecting and purchasing replacement tires for vehicles in Thailand. This study will focus on the aspects that consumers consider important when choosing tires for their cars. The results demonstrate that the most influential factor in deciding on a tire brand is a relative's advice or recommendation (friend and family).

Degoma and Shetemam (2014) discovered that country-of-origin image plays a significant role in predicting purchase intentions towards domestically produced items and products from European nations in their study on the effect of country-of-origin image on purchase intention in the context of Ethiopia. But the researchers do not demonstrate the effect of country of origin on consumer preference based on the product category. The results revealed that the impact of country-of-origin image on domestic and foreign products in Ethiopia is significant.

But in the Ethiopian context, the selected variables by the researcher in the earlier study were not enough to measure consumer brand choice for imported tires. Having identified this major gap, this study was carried out to examine the five factors which were not considered together in one study in the context of tires. The independent variables that influence imported tire brand preference, such as price, promotion, reference group, perceived quality, and country of origin were examined in the research. The past research (Hansen, 2005) indicates that price is one of the most important extrinsic cues that customers utilize when evaluating the product/brand. Kotler et al. (2005) further discuss the other marketing mix ingredient promotion, consumer markets are more essential since there are more customers, purchases are more routine, and emotions play a larger role in the purchase decision process. The research conducted by (Schiffman et al. 2012) found that opinions and preferences of a reference group have a significant impact on the items or brands that a consumer ultimately chooses.

1.3. Research Questions

1.3.1 Main research question

- I. What are the factors that influence consumers' brand preference for imported tires?

1.3.2. Specific research questions

- I. How does price affect the consumer brand preference for imported tires?
- II. How does promotion influence the consumer brand preference for imported tires?
- III. To what extent does the reference group influence the consumer brand preference for imported tires?
- IV. How does perceive quality influence consumer brand preference for imported tires?
- V. To what extent does Country of origin affect brand preference for imported tires?

1.4. Objectives of the Study

1.4.1 General Objective of the study

- I. The general objective of the study is to examine factors affecting consumers' brand preference for imported tires.

1.4.2. Specific Objective of study

- i. To analyze the relationship between price and brand preference for imported tires.
- ii. To identify the effect of promotion on brand preference for imported tires.
- iii. To examine the effect of the reference group on the brand preference for imported tires.
- iv. To analyze a relationship between perceived quality and brand preference for imported tires
- v. To examine the effect of country of origin on brand preference for imported tires

1.5. Significance of the study

In Ethiopia, imported tires account for 85 percent of the market, and the Ethiopian tire market is swamped with diverse Chinese and European products that cost and erode the country's vast foreign currency reserves. Economists say Ethiopia should focus on employing replacement items and developing a culture of home production to alleviate foreign currency shortages.

According to the study's findings, filling gaps in the tire industry allows manufacturers and importers to carefully consider the marketing strategy they must employ in terms of consumer purchasing needs and brand. This study gives some insight to Horizon Addis tire manufacturers,

consumers, tire importers and, future researchers. Assisting tire industry marketers in better understanding consumer brand preference attributes that impact tire product selection in order to adjust and build marketing strategies that meet customer needs. The result provides critical information to marketing managers for developing marketing strategies and tactics that could enhance the performance of the domestic tire manufacturer. The study was significant to tire importers to look at the determinants of brand preference among their customers which in turn help in evaluating and redesigning their marketing strategies. The study provides insight for other researchers to explore and investigate more in the topic.

1.6. Scope of the study

After reviewing relevant studies and identifying an empirical gap in the topic, the research focused on the influence of independent variables (price, promotion, reference group, perceived quality, and country of origin) on consumer brand preference (dependent variables) for imported tires. The study only considers consumers with their own cars, who have purchased imported tires, and who live in the Addis Ababa city area are included in the study.

1.6.1. Conceptual Scope

Price, promotion, reference group, perceived quality, and country of origin were the study's independent factors. It was concentrated on the brand preferences of final consumers who have their own cars and make imported tire purchases for personal use.

1.6.2. Methodological scope

Close-ended and structured questionnaires were used for collecting data for the research and the research approach was quantitative research.

1.7. Limitation of the study

The researcher had conducted a quantitative research approach. Future research may include qualitative surveys such as interviews or focus groups to examine why the three variables (price, reference group, perceived quality) affect and why the two variables (promotion and country of origin) do not affect. Also, future research may include and conduct research by including the regional cities and other variables that were not mentioned in this study.

1.8. Definition of terms

1.8.1. Conceptual definition of terms

- **Brand:** -A name, term, sign, symbol, or design, or a combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. (Kotler et al . 2005, p,549).
- **Brand preference.** Brand preference refers to the extent to which customers chose services provided by any particular company against other companies (Hellier et al (2003).
- **Promotion:** - Activities that communicate the product or service and its merits to target customers and persuade them to buy. (Kotler et al,2005, p, 919).
- **Country of origin;** represents the country or countries of manufacture, production, design, or brand origin where an article or product comes from. (https://en.wikipedia.org/wiki/Country_of_origin).
- **Perceived quality:** defines perceived quality reflects upon “the customer’s perception of the overall quality or superiority of a product or service with respect to its intended purpose relative to alternatives” (Aaker,1991).

1.8.2. Tire terminology

- **Flotation tire;** defined as a tire designed to minimize soil penetration and compaction. (<https://www.bridgestoneamericas.com/tire-terminology>).
- **PC;** represent passenger car (<https://www.ceicdata.com>).
- **LT;** represent light truck (<https://www.bridgestoneamericas.com>).
- **HT;** Means is a highway terrain tire(<https://tirereviewsandmore.com>).
- **Farm tires,** Farm tires are designed for use on farm and agricultural equipment such as tractors, sprayers, trailers, balers, and so on (<https://simpletire.com/types/farm-tires>).
- **OTR tires,** is Off the Road tire, which OTR tire mainly used for the Giant truck vehicles(www.chinatires.org).
- **Three-Wheeler (Bajaj);** three wheeled vehicles propelled by petrol/CNG, diesel, or electric motor(<https://www.prnewswire.com/news-releases/global-three-wheeler-market>).
- **Automobile;** is a motorcar or car, a usually four-wheeled vehicle designed primarily for passenger transportation. (<https://www.britannica.com/technology/automobile>).

- **Replacement tire;** Replacement tires are any other tire, which may be purchased thereafter. (<https://www.tireamerica.com>).
- **Two-wheelers;** A two-wheeler is a vehicle that runs on two wheels. (<https://en.wikipedia.org>).
- **passenger car;** is road motor vehicle, other than a moped or a motor cycle, intended for the carriage of passengers and designed to seat no more than nine persons (including the driver) (<https://ec.europa.eu>).
- **Traction(grip).** The ability of a loaded tire to generate vehicle control forces through frictional interaction with a road surface(<https://www.michelinman.com>).
- **Appearance,** how something looks.
- **Longevity:** -How long a tire lasts before wearing out its tread is an important element to ensure you are getting the best value for your money(<https://www.michelinman.com>).
- **Handling,** Handling is how your vehicle responds to the demands of the driver (such as steering, accelerating, braking) and to road conditions(www.goodyear.com).
- **Comfort;** Driving comfort refers to how the tire cushions the driver from the irregularities of the road(<https://www.michelinman.com>).

1.9. Organization of the study

This paper has five chapters. Chapter one includes an introduction, which consists of background of the study, statement of the problem, research questions, objectives of the study, significance of the study, the scope of the study, definition of terms, and organization of the study. The second chapter was a literature review. The third chapter focused on research design and methodology. The fourth chapter discusses data presentation and analysis. Finally, in chapter five the summary of findings, conclusion and, recommendation was presented.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. INTRODUCTION

The purpose of this study's chapter was to review the literature in the topic and give readers some perspective. The chapter exhibits Theoretical review, Empirical review, and conceptual framework under the study's topic.

2.2. THEORETICAL REVIEW

2.2.1. Concept of Brand

Brands have become more significant in recent years. The branding of a company's goods or services serves as a distinguishing feature. The brand is made up of a subject or a group of related themes, such as the trademark, logo, name, identity, image, personality, value, and dynamic entity (De Chernatony and Riley, 1998). Marketing has long included brands. The first people to use the term "brand" were the ancient Egyptian brick-makers, who marked their products with symbols to identify them (Farquhar, 1990). According to Keller and Kotler (2012) a company's brands are one of its most valuable intangible assets, and it is up to marketing to appropriately manage their value. Yohn (2014) indicate that a brand is a collection of values and attributes that define the value you provide to people throughout the entire customer experience, as well as the company's unique way of doing business that serves as the foundation for all of the company's relationships with its stakeholders. Brands are created to assist consumers to recognize a branded product as distinct from others in the same product category (Lee et al. 2015). Before consumers make a brand choice, brands are viewed as signals that can lessen the uncertainty that will always be present in every transaction (Heding et al. 2009).

A marketing strategy known as branding is thought to be significant for both the business and the consumer. Processes used by consumers to choose brands and make decisions have been considered difficult. Based on their tastes, past experiences, and brand knowledge, consumers select various brands. Brands define a product's source or creator and allow consumers-individuals or organizations-to attach responsibility for its performance to a specific

manufacturer or distributor (Keller & Kotler, 2012). Depending on how a product is labeled, consumers may have different reactions to it. They gain knowledge of brands based on previous interactions with the product and its marketing. Brands are important intangible assets that provide customers and businesses with a variety of benefits and must be carefully managed. Consumers see differences between brands in a product category, which is why branding is so important. Branding establishes mental frameworks that aid consumers in organizing their product and service information to clarify their decision-making process and add value to the business. This chapter looks into the body of research on consumer brand preference theories in an effort to understand how preferences evolve and what causes them. Therefore, this chapter addresses the concept of brand choice and presents evidence of brand knowledge, brand awareness, and brand preference. Additionally, it discusses the link between the dependent and independent variables as well as factors that may affect consumer preference.

2.2.2. Brand Preference

Marketers have always given consumer brand preference a lot of attention since it is a crucial step in understanding consumer brand choice. Reham (2013) makes the case that brand preferences show the kinds of qualities a brand has, strengthening its position and boosting its market share. Additionally, it provides insight for product development and is a crucial component of creating a company's effective brand strategy. Consumer preferences for a particular brand are referred to as brand preferences (Overby & Lee, 2006). In terms of expressing customer evaluation of brands, brand preference is close to reality. Consumers are frequently faced with situations in which they must choose from a variety of options in the marketplace (Dhar et al. 1999). Consumer brand preference is an important step in understanding consumer choice behavior; hence marketers have always paid close attention to it. The research of brand choice, on the other hand, has been limited to traditional marketing, which focuses on functional features to maximize utility. The shift to experiential marketing, on the other hand, expands the role of the brand from a set of traits to an experience. The convergence of brand qualities and product commodification has been facilitated by technological improvements. (Ebrahim et al. 2016).

Before making a decision, people weigh the pros and disadvantages of several companies, therefore marketers must understand this process. Segmenting the market based on brand preference is more interpretable and managerially valuable than utilizing the desired brand

qualities since brand preference has a direct impact on consumer purchasing decisions (O'Connor & Sullivan, 1995). Existing theory suggests that a client with favorable and strong brand knowledge will have increased consumer preference for the target brand (Lee et al. 2015). The authors further indicate that after sampling a brand, consumers are more inclined to repurchase it if it meets their expectations or is better than the brand they are presently using. Consumers build a preference for a brand when they repurchase it. Customers express their preference for the brand as a taste for the brand, a feeling that exists in the hearts and minds of customers. Customers are more likely to seek out preferred branded products, are more devoted to them, and are willing to pay a higher price for them. As a result, brand preference entails more than just a consumer's liking for a certain brand; rather, it entails a consumer's preference for a particular brand.

By strengthening their intentions toward the preferred brand, preferences help customers make decisions. The mechanism of intention creation gives evidence of lasting consumer preferences, and actual purchase behavior is likely to match intentions (Van Kerckhove et al. 2012). Economic circumstances have a significant impact on both product and brand choices: spendable income (level, stability, and time pattern), savings and assets (including the percentage of liquid assets), debts, borrowing power, and attitudes toward spending and saving (Keller & Kotler, 2012). Personality can be an important factor to consider when studying consumer brand preferences. Companies have personalities as well, and customers are more likely to choose brands with personalities that are similar to their own. Keller and Kotler (2012) describe brand personality as the unique combination of human characteristics that can be associated with a certain brand.

Consumers are more likely to take the side road if they have little involvement in a purchase decision, regardless of what the marketer can do. To justify their brand choice, marketers must provide one or more positive signals to consumers, such as frequent advertisement repetition, visible sponsorships, and increased brand familiarity. A well-known celebrity endorser, appealing packaging, and enticing promotion are examples of peripheral cues that can tip the scales in favor of the brand (Keller & Kotler, 2004).

Brand preference is affected by brand familiarity (awareness and knowledge). But there are other factors such as price, promotion, reference group, perceived quality, and country of origin which affect brand preference (Geleta, 2020). Before the researcher focused on the variables, looked at the studies done in other countries especially on tire brand choice, then after the researcher construct the five variables together to know which factor is most important in the tire brand preference and which factors are less important. Besides this, the distribution factor does not include because different tire brands are available for consumers in the same area convenient for the purchasers.

2.2.3. Brand Awareness

Brand awareness may be the most important application of heuristics (simplifying strategies), in which consumers choose a well-known brand because it simplifies the decision-making process. If a brand has high awareness, the consumer appears to be willing to pay a premium price and accept lower-quality goods for the same brand (Heding et al. 2009). Aaker (1991) defines brand awareness as "a potential buyer's ability to recognize or recall that a brand belongs to a particular product category. Researchers Hoyer and Brown (1990) discovered that increasing brand awareness is a viable advertising strategy for increasing brand-choice probabilities. According to Keller and Kotler (2012) brand awareness is the ability of a consumer to recognize or recall a product.

2.2.4. Brand Knowledge

Brand knowledge has been thoroughly researched in the marketing literature that is currently available (Alba and Hutchinson, 1987). Knowledge is the culmination of brand-building efforts (Steenkamp, 2017). Awareness is the extent to which customers understand brand identity and behavior. Awareness represents the lower end of a brand awareness continuum that ranges from simple recognition of the brand name to a highly developed cognitive structure based on detailed information (Hoyer & Brown, 1990). Recognition is the minimum level of brand awareness necessary for a consumer to display brand knowledge (Trappey & Woodside, 2004). To recapitulate, a brand (of which the consumer is aware) is a node in an associative network of brand knowledge (Heding et al. 2009).

2.3. Factors Affecting Brand preference

In this research, the factors that affect consumer brand preference were price, promotion, reference group, perceived quality and country of origin.

2.3.1. Price

Early-twenties research has demonstrated that price is the only element of the marketing mix that generates revenue, the other elements involve costs. Furthermore, price is an important factor in determining a buyer's decision (Harahap and Amanah, 2020). Other recent study indicate that price is considered an important parameter and consumers are assumed to be functional and focused technical quality of the brand or product they buy (Heding et al. 2009). The authors further clarify that like awareness; price and income are perceived to be key factors in the economic approach when consumers make consumption choices.

Price considerably influences consumer brand preference, and because of this, we say that price is the most important factor that can influence consumer brand choice and decision-making, which in turn has a big impact on the entire purchasing process. Similarly, price perception has a significant effect on brand preference at a global level (O'Cass & Lim, 2002). Moreover, the research also proves that price influences consumers' brand selection (Nowlis, 2005). Furthermore, pricing can be utilized as a rationale for brand selection in two ways: going for the lowest price to avoid financial risk or going for the highest price to obtain product quality. According to Kotler and Keller (2012) price is the amount of money that consumers exchange for the benefits of owning or using such products and services. Price is one of the most important extrinsic cues consumers use when evaluating the product/brand (Hansen, 2005). Kotler and Armstrong (2012) pointed out that customers are interested in more than just the price; they are interested in the total costs of obtaining, using and disposing of a product.

2.3.2. Promotion

Recently, Geleta (2020) evaluated the relative influence of promotion on brand choice among consumers. The research demonstrates that promotion refers to any strategy used to convey information to the consumer in order to build a profile of the brand or its values. It comprises a variety of marketing techniques like advertisements, sales promotion strategies, word-of-mouth endorsements, etc. Promotion is used for communicating to the consumer, its product offerings as well as a means of encouraging products or services to be sold and purchased. Furthermore,

brand managers are assumed to be able to control consumers' brand choice behavior by ensuring an optimum mix between the four main elements of the marketing mix (Heding et al. 2009). Research work conducted by Toroitich (2016) indicate that promotion is the most important determinant of brand preference in the market. The right information exchange directly giving personal data and taking product preference is essential because information received inspires consumer confidence.

Khan and Rohi (2013) prove that each and every type of promotional technique is used to develop long term & stronger brand identity and also to make customer remind about their various offerings. The results of the study by Yasin et al. (2007) shows that quantity of consumer items grows, marketers need to pay more attention to the promotional variable of the marketing mix, which originally included sales promotion, personal selling, advertising, and publicity. Keller and Kotler (2012) supposed that one of the promotion tools, advertising can be a convenient way to deliver messages, whether to a create brand preference or to educate people. Advertising can be a cost-effective way to deliver messages, if so, creating brand preference or educating people (Keller & Kotler, 2012). The authors stated that sales promotions in markets of high brand similarity can produce a strong short-term sales response but little permanent gain in long-term brand preference. A company's total marketing communications mix, also known as the promotional mix, consists of a specific mix of advertising, personal sales, sales promotion, public relations, and direct marketing tools that the company uses to pursue its advertising and marketing objectives (Kotler et al. 2005). Let's look at the five most important promotion tools:

- **Advertising.** For a charge, an identified sponsor makes a non-personal presentation and promotes ideas, commodities, or services. Advertising includes print, radio and television, outdoor and other forms.
- **Personal Selling.** Personal presentation by company sales force for the purpose of making sales and building customer relationships. Personal selling includes sales presentations, trade shows and trade shows, and incentive programs.
- **Sales promotion.** Incentives that are given for a limited time to stimulate the purchase or sale of a product or service. Sales promotion includes activities such as point-of-purchase displays, premiums, discounts, coupons, competitions, specialty advertising, and demonstrations.

- **Public relations.** Build good relationships with the company's various audiences by gaining favorable publicity, building a good "corporate image" and managing or avoiding rumors, stories and adverse events.
- **Direct marketing.** Direct connections with targeted individual consumers both to gain immediate response and to cultivate lasting customer relationships. Direct marketing includes catalogs, telephone marketing, fax, kiosks, Internet, etc.

2.3.3. Reference group

It is more likely that one will not purchase a product if a friend had a negative experience with it. However, a number of studies revealed that consumers viewed knowledge they learned directly from their own experiences as being more reliable than knowledge they learned from other sources of communication. Friends and family can serve as references because of their unique talents, expertise, and personalities. Family and friend recommendations are also considered as crucial variables that now play a big role in influencing brand choice and buying decisions (Khan & Rohi, 2013). Recently conducted research demonstrates that having family and friends present at the time of purchase has a significant impact on the brand choice (Saerang et al. (2019). Similarly, the reference group have a significant impact on a person's values, attitudes, and conduct (Ali & Ramya, 2016).

Reference groups are peoples or organizations that one can turn to for advice and consultation. These are significant sources that affect brand purchases. According to Keller and Kotler (2012) the greatest influence on consumer choice remains "recommended".as a relative/friend", while "consumer recommendations" are becoming an increasingly important decision-making element. Members of reference groups are influenced in at least three ways. They expose a person to new behaviors and lifestyles, shape attitudes and self-concept, and create conformity pressures that may influence product and brand selections.

Recently Rani (2014) support that reference group have the ability to shape a person's attitude or behavior. The influence of reference groups varies depending on the product or brand. For example, if the product is visible, such as a dress, shoes, or car, reference groups will have a significant influence. Research conducted in 2010 also revealed that a group is defined as two or more people that share a set of standards, values, or beliefs and have certain implicit or explicit links that make their actions interdependent (Hawkins and Mothersbaugh, 2010). As a result, a

reference group is simply a group that a person utilizes to guide their behavior in a given situation.

A person's reference groups, all the groups have a direct (face-to-face) or indirect influence on their attitudes or conduct (Keller & Kotler, 2012). Member groups are groups that have direct influence. Family, friends, neighbors, and coworkers are some of the key groups with which the person interacts reasonably frequently and informally. People also belong to secondary groupings including religious, professional, and trade-union organizations, which are more formal and require less constant engagement.

Members are influenced by reference groups in at least three ways. They expose a person to new behaviors and lifestyles, shape attitudes and self-concept, and create conformity pressures that may influence product and brand selections. Groups to whom people do not belong can also impact them. Aspirational groups are those to which a person aspires to belong, whereas dissociative groups are those whose values or behavior a person rejects. Marketers must figure out how to reach and influence the group's opinion leaders where reference group influence is strong. Kotler et al. (2005) state that a person's reference groups — family, friends, social organizations, and professional affiliations – have a significant impact on product and brand decisions. Role and status can be used to define a person's place within each group. A buyer selects products and brands that are appropriate for his or her position and status.

2.3.4. Perceived quality

Consumers often rate the quality of a product or service based on a range of informational signals that they link with the product. Some of these indications are built into the product or service itself, while others are not. Such indicators, alone or in combination, form the foundation for assessments of product and service quality. Intrinsic cues are those that relate to the product's physical features, such as size, color, flavor, or odor. In some circumstances, consumers rate product quality based on physical attributes (for example, the flavor of ice cream or cake). Kaur and Malik (2015) have recently looked at the relative influence of perceived quality on customer brand choice. The moderating impact of several study features has also been researched. The results of this research offer some critical insights into the potential impact of perceived quality. The study key finding is that product quality reflects how well a product performs its intended function, and this is seen as a crucial determinant of brand preference. Schiffman et al. (2012)

further state that consumers commonly judge product quality based on cues that are external to the product itself. These cues include pricing, brand image, manufacturer's image, retail shop image, and even country of origin. Consumers prefer to believe that their product quality assessments are based on intrinsic cues because it helps them to defend their product decisions (whether positive or negative) as 'reasonable' or 'objective'. 'They do, however, routinely use extrinsic factors to evaluate quality. According to Ismail et al. (2012) the quality of the branded product was considered the most important factor in shaping the consumers preference.

Various academics have looked into how consumers feel about the things they buy and the brands they choose on a regular basis. The impact of branding and brand perceptions on consumer perceptions of product qualities and attributes has received significant attention (Foxall, 2014). The general opinion of a brand or industry in the marketplace is incredibly essential, which is why big companies work so hard to ensure that the general perception of them and their industry is as favorable as possible (Durmaz, 2014).

2.3.5. Country of origin

Degoma and Shetemam (2014) recently looked at the relative influence of country of origin on consumers' purchase intentions for both domestically produced items and imports from other European nations. The moderating impact of several study features has also been researched. The findings showed that for both domestic and imported goods in Ethiopia, the impact of country-of-origin image is important. According to Schiffman et al. (2012) when consumers make purchasing decisions, they appear to consider the countries of origin of the brands they are considering. Consumers often have strong feelings or even preferences for things created in specific nations. Consumers' perceptions of quality and, in some cases, their choice of brands is influenced by these country-of-origin impacts.

Nowadays, more firms are competing on the global market, and these companies manufacture their products all over the world, and the location where they are manufactured may influence the consumer's opinion of the product's quality dependent on the country where it is manufactured. The country-of-origin effect can be described as any impact that the nation of manufacture has on a consumer's positive or negative opinion of a product (Cateora & Graham, 1999). The country-of-origin cue has become more relevant as international items have

become more widely available in most national marketplaces, as consumers often judge imported goods differently than competitive native ones (Bilkey & Nes, 1982). According to Fournier (1998) a product's country of origin is linked to national identity, resulting in strong emotional attachment to certain brands and products.

Many buyers judge items based on stereotypes about the place of origin (for example, "German engineering is excellent" or "Japanese cars are trustworthy"). Many consumers feel that a product produced in a certain country indicates that a product is superior or very good, or that it is inferior or not very good (Schiffman et al. 2012). According to meta-analysis when all the other information is controlled, country of origin is likely to have a significant impact on product evaluation (Agrawal & Kamakura, 1999). According to the findings of previous studies, consumers prefer to use a product's country of origin as an extrinsic signal to judge the quality of that product, and that country of origin has a substantial impact on how consumers evaluate items.

2.4. Relationship among Variables

Pricing is an extrinsic or external indicator that helps buyers appraise the quality of products or brands and predict the expected level of satisfaction (Brijball, 2003). Consumers believe they get what they pay for because they want to obtain their money's value. As a result, the perception persists that the higher the price, the higher the quality. Venkataraman (1981) finds a positive link between price and perceptions of product quality in specific price ranges and for particular product categories. Consumers ascribe diverse attributes to similar products with different price labels (Schiffman and Kanuk, 1991). Furthermore, because price is frequently used as a criterion for quality, some products purposefully justify their price. Although price has a significant effect on brand preference. Riyath and Musthafa (2014) indicate that price, trendy appearances, and perceived quality are proven to be very important elements in making a purchasing decision when choosing a mobile phone brand. Product quality indicates the extent to which product is carrying out its desired work & this is treated as an important factor that influences brand preference (Khan & Rohi, 2013).

According to Hawkins and Mothersbaugh (2010) advertisement intensity is also a quality indicator. More frequently marketed brands are believed to be of greater quality by consumers. One explanation is that effort is thought to predict success, and advertising spending is thought to

represent a measure of effort. Any aspect relating to advertising costs, such as media, color, and repetition, might boost quality perceptions and choice (Malik et al. 2014). Moreover, Kihlstrom et al. (1984) claimed that commercials without product information might nevertheless reflect quality, and that this occurs when market dynamics produce a positive relationship between product quality and advertising spending. Hoch and Ha (1986) further state that advertising has a significant impact on the quality of the product. In addition, Toroitich (2016) claims that the market's most significant factor influencing brand preference is promotion. Moreover, the right information exchange directly giving personal data and taking product preference is essential because information received inspires consumer confidence (Toroitich, 2016). Because the information carries direct promotion messages on product availability and features in the market.

Agrawal and Kamakura's (1999) found that based on longitudinal data for a selection of products, country-of-origin might be a relevant indicator for relative product quality for certain products. According to meta-analysis findings, the country-of-origin impact is a significant influence on product ratings. They discovered that the country of origin has a bigger influence on perceived quality than attitudes or likelihood of purchase. There appears to be a substantial link between perceived quality and country of origin (Verlegh & Steenkamp, 1999). Customers and marketers utilize country of origin and brand as process of product evaluation (Genc & Bayraktaroglu, 2017). Many researchers confirmed country of origin is an important factor in influencing consumer purchase decisions (Hilman & Hanaysha, 2015). Even though the country of origin is considered as one primary cue in consumer intention to buy the brand, the influence of the country of origin still is not examined deeply in the technological product marketing (Al Johani et al. 2019).

Al-Azzam and Fattah (2014) determine the impact of social factors on customer behavior when buying home furnishings. To acquire a deeper understanding and awareness of customers' perspectives and furniture purchasing behaviors, this study looked at a range of consumer behavioral intention variables, such as reference groups, family, price, color, and quality. The results demonstrated a positive and statistically significant relationship between the reference group, family, price, quality, color, and buying decision. Skrudupait et al. (2006) discovered that several social indicators influence consumer behavior by altering customer perception and attitude.

Saerang et al. (2019) recently investigated the influence of the reference group on parent brand preference. Quantitative analysis was applied in this study. There are numerous baby skin care products on the market that serve the same objective but are sold under different brand names. There are perfectly good products in each of the established brands. The findings revealed that reference group influence has a considerable impact on consumer brand preference.

2.5. Empirical Review

The following sections will outline some related literature study on consumer brand preference on tire conducted in other countries that will help us create our conceptual framework.

Stewart (2011) conducted research to find primary influence within the decision journey for a consumer buying new tires in South Africa. The research indicate that consumers are well aware of the brand of tire on their vehicle, pre- and post- purchase. The retailer will also play a very important role in this perception of value. The results of the research prove that the brand owner has the ability to be the primary influencer, although this influence came through the experience of the brand. The retailer plays a vital role in the decision journey and has the ability to influence.

Karwani (2020) was conducted to assess factors influencing consumer buying decision on tire product in Tanzania: A case of Super doll tire Company, Dar es salaam. The study sought to determine and assess the influence of price, perceived quality, brand awareness and advertisement on consumer buying decision on tire product at Super doll company, The results shows that price, perceived quality and advisement are mostly related on consumer buying decision. Moreover, the results shows that all variables have positive relationship on dependent variable.

Mahama-Musah, et al. (2020) investigate car owners' tire replacement decision-making. Consumers want a one-stop solution for their tire replacement needs in terms of purchasing and affixing, based on their behavior with regard to tire replacement. The findings reveal that mechanics play an important role in conveying information and influencing the consumer's tire brand choice. Overall, customers' evaluations of the relevance of factors such as price, age, accessibility had a direct impact on the tire brands they preferred.

Sharma (2020) conducted a study to determine the factors that car owners evaluate when purchasing tires. In the city of Bangalore, exploratory personal interviews with car owners were done to obtain an evaluation set of distinct features. The top five attributes that emerged as significant to the tire buying choice were quality, price, brand, safety, and reliability, according to the findings.

Other scholars Nontipak (2015) conducted research to determine the most important elements to consider when selecting and purchasing replacement tires for vehicles in Thailand. The study focused on the aspects that consumers consider important when choosing tires for their cars. The results demonstrate that the most influential factor in deciding on a tire brand is a relative's advice or recommendation (friend and family).

Degoma and Shetemam (2014) discovered that country-of-origin image plays a significant role in predicting purchase intentions towards domestically produced items and products from European nations in their study on the effect of country-of-origin image on purchase intention in the context of Ethiopia. But the researchers do not demonstrate the effect of country of origin on consumer preference based on the product category. The researchers generally investigate the impact of domestic and foreign country-of-origin images on both perceived quality and purchase intention of Ethiopian consumers had been positive and significant, implying that the country-of-origin image affects positively the purchasing decisions and the judgments of perceived quality of domestic and foreign products. The results revealed that the impact of country-of-origin image for domestic and foreign products in Ethiopia is significant.

The researcher stated that the previous study is not sufficiently examined the variables (price, promotion, reference group, perceived quality, and country of origin) to answer the questions related to the factors affecting brand preference on tires in Ethiopia. So, the researcher was conduct research to examine the five factors which were not considered together in one study in the context of tires. According to Hansen (2005) price is one of the most important extrinsic cues that consumers evaluate when evaluating a product or brand. Kotler et al. (2005) indicate that in consumer markets, promotion is substantially more important because there are more buyers, transactions are more routine, and emotions play a larger part in the purchase decision process. The thoughts and tastes of the reference group have a significant impact on the products or brands that a consumer eventually chooses (Schiffman et al. 2012). The independent variables

that influence imported tire brand preference, such as price, promotion, reference group, perceived quality, and country of origin was examined in the research.

2.6. Conceptual framework and Hypotheses

2.6.1. Conceptual framework

For the purpose of performing this study, the following conceptual framework was created to guide and serve as a framework for the investigation. It's a theoretical framework that shows how the concepts, hypotheses, assumptions, and expectations mentioned in the literature review relate to one another. This framework was presented as a flowchart, and it depicts how the independent variables influence the dependent variable.

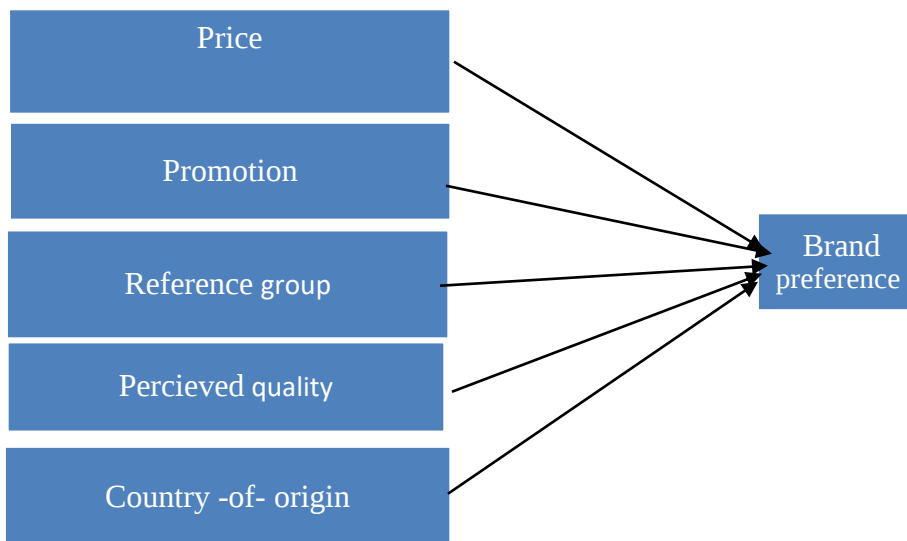


Figure 1 Conceptual Framework.

Source: (from literature Keller & Kotler (2012) and Schiffman et al. (2012).

2.6.2. Hypothesis

Based on the conceptual framework the underlined hypotheses were formulated and tested.

- **H1:** Price has positive and significant effect on brand preference for imported tire.
- **H2:** Promotion has positive and significant effect on brand preference for imported tire.
- **H3:** Reference group has positive and significant effect on brand preference for imported tire.
- **H4:** Perceived quality has positive and significant effect on brand preference for imported tire.
- **H5:** Country of origin has positive and significant effect on brand preference for imported tire.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

The chapter explained research and methodology areas; description of the study area, research approach, research design, population and sampling, data type and source, method of data collection procedures, ethical consideration and data analysis. A researcher creates organized questionnaires for this investigation. Consumers who own their cars and buy imported tires for personal use were included in the population, and 384 participants were chosen by convenience sampling to complete the research questionnaire. This study employed a descriptive and explanatory research design. Then, using descriptive statistical methods and a multiple regression model, the data were evaluated. Content validity was utilized to assess questionnaire validity, while Cronbach's alpha was employed to determine its reliability.

3.2. Research Approach

There are two types of research methods: quantitative and qualitative, none of which is superior to the other. It all relies on the researcher's preference for conducting the study research (Ghauri and Kjell, 2005). This study used a quantitative research approach to fulfill the aforementioned goals, with a questionnaire providing primarily descriptive data. Quantitative research allowed the researcher to gather objective and quantifiable data, apply statistical methods, and identify correlations between the variables studied.

3.3. Research Design

According to Saunders et al. (2007) the research design is the overall plan for how the research questions will be addressed. It is the theoretical framework under which the research was conducted. It acts as a roadmap for acquiring, measuring, and interpreting information. The research designs used in this study were explanatory. The explanatory study design was used to explain, analyze, and predict the relationships between variables.

3.4. Population and Sampling design

3.4.1. Target Population

A population is made up of all the elements under examination in any subject of study. Population is defined as "the complete group of individuals, events, or things of interest that the researcher desires to explore"(Sekeran, 2003). Consumers who own their cars in Addis Ababa and buy imported tires for their use were the study's target audiences.

3.4.2. Sampling techniques

For this study, convenience sampling was used as a research sampling technique. The items for the sample were carefully chosen by the researcher in this sort of sampling. Data were obtained from the population-based on a fraction of the sample size of 384. The sample size was determined using the method described in the following section.

3.4.3. Sample size determination

The sample size was determined as per Israel (1992) discussed Cochran's formula, and developed Equation 1 to yield a representative sample for proportions.

$$n_0 = \frac{Z^2 pq}{e^2}$$

Which is valid where n_0 is the sample size, Z^2 is the abscissa of the normal curve that cuts off an area α at the tails ($1 - \alpha$ equals the desired confidence level, e.g., 95%) 1, e is the desired level of precision, p is the estimated proportion of an attribute that is present in the population, and q is $1 - p$. The value for Z is found in statistical tables which contain the area under the normal curve.

Assume there is a large population but that we do not know the variability in the proportion that will adopt the practice; therefore, assume $p = .5$ (maximum variability). Furthermore, suppose we desire a 95% confidence level and $\pm 5\%$ precision. The resulting sample size is demonstrated in Equation.

$$n_0 = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (.5)(.5)}{(.05)^2} = 384$$

Where, n = sample size

z = the value of standard variety at a given confidence level and to be worked out from table showing area under normal curve.

p = sample proportion

$q = 1 - p$

e = given precision rate or acceptable error

3.5. Data Sources

Consumers who own their car and buy imported tires in Addis Ababa provided the primary data. The purpose of the study was to determine the characteristics that influence the brand preference for imported tires. Structured questionnaires were used to obtain primary data from the end-user who own car and buy imported tires. Journals, books, and other sources of secondary data were used to compile the study's secondary data.

3.6. Data Collection Instrument

According to Kothari (1985) questionnaires, interviews, and direct observations are the most essential data gathering tools. As a result, standardized questionnaires were employed to collect data in this study. To allow the individual to express how much they agree or disagree with a particular statement in the questionnaire, a Likert Scale was employed, which is a five-point scale ranging from 5 (strongly agree) to 1 (strongly disagree).

3.7. Data Collection Procedure

During the data gathering phase of this investigation, the following steps were taken into consideration. Before dropping off the surveys at the respondents' homes, offices, shops, or any other convenient location, the researcher made face-to-face contact with them, spoke with them orally, explained the study's objective in person, and made sure that they have an experience of purchasing imported tire for their car. The researcher set a time restriction for data collection and then returned later to pick up the questionnaires personally.

3.8. Data Analysis Methods

To prepare for analysis, the quantitative data was first organized and placed in tables. Then, using descriptive statistical methods such as mean, standard deviation, and percentages, these data were examined and calculated using the statistical program for the social sciences (SPSS version 20). Descriptive statistics were used to describe data and investigate correlations between variables. To construct a functional relationship between the independent variables and dependent variables, spearman's rho correlation and a Multiple linear regression model were used from inferential statistics.

3.9. Validity and Reliability of the Data Collection Instrument

3.9.1. Validity

The most important criterion is validity, which reveals how well an instrument measures what it is designed to assess (Kothari, 1985). To put it another way, validity refers to the degree to which differences detected by a measuring instrument represent genuine differences among people being examined. There are three different types of data validity checks. (i)Content validity; (ii) Criterion-related validity; and (iii) Construct validity, according to Kothari (1985). The content validity of the research was tested in this study. The first was content validity, which examines whether the instrument adequately covers all of the content that should be covered in relation to the variable (Heale & Twycross, 2015). In this study, judgmental methods were used, with an emphasis on subject matter experts (SMEs), who were used to evaluate test items and rate them based on their relevance and representativeness to the content domain under investigation. The researcher was able to quantify and assess the presence, meaning, and relationship of specific words, themes, or concepts as a result of this. Also, the researcher used items for measuring the constructs which were already used and tested by existing studies.

3.9.2. Reliability

The Cronbach's alpha values of the factors helped to indicate the reliability of data that described the factors influencing the brand choice of imported tires in Addis Ababa. Cronbach's alpha is a statistic that examines the homogeneity of a group of items to determine its internal consistency.

3.10. Research Ethics

Before completing the questionnaire, participants were asked if they were willing to participate. Subjects were further promised that their responses would be utilized solely for research purposes. The responders were initially given an explanation of the study's goals and importance. The study did not use names or other identifying information. All information about the participants was kept private by the researcher. Instead of names, they were given code numbers to protect their privacy, identification, and confidentiality.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1. Introduction

The research findings were given in this chapter in accordance with the research goals. The data collected from the respondents were analyzed and interpreted. A total of 384 questionnaires were distributed, and 297 were returned, representing 77 percent response rate. The results of data analysis were presented in different sections of the chapter, including demographic data, descriptive analysis, and regression analysis. A summary of the findings were offered at the end.

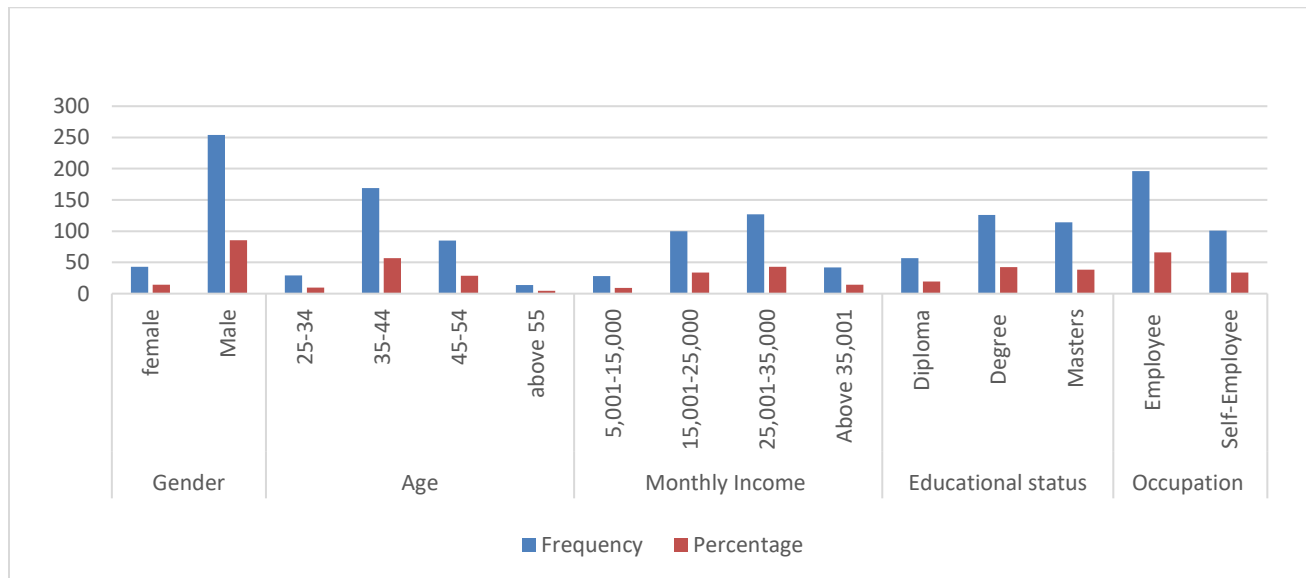
4.2. Demographic Profile of Respondents

Gender, age, monthly income (in birr), and educational status occupation were among the demographic data of the respondents. The characteristics of the respondents were listed in the table below, along with their percentages.

Table 1 Demographic Profile of Respondents

Demographic	Category	Frequency	Percentage
Gender	female	43	14.5
	Male	254	85.5
Age	25-34	29	9.8
	35-44	169	56.9
	45-54	85	28.6
	above 55	14	4.7
Monthly Income	5,001-15,000	28	9.4
	15,001-25,000	100	33.7
	25,001-35,000	127	42.8
	Above 35,001	42	14.1
Educational status	Diploma	57	19.2
	Degree	126	42.4
	Masters	114	38.4
Occupation	Employee	196	65.9
	Self-Employee	101	34

Figure 2 Demographic profile of respondents



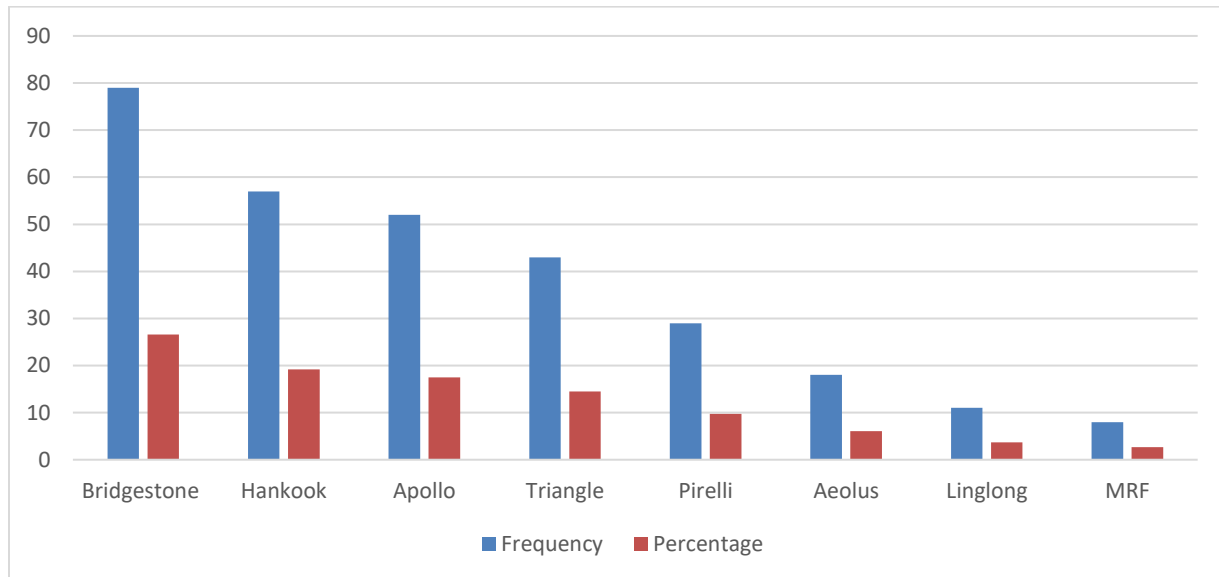
When it came to gender, 85.5 percent were men and 14.5 percent were women. This shows that the majority of the respondents were males. In terms of age, 9.8% of respondents were between the ages of 25 and 34, 56.9% were between the ages of 35 and 44, 28.6% were between the ages of 45 and 54, and 4.7 percent were beyond the age of 55. This shows that the majority of the respondent age were between the age of 35 and 44. The monthly income of the respondents reveals that 9.4 percent earned between 5000- and 15,000-birr, 33.7 percent earned between 15,001- and 25,000-birr, 42.8 percent earned between 25,001-35,000 birrs, and only 14.1 percent earned above 35,000 birrs. This shows that the majority of the respondents earned between 25,001- 35,000. As stated in table 1 above, respondents were also divided into groups based on their educational attainment. According to the study, 19.2 percent of respondents had a diploma, 42.4 percent had a BA, and 38.4 percent had a master's degree. This means that majority of the respondents were BA holders. According to the occupation-wise classification of the respondents, 65.9% were employees and 34% were self-employed. This means that the majority of the respondents were employees.

Table 2 Respondents Brand preference and related profile

Description	Category	Frequency	Percentage
How long has it been since you bought a car?	4 years	87	29
	5 years and above	210	70.7
What kind of car do you have?	Automobile	226	76.09
	Minibus	57	19.1
	Isuzu	14	4.71
For how many years did you drive your car?	1 year	14	4.7
	2 years	15	5.05
	4 years	72	24
	5 years and above	196	66
Which type of imported tires do you use?	Bridgestone	79	26.6
	Hankook	57	19.19
	Apollo	52	17.5
	Triangle	43	14.48
	Pirelli	29	9.76
	Aeolus	18	6.06
	Linglong	11	3.70
	MRF	8	2.69
How often do you buy (change) tires for your car?	once a year	78	26.26
	2 years	161	54.21
	2-3 years	18	6.06
	3 years	40	13.47

As stated in table 2, above 29 percent of respondents purchased a car within the last four years, while the remaining 71 percent had been purchased their own vehicle over five years. This means that majority of the respondents had been purchased their own vehicle over five years. When we look at the type of car the respondents have, 76.1 percent of respondents own an automobile, 19.1 percent own a minibus car, and 4.71 percent own an Isuzu. This shows that the majority of the respondents' car types were automobile. As stated in table 2, above 4.7 percent of respondents drive their own car for one year, 5.05 percent drive their own car for two years, 24 percent drive their own car for four years, and 66 percent of respondents drive their own car for more than five years. This indicates that most of the respondents had more than five years of driving experience. Finally, as indicated in the table 2 above, 26 percent of consumers change (buy) tire once a year, 54 percent buy tire in two years, 6 percent change (buy) tire within two to three years, and the remaining 13.47 percent change tire for his car after three years. This shows that the majority of the respondents changes or buys tires in two years.

Figure 3 Types of tires purchased by respondents



When we look at the type of tires respondents use or buy, 26.6 percent of respondents use(buy) Bridgestone tire brand. 19.19 percent use(buy) Hankook tire brand. 17.5 percent use(buy) Apollo tire. 14.48 percent use Triangle tire. 9.76 percent use(buy) Pirelli, and 6% buy Aeolus tire brand and the rest 3.7 percent of respondents use Linglong tires while 2.7 percent respondents use MRF tires brand. This result shows the majority of the respondents use (buy) the Bridgestone tire brand.

4.3. Reliability Assessments (Internal Consistency)

To ensure that the scales established were dependable, the coefficient alpha scores for all variables were calculated. The Cronbach's Alpha Coefficient was used to assess their trustworthiness. Because the alpha values for all constructs in the study exceeded the standard of 0.70, it may be stated that the measurements can be used for reliable analyses.

Table 3 Measurement Reliability

Description	N of Items	Cronbach's Alpha
Price	4	0.726
Promotion	4	0.710
Reference group	4	0.789
Perceived quality	4	0.817
Country of origin	5	0.812
Brand preference	3	0.774

Source: own survey, 2022

4.4. Descriptive analysis for all variables

Descriptive statistics were used in a study to describe the basic characteristics of the data. It provides concise summaries of the samples and measures. The researcher used descriptive statistics to present quantitative descriptions in an understandable format; each descriptive statistic condenses a large amount of data into a more concise summary (Gelman, 2007). The descriptive statistics of all variables was presented in the tables below.

Table 4 Descriptive statistics of Price

	N	Range	Mean	Std. Deviation
I buy the lowest -priced brand that will suit my needs.	297	4	2.91	1.229
When it comes to choosing a brand for me, I depend on heavily on price	297	4	3.23	1.022
I prefer to pay money for good quality tire brands.	297	4	3.30	1.328
Price is the most important factor when I am choosing a brand.	297	4	3.45	1.093
Average	297	4	3.22	0.869

Source, own survey,2022

There are four statements under the price characteristic that were utilized to assess the effect on brand choice. This construct is measured on a scale of 1 to 5 where 1 indicating strongly disagree and 5 indicate strongly agree. The item used to measure this construct was adopted from (Sekaran, 2003). Customers' average response rate was (Mean=3.22) with a standard deviation of (0.8699). This shows that questions about price attributes such as buying the cheapest brand of

tires had the lowest mean (2.91) value among the other factors. The highest value was price is the most important factor when I am choosing a brand mean value (3.45). From the above result the research concluded that most consumers consider price as a major evaluating factor to choose a tire brand. So, the local tires manufacturing company and marketers should give emphasis on the pricing strategy to be preferable in the market.

Table 5 Descriptive statistics of Promotion

	N	Range	Mean	Std. Deviation
Buying a well-promoted brand can save me a lot of time and money.	297	4	3.38	1.087
Before shopping, I check all the fliers for promoted brands and prices.	297	4	3.41	.972
I prefer buying brands that are well promoted.	297	4	3.28	1.204
At the time of purchase, Price discounts affect my brand choice and make me buy another brand that I do not regularly buy.	297	4	3.13	1.052
Average	297	4	3.298	0.79

Source, own survey, 2022

According to Table 5 above, the average mean of promotion is (Mean=3.2988), and the standard deviation is (0.79). These elements were adopted from (Sekaran, 2003). These items were measured on a scale of 1 to 5 where 1 indicates strongly disagree and indicates strongly agree. The result showed that the lowest score out of four questions was, at the time of purchase, price discounts influence my brand choice and cause me to buy a brand that I do not normally buy with a mean (3.13) value. The highest value was before shopping, I check all the fliers for promoted brand and price mean (3.41) value. The study result gives emphasis to the local tires manufacturer and marketers' focus on which promotional tools they should implement to influence the consumer brand preference. The above table indicates that sales promotion such as price discount does not influence the consumer brand choice. But direct marketing using fliers has a great influence on consumer brand choice for imported tires.

Table 6 Descriptive statistics of Reference group

	N	Range	Mean	Std. Deviation
My friends' evaluation and preference will influence my brand choice.	297	4	3.21	1.204
I ask for information about various tire brands from an association or experts	297	4	3.57	1.258
Other consumers' word of mouth and retailers influences my choice of tire brands.	297	4	3.01	1.109
Before shopping, I collect tires brand information from those friends, and retailers	297	4	3.53	.959
Average	297	4	3.33	0.89

Source, own survey, 2022

Based on table 6, the buyer's response rate is (Mean=3.33) with the standard deviation (0.89). The items used to measure this construct adopted from (Sekaran, 2003). These items were measured on a scale of 1 to 5 where 1 indicates strongly disagree and 5 indicates strongly agree. The result showed that the lowest score out of four questions was, that other consumers' word of mouth and retailers influence my choice of tire brands with a mean (3.01) value. The highest value was for I ask for information about various tire brands from an association or experts mean (3.57) value. Most of the time consumers ask or gather information about the product they want to buy. The above descriptive statistics of the reference group proves that before selecting and purchasing a tire brand consumers ask for and gather information about the product quality attribute, about price and other important elements related to the brand from friends, retailers, association and also experts who have knowledge about the tires. So, the tires manufacturer should consider the influence of reference group on consumer brand preference.

Table 7 Descriptive statistics of Perceived Quality

	N	Range	Mean	Std. Deviation
I consider the durability of the tire when choosing tires brands	297	2	4.28	.627
I consider traction (grip) of the tire at the time of purchase decision	297	3	3.95	.899
I prefer imported tire that have high quality	297	2	3.81	.735
I prefer tire brands that can resist wet and dry temperatures	297	2	4.09	.686
Average	297	2	4.034	0.597

Source, own survey, 2022

The study's fourth variable, perceived quality is represented by four statements. Table 7 shows the average mean result (Mean=4.034) with a standard deviation of (0.597) based on descriptive statistics. The items used to measure this construct were adopted from (Sekaran, 2003). These items were measured on a scale of 1 to 5 where 1 indicates strongly disagree and 5 indicates strongly agree. The majority of respondents agree that perceived quality has a considerable influence on their brand preference for imported tires, as seen by the fact that all questioners of perceived quality criteria had a higher mean value. So, the local manufacturer and marketers should consider the product quality attribute to influence the consumers' preference on tire brands.

Table 8 Descriptive statistics of Country of Origin

	N	Range	Mean	Std. Deviation
I look for country of origin information to choose the best tire brand available in the market	297	3	3.76	.956
I believe a product's country of origin determines the quality of a product	297	2	4.04	.667
When I am buying a new brand, the country of origin is the first piece of information that I consider	297	3	3.92	.983
There is a high possibility I will buy Chinese brands whenever possible	297	3	3.04	.877
To make sure that I buy the highest quality product or brand, I look to see what country the product was made in	297	3	3.88	.716
Average	297	3	3.73	0.641

Source, own survey,2022

The items used to measure this construct adopted from (Sekaran, 2003). These items were measured on a scale of 1 to 5 where 1 indicates strongly disagree and 5 indicates strongly agree. The average mean value of the mean (3.73) with a standard deviation of (0 .641) is shown in Table 8. The lowest score out of four questions was mean value (3.04) there's a high possibility I'll buy Chinese brands whenever possible. From the above table, the researcher conclude that the majority of the respondents agree that the country of origin determines the quality of the product. Moreover, the country of origin has a great impact on the consumer brand choice because consumers agree that country of origin is related to the product quality.

Table 9 Descriptive statistics of Brand preference

	N	Range	Mean	Std. Deviation
I buy the brand because I have complete trust in it	297	1	.81	.394
I have proper information about the brand before purchase	297	1	.80	.400
When it comes to making a purchase, an imported tire brand is my first preference	297	1	.82	.384
Valid N (listwise)	297	1	0.81	0.325

Source, own survey, 2022

The descriptive statistics of brand preference shows the average mean value of mean (0.81) with a standard deviation of (0 .325). The response item for the question was Yes and No. According to descriptive data, when looking at the cases under brand choice, the majority of respondents prefer to buy imported tires.

4.5. Correlation Analysis

A correlation analysis with Spearman correlation coefficient was conducted on all variables in this study to explore the relationships between variables. Broad correlation is a measure of an association between variables. In related data, a change in the magnitude of one variable is associated with a change in the magnitude of another variable, either in the same direction (positive correlation) or (negative correlation) in the opposite direction(Schober et al. 2018).

Table 10 Correlation Analysis

			Correlations					
			Price	Promotion	Reference group	Perceived Quality	Country of origin	Brand Preference
Spearman's rho	Price	Correlation Coefficient	1.000	.018	.189**	.358**	-.022	.229**
		Sig. (2-tailed)	.	.753	.001	<.001	.702	<.001
		N	297	297	297	297	297	297
	Promotion	Correlation Coefficient	.018	1.000	.070	.285**	.056	.028
		Sig. (2-tailed)	.753	.	.232	<.001	.333	.627
		N	297	297	297	297	297	297
	Reference group	Correlation Coefficient	.189**	.070	1.000	.123*	.064	.376**
		Sig. (2-tailed)	.001	.232	.	.034	.275	<.001
		N	297	297	297	297	297	297
	Perceived Quality	Correlation Coefficient	.358**	.285**	.123*	1.000	.005	.308**
		Sig. (2-tailed)	<.001	<.001	.034	.	.935	<.001
		N	297	297	297	297	297	297
	Country of origin	Correlation Coefficient	-.022	.056	.064	.005	1.000	.050
		Sig. (2-tailed)	.702	.333	.275	.935	.	.388
		N	297	297	297	297	297	297
	Brand Preference	Correlation Coefficient	.229**	.028	.376**	.308**	.050	1.000
		Sig. (2-tailed)	<.001	.627	<.001	<.001	.388	.
		N	297	297	297	297	297	297

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

* . Correlation is significant at the 0.05 level (2-tailed).

Source; own survey 2022

According to Taylor, (1990) correlation coefficient (r) is between $+1.0$ and 1.0 . The correlation r -value requires both a magnitude and a direction either positive or negative. It may take on a range of value from -1 to 0 to $+1$, where the value is absolute and non-dimensional with no unit involved. A correlation coefficient 0 indicates no association exists between the measured variables. The closer the r coefficient approach ± 1 , regardless of the direction, the stronger is the existing association indicates a more linear relationship between the two variables.; a positive correlation coefficient indicates that an increase in the first variable would correspond to an increase in the second variable, thus implying a direct relationship between the variables. if the value is less than or equal to -0.1 , indicates a negative linear relationship. A negative correlation indicates an inverse relationship whereas one variable increases the second variable decreases.

According to Cohen, (1988), the following interpretation is possible:

$r=0.10-0.29$ or $r= -0.10$ to -0.29 small correlation,

$r= 0.30$ to 0.49 or $r =-0.30$ to -0.49 medium correlation

$r = 0.50$ to 1.0 or $r = -0.5$ to -1.0 large correlation

According to table 10, the Spearman rho correlation coefficient was computed to assess the linear relationship between variables.

- The result of Spearman correlation analysis between Price and promotion shows that there was a positive correlation between the two variables, $r =0.018$, $p=0.753$. the result shows that price is weakly correlated to promotion.
- The result of the Spearman correlation coefficient analysis between price and reference group shows that there is a positive relationship between the two variables, $r = 0.189$, $p=0.001$. This result shows that price is weakly correlated to the reference group.
- The result of the above table, correlation coefficient analysis between price and the perceived quality shows that there is a positive relationship between the two variables, $r = 0.358$, $p< .001$. This result shows that price is a medium correlation to perceived quality.
- The correlation coefficient analysis between price and country of origin shows that there is a negative relationship between the two variables, $r =-0.022$, $p= 0.70$. This result shows that price is weakly correlated to country of origin.
- The correlation coefficient analysis between promotion and reference group shows that there is a positive relationship between the two variables, $r = 0.07$, $p= 0.232$. This result shows that promotion is weakly correlated to reference group.
- The correlation coefficient analysis between promotion and perceived quality shows that there is a positive and significant relationship between the two variables, $r = 0.285$, $p<0.001$. This result shows that promotion is weakly correlated to perceived quality.
- The correlation coefficient analysis between promotion and country of origin shows that there is a positive relationship between the two variables, $r = 0.056$ $p=0.33$. This result shows that promotion is weakly correlated to country of origin.

- The correlation coefficient analysis between the reference group and the perceived quality shows that there is a positive and significant relationship between the two variables, $r = 0.123$ $p=0.034$. This result shows that the reference group is weakly correlated to perceived quality.
- The correlation coefficient analysis between the reference group and country of origin shows that there is a positive relationship between the two variables, $r = 0.064$ $p=0.275$. This result shows that the reference group is weakly correlated to the country of origin.
- The correlation coefficient analysis between the perceived quality and country of origin shows that there is a positive relationship between the two variables, $r = 0.05$ $p=0.935$. This result shows that the perceived quality is weakly correlated to the country of origin.

When we look at the correlation coefficient analysis between a dependent variable with independent variables

- The correlation coefficient analysis between brand preference and price shows that there is a positive and significant relationship between the two variables, $r = 0.229$, $p<0.001$. This result shows that brand preference is weakly correlated to price.
- The correlation coefficient analysis between the brand preference and promotion shows that there is a positive relationship between the two variables, $r = 0.28$, $p=0.0627$. This result shows that brand preference is weakly correlated to promotion.
- The correlation coefficient analysis between the brand preference and reference group shows that there is a positive and significant relationship between the two variables, $r = 0.376$, $p<0.001$. This result shows that the brand preference is moderately correlated to the reference group.
- The correlation coefficient analysis between the brand preference and perceived quality shows that there is a positive and significant relationship between the two variables, $r = 0.308$, $p<0.001$. This result shows that the brand preference is moderately correlated to perceived quality.
- The correlation coefficient analysis between the brand preference and country of origin shows that there is a positive relationship between the two variables, $r = 0.05$, $p=0.38$. This result shows that the brand preference is weakly correlated to country of origin.

4.6. Multiple regression analysis

This study used regression for the analysis because "multiple regression was a fairly broad technique for evaluating data in the behavioral sciences,"(Cohen et al. 2003). The statistical significance of each of the five independent variables on the dependent variable was determined using multiple linear regression analysis.

4.6.1. Assumption test for regression analysis

The researcher looked at the results of assumption test before moving on to the multiple regression analysis.

4.6.1.1. Multicollinearity test

In multiple regression analysis, the multicollinearity test measures the correlation between independent variables (Kline, 1998). Multicollinearity is not a problem, according to (Kline, 1998) if the correlation value is less than 80%. When there is a linear relationship between explanatory variables, the result cannot produce estimates of all parameters, which is known as a multicollinearity problem.

Table 11 Multicollinearity test

Coefficients^a			
		Collinearity Statistics	
Model		Tolerance	VIF
1	Price	.886	1.128
	Promotion	.883	1.133
	Reference group	.924	1.082
	Perceived Quality	.793	1.261
	Country of origin	.991	1.009

a. Dependent Variable: Brand Preference

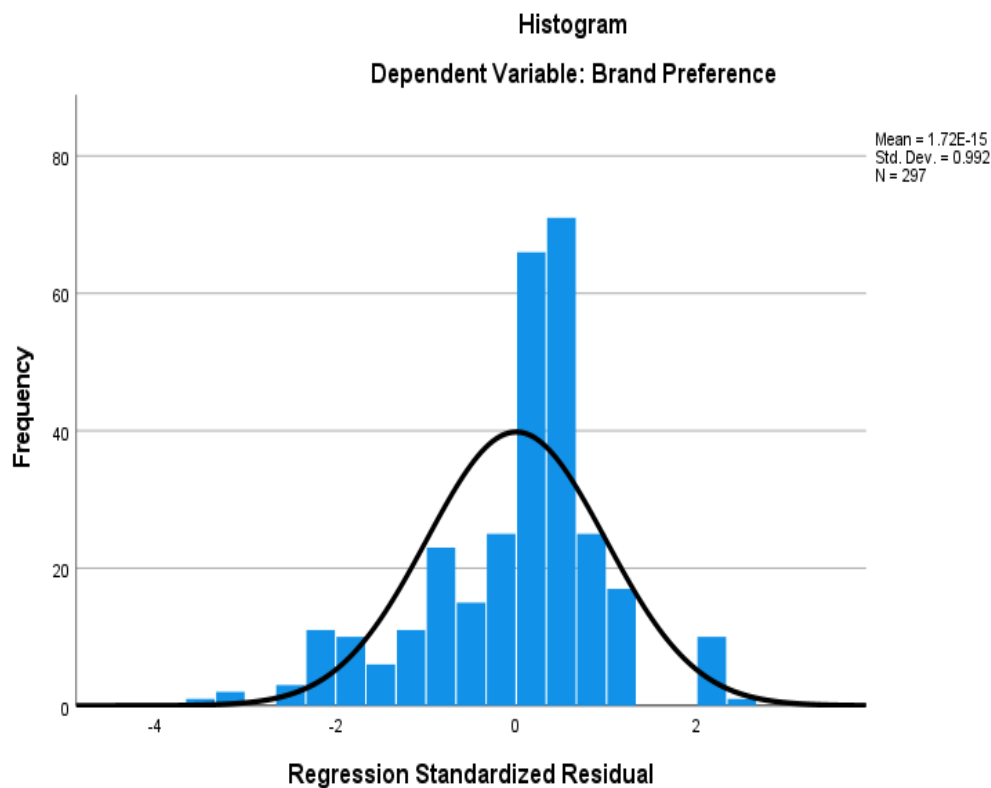
Source ,own result 2022

As shown in Table 11, the VIF values are well below 10, indicating that the variables are collinear and that there is no concern for multicollinearity between the independent variables of the study.

4.6.1.2. Normality test

Normality is a rarely used expression, indicating the concentration of a solution. The normality test is used to determine if the sample data was extracted from a distributed population or the population from which the data comes is normally distributed.

Figure 4 Normality test



Source ,own result 2022

The researcher used the histogram to identify the normal distribution of residuals and the result indicates that the standard residuals are a bit off the curve, many of the residuals are quite close to the curve and the histogram is bell-shaped. This implies that most scores fall around the center of the distribution (hence the larger bars on the histogram are all around the central value). Therefore, this indicates that the residuals are normally distributed and there is no normality problem in estimating the relationship between independent and dependent variables. The normality of the population distribution serves as the foundation for statistical judgments about the population sample (Kothari, 2004).

4.6.1.3. Kurtosis and Skewness

Using SPSS, two concepts, kurtosis and skewness, were used to check for normality. The normal value for kurtosis is less than 3, but the normal value for skewness is less than 6 (Asghar & Saleh, 2012). The result which is shown in table 12, show that the kurtosis and skewness values are less than 3 and 6 respectively. This indicates that the data were normally distributed.

Table 12 Kurtosis and Skewness

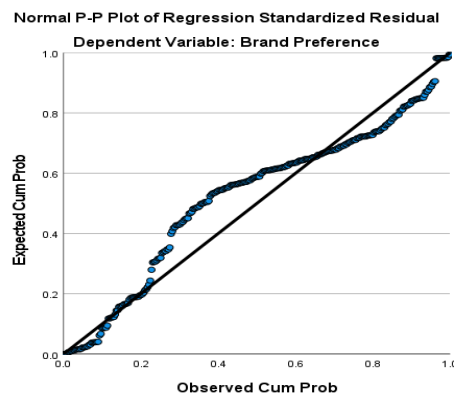
Descriptive Statistics							
	N Statistic	Mean Statistic	Std. Deviation Statistic	Skewness		Kurtosis	
				Statistic	Std. Error	Statistic	Std. Error
Price	297	3.2214	.86993	-.982	.141	.383	.282
Promotion	297	3.2988	.79146	-1.296	.141	1.529	.282
Reference group	297	3.3316	.89047	-1.523	.141	1.788	.282
Perceived Quality	297	4.0345	.59760	-.164	.141	-.776	.282
Country of origin	297	3.7273	.64144	-.306	.141	-.738	.282
Brand Preference	297	.8103	.32584	-1.564	.141	1.081	.282
Valid N (listwise)	297						

Source; own survey ,2022

4.6.1.4. Linearity Test (Normal P-P Plot)

The P-P plot of residuals demonstrates no major deviation in the dispersion of the residuals, as shown in Figure 6, and practically all residuals lie on the linear straight line. As a result, the connection between the independent factors and the dependent variable seems to be linear.

Figure 5 Linearity test (Normal P-P Plot)



Source ;own result,2022

4.6.1.5. Homoscedasticity test.

Homoscedasticity is the assumption that the variation in the residuals (or amount of error in the model) is similar at each point across the model (Field, 2005). In other words, the spread of the residuals should be fairly constant at each point of the predictor variables (or across the linear model). This graph plots the standardized values our model would predict, against the standardized residuals obtained. As the predicted values increase (along with the X-axis), the variation in the residuals should be roughly similar. As a result, the variance of the residuals is constant

After testing of the assumption of linear , the research was present the result of regression analysis to test the hypothesis of the study.

4.6.2. Model Summary

The model summary for this investigation is shown in table 13 above. In Addis Ababa, this summary is utilized to identify factors influencing consumer brand selection for imported tires. As shown in the table, R squared is 0.255, and the adjusted R squared is 0.243, implying that the independent variables in the model explain 25.5 percent of the variance in the dependent variable.

Table 13 Model summary

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson
						F Change	df1	df2		
1	.505 ^a	.255	.243	.28357	.255	19.965	5	291	<.001	1.760

a. Predictors: (Constant), Country of origin, Perceived Quality, Reference group, Price, Promotion

b. Dependent Variable: Brand Preference

Source, own survey 2022

4.6.3. ANOVA

The ANOVA table uses one-way between-subjects ANOVA to examine the statistical significance of the regression model. Because there are five factors in the model, the regression model has five degrees of freedom. N 1 or 296 degrees of freedom are available for the error term, leaving 291 degrees of freedom. $F(1, 291) = 19.965$, $p.001$, the model accounts for a significant portion of the dependent variable's variance.

Table 14 ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.027	5	1.605	19.965	<.001 ^b
	Residual	23.399	291	.080		
	Total	31.426	296			

a. Dependent Variable: Brand Preference

b. Predictors: (Constant), Country of origin, Perceived Quality, Reference group, Price, Promotion

Source: own survey, 2022

4.6.4. Coefficients

To identify the individual effect of the proposed variables on the brand preference, the standardized beta coefficient is used. 'Standard' means that these values for each of the different variables have been converted to the same scale so that we can compare them (Pallant, 2020).

Table 15 Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.173	.158		-1.091	.276
	Price	.100	.020	.266	4.949	<.001
	Promotion	-.017	.022	-.041	-.755	.451
	Reference group	.110	.019	.301	5.716	<.001
	Perceived Quality	.081	.031	.149	2.625	.009
	Country of origin	.006	.026	.012	.237	.813

a. Dependent Variable: Brand Preference

Source: own survey, 2022

The above table 15 depicts that the largest Beta coefficient is $\beta=0.301$ at $p<0.001$ which is for reference group. This means that reference group made significant and unique contribution to explaining the dependent variable, when the variances explain by all other variables in the model is controlled for. Price made second significant unique contribution to explain the independent variable ($\beta=0.266$, $p<0.001$) followed by perceived quality ($\beta=0.149$, $p=0.009$). The β value for country of origin was ($\beta=0.012$, $p=0.813$) indicating that the variables not made significant unique contribution to the prediction of independent variable. The last variable, promotion was made ($\beta= -0.041$, $p =0.451$) indicating that promotion made negative effect in brand preference to purchase imported tires.

The model performance should be characterized in terms of various diagnostic tests and adjusted R-squared values before presenting the interpretation of the coefficients. Normality, autocorrelation, and multicollinearity issues were investigated in the model. The histogram and PP plots behaved like a bell-shaped distribution, indicating that the residuals are normally distributed. The model has the value of 1.760 in the Durbin Watson test for autocorrelation problem, indicating that there is no autocorrelation problem. The Variance Inflation Factor revealed that all of the variables had values below 10, indicating that multicollinearity is not an issue (Aiken et al.2014).

4.7. Hypothesis Testing and Discussion of Results

- **H1: Price has positive and significant effect on brand preference on imported tire.**

Price has a positive and significant relationship with brand preference of imported tire with $\beta=0.266$, $p< 0.001$. Therefore, hypothesis **H1 is supported**. These sets of findings are associated with the past research Anteneh (2019): Geleta (2020) : Riyath and Musthafa (2014): Lema and Negash (2018) : Sata (2013) who also found that price is significantly and positively related to brand preference.

- **H2: Promotion has positive and significant effect on brand preference on imported tire.**

Promotion has negative relationship with consumers' brand preference of imported tires with coefficient of $\beta=-0.041$, the $p= 0.451$. Therefore, hypothesis **H2 is rejected**.

- **H3: Reference group has positive and significant effect on brand preference for imported tire.**

Reference group has a positive and significant relationship with brand preference of imported tire with coefficient $\beta=0.301$, $p< 0.001$. Therefore, hypothesis **H3 is supported**. This set of findings are also supported by the past researches Schiffman & Kanuk (2009): Saerang et al. (2019): Narteh et al. (2012) who also found the reference group is significantly and positively related to brand preference.

- **H4: Perceived quality has positive and significant effect on brand preference for imported tire.**

Perceived quality has a positive and significant relationship with brand preference of imported tires with coefficient $\beta=0.149$, $p=0.009$. Therefore, hypothesis **H4 is supported**. The result is in line with the past research Kaur, & Malik (2015): Al-Azzam and Fattah (2014): Ismail et al. (2012): Lema and Negash (2018): Karmakar & Ahmed (2019) who also found that perceived quality is positively and significantly related to brand preference.

- **H5: Country of origin has positive and significant effect on brand preference on an imported tire.**

Country of origin has a positive but not significant relationship with the brand preference of imported tires with coefficient $\beta=0.012$, $p= 0.813$. Therefore, hypothesis **H5 is rejected**.

Table 16 Summary of Hypothesis

Hypothesis	β	Sig	Status
Price has positive and significant effect on brand preference on imported tires.	$\beta= 0.266$	$p< 0.001$	supported
Promotion has positive and significant effect on brand preference on imported tires.	$\beta=-0.041$	$P= 0.451$	Rejected
Reference group has positive and significant effect on brand preference on imported tires.	$\beta=0.301$	$p< 0.001$	supported
Perceived quality has positive and significant effect on brand preference on imported tires.	$\beta=0.149$	$p=0.009$	supported $p < 0.05$
Country of origin has positive and significant effect on brand preference on imported tires.	$\beta=0.012$	$p= 0.813$	Rejected

Source; own survey, 2022

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.1. Introduction

In this chapter of the study, summary of findings, conclusion and recommendations were stated. The purpose of this study was aimed to examine the effect of price, promotion, reference group, perceived quality and country of origin on consumers brand preference for imported tires.

5.2. Summaries of major findings

According to their influence on the consumers imported tires brand preferences, the average descriptive result of independent variables, perceived quality had the highest mean of 4.03 and then followed by country of origin 3.727 and reference group 3.33 respectively. The independent variables with the least mean scores were promotion (mean 3.298) and price (mean = 3.22).

Accordingly, the Spearman's rho Correlation were significant at 0.01 or 0.05 level (2-tailed)

- The result of the Spearman correlation coefficient analysis between price and reference group shows that there was a positive and significant relationship between the two variables, $r = 0.189$, $p < 0.001$.
- The result of the correlation coefficient analysis between price and perceived quality shows that there was a positive and significant relationship between the two variables, $r = 0.358$, $p < 0.001$.
- The correlation coefficient analysis between promotion and perceived quality shows that there was a positive and significant relationship between the two variables, $r = 0.285$, $p < 0.001$.
- The correlation coefficient analysis between the reference group and price shows that there was a positive and significant relationship between the two variables, $r = 0.189$, $p < 0.001$.

- The correlation coefficient analysis between the reference group and the perceived quality shows that there was a positive and significant relationship between the two variables, $r = 0.123$ $p=0.034$.

When we look at the correlation coefficient analysis between a dependent variable with independent variables.

- The correlation coefficient analysis between brand preference and price shows that there was a positive and significant relationship between the two variables, $r = 0.229$, $p<0.001$.
- The correlation coefficient analysis between brand preference and reference group shows that there was a positive and significant relationship between the two variables, $r = 0.376$, $p<0.001$.
- The correlation coefficient analysis between brand preference and perceived quality shows that there was a positive and significant relationship between the two variables, $r = 0.308$, $p<0.001$.

Based on Multiple regression analysis the result of the individual effect of the proposed variables on the brand preference was identified using the standardized beta coefficient. ‘Standard’ means that these values for each of the different variables have been converted to the same scale so that we can compare them (Pallant, 2020).

- The regression analysis illustrates that the largest *Beta* coefficient is 0.301 at $p<0.001$ which is for the reference group. This means the reference group made a significant and unique contribution to explain the dependent variable (brand preference).
- Price made a significant unique contribution to explain the dependent variable (brand preference) ($\beta=0.266$ at $p< 0.001$).
- Perceived quality made a significant unique contribution to explain the dependent variable (brand preference) ($\beta=0.149$ at $p=0.009$).

5.3. Conclusions

The purpose of this study was to examine the factors that influence consumers' brand preferences for imported tires in Addis Ababa. For all hypotheses, a conceptual framework based on theory

and statistics was used, which included price, promotion, reference group, perceived quality, country of origin, and brand preference.

According to the results of the multiple regression analysis, reference group, price and perceived quality have a significant impact on the consumer's preference for imported tires. When it comes to influencing consumer brand selection for buying imported tires, the reference group is the most important aspect. Price is the second important factor influencing consumers' brand choice for imported tires and contributes significantly to explaining the independent variable. This study also demonstrated that perceived quality has a considerable impact on consumer brand preference for imported tire while promotion and country of origin did not have a significant effect on brand preference for imported tire in Addis Ababa.

5.4. Recommendation

Based on the findings and conclusions of the study, the researcher forwards the following recommendations to the local tire manufacturer and for the future researchers. As we all know, there are different tire brands on the market that all serve the same purpose but are marketed under different names. Each of the well-known tire brands offers high-quality goods.

Generally, before shopping for tires, consumers prefer to ask their friends, associations, retailers and experts about the overall product attribute, the price, and the quality of the tires. so that the company (Horizon Addis tire manufacturer) should focus on:

- Improving the marketing communication such as advertising the company product, using direct marketing like fliers and catalogs to promote the company product and establish sustainable customers.
- Because consumer word of mouth also has a positive influence on consumer brand preference for the imported tire in Addis Ababa, the company should select the active customers to serve as a brand ambassador and promote the company product.
- Provide training and workshop to the potential customers, retailers, importers, associations, and also for experts.
- Allowing customers to give transparent details (feedback) about their experiences with the company product or service.

Consumers agreed that the quality of the tire influences their brand choice decision to buy imported tires. The company should improve the durability of tires, traction(grip), and the wet and dry temperature resistance capacity of the tire.

The variation in tire price also influences the consumer brand preference for buying imported tires. so, the company should set a competitive price.

For future researchers can investigate what factors affect the consumer brand preference of imported tires by including other factors that might influence the brand preference. In addition, future researchers should examine why promotion and country of origin not affected the brand preference of imported tires.

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Appendix

QUESTIONNAIRE
ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT

Dear Respondent:

This questionnaire is designed to collect information and to study Factors affecting the brand preference for imported tires in Addis Ababa. The study intends for the fulfillment of the researcher's Degree of Masters of Art in Marketing Management. I kindly ask you in all regard to fill the questionnaire carefully at your best knowledge. The accuracy of information you provide determines the ultimate reliability of the study. I want to assure you that your answers will be strictly confidential and will only be used for academic purposes.

Part One: Demographical Information – Please put 'X' in the box

1. Sex:

Female ☐	Male ☐
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2. Age Group:

18 to 24 years old ☐	25 to 34 years old ☐	35 to 44 years old ☐	45 to 54 years old ☐	55years old and above ☐
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3. Monthly income

Below 5,000 ☐	5,001-15,000 ☐	15,001-25,000 ☐	25,001-35,000 ☐	Above 35,001 ☐
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4. Educational Status:

Grade 12 complete ☐	Diploma ☐	Degree ☐	Masters ☐	PHD ☐	Others ☐
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5. Occupation

Employee ☐	Self-Employee ☐
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6. How long has it been since you bought a car?

1 year ☐	2 years ☐	4 years ☐	5 years and above ☐
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7. What kind of car do you have?

Automobile ☐	Minibus ☐	Isuzu ☐	Light Truck ☐	Heavy truck ☐
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8. For how many years did you drive your car?

1 year ☐	2 years ☐	4 years ☐	5 years and above ☐
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9. Which type of imported tires do you use?

Please specify the brand name

10. How often do you buy (change) tires for your car? _____

Part Two: Factors affecting brand preference of imported tires questions

Code	Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
	PRICE					
PRC1	I buy the lowest -priced brand that will suit my needs.					
PRC2	When it comes to choosing a brand for me, I depend on heavily on price.					
PRC3	I prefer to pay money for good quality tire brands.					
PRC4	Price is the most important factor when I am choosing a brand.					
	PROMOTION					
PRO1	Buying a well-promoted brand can save me a lot of time and money.					
PRO2	Before shopping, I check all the fliers for promoted brands and prices.					
PRO3	I prefer buying brands that are well promoted.					
PRO4	At the time of purchase, Price discounts affect my brand choice and make me buy another brand that I do not regularly buy.					
	REFERENCE GROUP					
RFG1	My friends' evaluation and preference will influence my brand choice.					
RFG2	I ask for information about various tire brands from an association or experts.					
RFG3	Other consumers' word of mouth and retailers influences my choice of tire brands.					
RFG4	Before shopping, I collect tires brand information from those friends, and retailers.					

	PERCEIVED QUALITY					
PRQ1	I consider the durability of the tire when choosing tires brands.					
PRQ2	I consider traction (grip) of the tire at the time of purchase decision.					
PRQ3	I prefer imported tire that have high quality.					
PRQ4	I prefer tire brands that can resist wet and dry temperatures.					
	COUNTRY OF ORIGIN					
CO1	I look for country of origin information to choose the best tire brand available in the market.					
CO2	I believe a product's country of origin determines the quality of a product.					
CO3	When I am buying a new brand, the country of origin is the first piece of information that I consider.					
CO4	There is a high possibility I will buy Chinese brands whenever possible.					
CO5	To make sure that I buy the highest quality product or brand, I look to see what country the product was made in					
	Brand preference	Yes			No	
BPR1	I buy the brand because I have complete trust in it.					
BPR2	I have proper information about the brand before purchase.					
BPR3	When it comes to making a purchase, an imported tire brand is my first preference.					

መጠይቅ

ይህ መጠይቅ በአ.አዩኒቨርሲቲ የንግድ ሥራ ኮሌጅ የማርኬቲንግ ማኔጅመንት የድህረ ምረቃ መረቂያ ሁፍ የተጠቃሚዎችን የምርት ምርጫ በተለይ በወጪው መረተ ውበት ሀገር ውስጥ የሚሸጡ የመኪና ጎማ የምርት ምርጫን የሚነኩ ሁኔታዎችን ለይበት ከረዘመ ለመጥናት ለማድረግ የተዘጋጀ መጠይቅ ነው። መጠይቁ ሁለት ክፍሎች አሉት። አንደኛው ክፍል የመላኩን የግል መረጃ ዝርዝር፣ ሁለተኛው ጥናቱ በዋናነት ሊመልሳቸው ያለበትን ጥያቄዎችን ይዟል። መጠይቁን ለመመለስ የጥናቱ ተባባሪ ስለሆኑ በቅድሚያ አመሰግናለሁ።

ክፍል 1 ፣ የግል መረጃ

እባክዎን ከታች በተዘረዘሩት የግል መረጃ ጥያቄዎችን ከምርጫው ጎን ለይ የሚገኘውን ባዶ ቦታ (✓) ምልክት በማድረግ ይመልሱ።

1. ጾታ

ሴት

☐

ወንድ

☐

2. እድሜ:

18 to 24

☐

25 to 34

☐

35 to 44

☐

45 to 54

☐

ከ 55 በላይ

☐

3. ወርሀዊ የገቢ መጠን (በብር)

ከ 5,000 በታች

☐

5,001-15,000

☐

15,001-25,000

☐

25,001-35,000

☐

ከ 35,001 በላይ

☐

4. የትምህርት ደረጃ

12 ኛ ክፍል ያጠናቀቀ

☐

ዲፕሎማ

☐

ዲግሪ

☐

ማስተርስ

☐

ፒኤችዲ

☐

ኤሎች

☐

5. የስራ ሁኔታ

ተቀጣሪ ሰራተኛ

☐

የግልን ግድስራ

☐

6. መኪና ከገዙ ምን ያህል ጊዜ ነው?

1 ዓመት 2 ዓመት 4 ዓመት ከ 5 ዓመት በላይ

7. ምን ዓይነት መኪና ነው ያልዎት?

አዉቶሞቢል ሚኒባስ አይሱዙ Light Truck Heavy truck

8. መኪና ለምን ያህል ጊዜ ነድተህል?

1 ዓመት 2 ዓመት 4 ዓመት ከ 5 ዓመት በላይ

9. የትኛውን ዓይነት የዉጭ ጎማ ይጠቀማሉ ወይም ይገዛሉ? የሚገዙትን የጎማ ዓይነት ይጻፉ

10. ለመኪናዎ በምን ያህል ጊዜ ጎማ ይቀይራሉ ወይም ይገዛሉ?

ክፍል ሁለት

ቀጥሎ የተዘረዘሩት ጥያቄዎች የዉጭ ሚመጡ ጎማ ከመምረጥዎ በፊት ተጽእኖ ሊፈጥሩ የሚችሉ ሁኔታዎች ናቸው። እባክዎን በአንድምር ጫላይ (✓) ምልክት ብቻ ያድርጉ።

ቁጥር	ተጽእኖ ፈጣሪ ምክንያቶች	በጣም አልስማማም	አልስማማም	መካከለኛ	እስማማለዉ	በጣም እስማማለዉ
1	ፍላጎትን የሚያሟላ ከሆነ በጣም ዝቅተኛ ዋጋ ያለው ጎማ እገዛለሁ።					
2	ለራሴ የጎማ ብራንድ ስመርጥ በጎማዎ ጋላይ በጣም ጥገኛ እሆናለዉ።					
3	ጥሩ ጥራ ታላላቂ ጎማ ብራንድን ያዘገጠኝ አልፎ መርጣለዉ።					
4	የጎማ ብራንድ በምመርጥ በትጊዜ የመግዛቱ ዋጋ ለእኔ በጣም አስፈላጊ ነገር ነዉ።					
5	በሚገባ የሚታወቁ የጎማ ብራንዶችን መግዛት ጊዜ ጤን እና ገንዘብን ይቆጥብልኛል።					
6	ጎማ ከመግዛቴ በፊት የተጻፉ በራሪ ወረቀቶችን እና የጎማዎ ጋላ ረጋግጣለዉ።					

7	በደንብ የታወቁ የጎማብራን ዶችን መግዛት እመርጣለሁ።					
8	ጎማ በምግዛበት ወቅት የዋጋ ቅናሽ ካለ በጎማብራን ድምር ጫፍ ላይ ተጽእኖ ያሳድራል እና ምስመር በኛነት የማልገዛውን ሌላ የጎማብራን ድ እንድንገዛ ያደርገኛል።					
9	የጓደኞቼ የጎማብራን ድምር ጫ እና ግምገማ በእኔ የጎማምር ጫ ላይ ተጽእኖ ይኖረዋል።					
10	ስለ ተለያዩ የጎማብራን ዶች ከማህበራት ወይም ከባለሙያዎች መረጃ እጠይቃለሁ።					
11	የሌሎች ሽማግሌዎች (ገዢዎች) አስተያየት እና ቸርቻሪዎች (ሻጮች) በእኔ የጎማብራን ዶች ምርጫ ላይ ተጽዕኖ ያሳድራሉ።					
12	ጎማ ከመግዛቴ በፊት የጎማብራን ድ መረጃን ከጓደኞቼ እና ከቸርቻሪዎች (ሻጮች) እሰበስባለሁ።					
13	የጎማብራን ዶችን በምርጥ በትንሹ የጎማውን ለረዥም ጊዜ መቆየት ግምት ውስጥ አስገባለሁ።					
14	ጎማ ስንገዛ የጎማው መሬትን ቆንጥጦ የመያዝ አቅም ከግምት ውስጥ አስገባለሁ።					
15	ከውጪ የሚመጡ ከፍተኛ ጥራት ያላቸው ጎማዎችን እመርጣለሁ።					
16	እርጥብ እና ደረቅ ሙቀትን መቋቋም የሚችሉ የጎማብራን ዶችን እመርጣለሁ።					
17	በገበያ ላይ ያለውን ምርጥ የጎማብራን ድ ለመምረጥ የተመረተ በትንሹ ሀገር መረጃን እመለከታለሁ።					
18	ጎማው ተመረተ በትንሹ ሀገር የምርት ጥራትን እንደሚወስን አምናለሁ።					
19	አዲስ የጎማብራን ድ በምግዛበት ጊዜ፣ በመጀመሪያ ደረጃ ግምት ውስጥ የማስገባዉ ጎማው የተመረተ በትንሹ ሀገር ነዉ።					
20	የቻይናብራን ዶችን የመግዛት እድሉ ከፍተኛ ነው።					

21	ከፍተኛ ጥራት ያለው ምርት ወይም ብራንድ መግዛቱን ለማረጋገጥ ምርቱ በየትኛው ሀገር እንደተሰራ ለማየት እመለከታለሁ።					
	የጎማ ብራንድ ምርጫ ንባዕ መለከት	አዎ			አይደለም	
22	በምግዛው የጎማ ብራንድ ላይ ሙሉ እምነት አለኝ።					
23	ጎማ ከመግዛቱ በፊት ስለጎማ ውብ ብራንድ ትክክለኛ መረጃ አለኝ።					
24	ጎማ በምግዛ በትዕቂት ውጭ ሀገር የተመረተ (ከዉጭ የመጣ) የጎማ ብራንድ የመጀመሪያ ምርጫ ጭነው።					

SOURCE OF QUESTIONNAIRES

No	DESCRIPTION	SOURCES
1	PRICE	Koschate-Fischer, N., Diamantopoulos, A., & Oldenkotte, K. (2012). Are consumers really willing to pay more for a favorable country image? A study of country-of-origin effects on willingness to pay. <i>Journal of International Marketing</i>, 20(1), 19-41. Ndadziyira, T., & Govender, J. P. (2019). Brand preference and brand rhetoric for mobile phones among students at a higher education institution. <i>African Journal of Rhetoric</i>, 11(1), 194-223.
2	PROMOTION	Laroche, M., Pons, F., Zgolli, N., Cervellon, M. C., & Kim, C. (2003). A model of consumer response to two retail sales promotion techniques. <i>Journal of Business research</i> , 56(7), 513-522.

		Shamout, M.D(2016). The Impact of Promotional Tools on Consumer Buying Behavior in Retail Market. International Journal of Business and social science,7(1),75-85
3	REFERENCE GROUP	Yang, J., He, X., & Lee, H. (2007). Social reference group influence on mobile phone purchasing behavior: a cross-nation comparative study. International Journal of Mobile Communications, 5(3), 319-338.
4	PERCEIVED QUALITY	Girma, M. (2017). Exploring Consumers Footwear's Brand Preference and Its Antecedents between age groups and gender: In Case of dire Dawa administration. International Journal of Scientific and Research Publications, 6(6), 2250-3153.
5	COUNTRY OF ORIGIN	Bhakar, S. S., Bhakar, S., & Bhakar, S. (2013). Relationship between country of origin, brand image and customer purchase intentions. Far East Journal of Psychology and Business, 10(2), 25-47. Kwok, S., Uncles, M., & Huang, Y. (2006). Brand preferences and brand choices among urban Chinese consumers: An investigation of country-of-origin effects. Asia Pacific Journal of Marketing and Logistics.
6	Brand preference	Chapagain, K., & Sawagvudcharee, O. (2019). Factors Influencing Brand Choice of Mobile Phones in Kathmandu Valley. Nepalese Journal of Management Science and Research, 2(1), 31-41. Ebrahim, R., Ghoneim, A., Irani, Z., & Fan, Y. (2016). A brand preference and repurchase intention model: the role of consumer experience. Journal of Marketing Management, 32(13-14), 1230-1259.

