



COLLEGE OF BUSINESS AND ECONOMICS

SCHOOL OF COMMERCE

**THE EFFECT OF BRAND IMAGE ON
CONSUMER PURCHASE INTENTION**

(CASE OF HAILE HOTELS AND RESORTS)

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A Thesis Submitted to Addis Ababa University School of Commerce
in the partial fulfillment of the requirement for the award of Master
of Arts in Marketing Management

June, 2022

Addis Ababa, Ethiopia

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A research project proposal submitted to
Addis Ababa University School of Commerce Department of
Marketing Management for partial fulfillment of the
requirements of the Degree of
Masters of Arts in
Marketing Management

June, 2022

Addis Ababa, Ethiopia

DECLARATION

I declare that the project entitled “the effect of brand image on consumer purchase intention: case of Haile hotels and resorts” is my original work and suitable for submission for the award of Masters of Arts in Marketing Management.

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The Effect of Brand Image on Consumer Purchase
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Acknowledgement

First and foremost, I praised God for the strength he gave me, without his graces and blessings my dreams would have never come true.

I would like to acknowledge and give my warmest thanks to my thesis adviser Dr Mulugeta G/Medhin for his guidance, thoughtful and prompt advice and valuable comments from the commencement to the successful completion of my research.

I would also like to express my deepest gratitude to my wife and to my sweet daughter Anna for their moral and emotional support in every way. I am also very much grateful to my parents for their love, prayers and encouragements.

My special thanks also goes to Haile hotels and resorts management team, staffs and customers for their cooperation.

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Abstract

The purpose of the research was to investigate the effect of brand image on consumer purchase intention on Haile hotels and resorts. Brand image dimensions (brand identity, brand personality, brand association, brand attitude and brand competence) were used as independent variables. Data were collected from the six branches of Haile hotels and resorts. The result of the correlation analysis of all the independent variables has significant correlation with consumer purchase intention. The result have shown 47.5% consumer purchase intention is influenced by brand image, the regression analysis were also undertaken and the result indicated that all independent variables except brand attitude have significant relationship with dependent variable. Finally, based on the result, brand image should be one of the focus areas for the company to enhance consumer purchase intention. Therefore, those marketing strategies focusing on identifying uniqueness of the brand, promotion, strengthening emotional bond with consumers, enhancing brand association to deep seated the brand in the minds of consumer and maximum use of its ability to create reliability and dependability on the brand are recommended to Haile hotels and resorts to increase its sales volume and to catch the competitive advantage.

Key words: brand image, brand identity, brand personality, brand association, brand attitude, brand competence, consumer purchase intention

CHAPTER ONE

INTRODUCTION

This section discuss background of the study, background of the company, statement of the problem, research questions, objectives of the study, significance of the study, scope of the study, limitations of the study, definition of terms and organization of the study.

1.1 Background of the study

According to the researchers it is imperative to take a closer look at how consumers develop relationship or interaction with brands and also to form communities of brand in their own personal lives (Esch et al., 2006). It is becoming challenging for marketers to maintain a strong connection between the customer and the brand because of the increased competition (Roy & Banerjee, 2007). So that Brand image has been recognized as an important concept in marketing and consumer behavior research Hee,(2009).

Brand image can be defined as the thoughts and feelings of a customer towards a brand (Roy and Banerjee, 2007). Brand image also represents the image of any product that relates to the consumer's mind which links the memory to the certain brand (Aaker, 1991). Brand image is a determinant factor affecting customers' subjective perceptions and consequent behaviors (Ryu et al., 2008)

According to American Marketing Association (AMA), a brand is name, term, sign, symbol or design or a combination of them, intended to identify goods and services of one seller or group of sellers and to differentiate them from those competition.

Brand is far more than a name or a logo it encompasses everything from the personality and the value of the company to the customer perception, notion and experience. According to Morel (2003) Brand is more than just a logo, name, symbol, trade mark, or the name attached to the product, brand is a promise. Brand acts as an important influence on buying decision (Gordon et al., 1993) and also affects buyers' attitude to pay a premium price with the some product (Mudambi et al., 1997).

Brand image creates a value in a variety of way helping consumers to process information, differentiate the brand, generate reasons to buy, giving positive feelings, providing a bases for extensions (Aaker, 1991). Therefore, a brand image is important during the process of consumer purchase decision making.

According to Spears and Singh (2004) Purchase intention is a personal behavioral tendency to a particular product. Favorable brand information positively influence perceived quality, perceived value and consumers' willingness to buy (Dodds, Monroe and Grewal, 1991; Monroe and Kirshman 1995). Much of the purchase effort occurs prior to the actual buying decision. Therefore, it is important to understand the key antecedents of consumer purchase intention in order to influence consumer in a pre-purchase stage.

This research gives rise to the issue how Brand image affect consumer purchase intention. Wu et, al. (2011) define purchase intention as the probability of consumers readiness to purchase a product in near future, it is generally linked with the consumer attitude, perception and buying behavior, it repeatedly observed in different study that purchase intention is very important factors of consumers in relation to making purchase decision on the process of buying product. The intention of this research to understand how brand image affect the consumer purchase intention and elaborate and analyze brand image and related terms with impact of purchase intention.

1.2 Background of the organization

Haile hotels and resorts named after the Ethiopian legend Long-distance runner Major Haile Gebreselassie. His renowned phrase "it is possible!" has made Haile Hotels and Resorts a reality and keeps boosting the Hospitality industry across Ethiopia and East Africa, is aspire to be the bench mark indigenous Hotel chain developer and operator in the East Africa 2025. It all started in 2010 when Haile Resort-Hawassa joined the Hospitality industry by opening a luxurious 4-star resort. Ever since it expanded by opening other six resorts and one hotel in different cities that have amazing geographical, historical and culture values.

All properties offer accommodation services with different kinds of room types and panoramic view, restaurants that serve delicious international and local cuisines, health club facilities that are wellness and fitness-oriented, multi-purpose halls for several occasions, various relaxing areas and facilities with exemplary service is what our guest appreciate and cannot get enough off.

Haile Hotels and Resorts, properties are design to provide services for; business and leisure travelers, family vacations, couple retreat and honeymoons, meeting and retreats, sport lovers and wellness travelers, and researchers.

1.3 problem statement

According to Christensen & Askegaard, (2001) Having a strong brand is important, since it can provide a business with several benefits both externally and internally, for example: generating consumer confidence, loyalty, breeding employee motivation, attracting new employees and stimulating investments.

Purchase intention is a vital predictor of actual buying behavior and this relationship has been empirically examined in hospitality and tourism industry (Bai, Law, & Wen, 2008; Sparks & Browning, 2011)

There have been studies conducted regarding the effect of brand image on consumer purchase intention and they revealed that brand image has a positive impact on consumers' purchase intention, the stronger products' brand image, the more purchase intention there is (Omar et al ,2012 and Razy & Lajevardi, 2015)

Previous researchers “Che-Hui Lien a , Miin-Jye Wen b , , Li-Ching Huang b , Kuo-Lung Wu, 2015 on their study online hotel booking: the effect of brand image , price, trust and value on purchase intention, Aghekyan-Simonian et al.'s, 2012 research of online purchase intentions for apparel products”, they conclude that brand image is a key driver and positively influencing purchase intentions. In contrary, Paolinus Hulu & Endang Ruswanti(2020) on their article entitled “influence of product quality, promotion, brand image, consumer trust towards purchase intention (study case on Pocari sweet isotonic drink in Indonesia)” the result of the study indicated that, the well-known brand image will increase consumer confidence in pocari sweet's beverage products. But, a good and a famous brand image do not increase the intention of purchase there is no relationship between the brand image and consumer purchasing intention. However, the studies did not show clear evidence that which brand image dimension strongly affect the consumer purchase intention.

Thus, most of the studies have been conducted taking brand image either as a single variable or associated it with the other independent variable. As far as the researcher knowledge concerned no empirical studies conducted to verify

the effect of brand image and its dimension (brand identity, brand personality, brand association, brand attitude and brand competence) on consumer purchase intention on hotels and resorts. Thus, the aim of this study is to generate empirical evidences that may bridge the gap and provide some insight in the area regarding the relationship between brand image, and its dimension independent variables and consumer purchase intention (dependent variable) hotels and resorts.

Regarding Haile hotel and resorts, due to the pandemic and the current unstable political situation in the country number of local guests and the international tourist visitors have been decreased. Brand image developments found to be very crucial in order to retrieve the market. So, the findings of this research give deep understanding about the brand image and its contribution for establishment of consumer purchase intention in Haile hotels and resorts.

1.4 Research question

Main research Question

How does the brand image of Haile hotels and resorts influence consumer purchase intention?

Sub Questions

1. How does brand identity influence consumer purchase intention?
2. To what extent brand personality influence consumer purchase intention?
3. How does brand association influence consumer purchase intention?
4. How does brand attitude influence consumer purchase intention?
5. How does brand competence influence consumer purchase intention?

1.5 OBJECTIVES OF THE STUDY

This study has general and specific objectives related with the above statements and tried to achieve these objectives at the end of the study.

1.5.1 General Objective of the Study

The general objective of this study is to investigate the effect of brand image on consumer purchase intention on Haile hotels and resorts.

1.5.2 Specific Objectives of the Study

Particularly, the specific objectives of the study are:

To analyze the effect of brand identity on consumer purchase intention.

To examine the effect of brand personality on consumer purchase intention.

To examine the effect of brand association on consumer purchase intention.

To investigate the effect of brand attitude on consumer purchase intention.

To investigate the effect of brand competence on consumer purchase intention.

1.6 Significant of the study

Ethiopia has a unique historical and cultural heritage and an important archeological site. And, the capital Addis Ababa is the third largest diplomatic city. Based on the fact, number of international and indigenous hotels and resorts are entering to the market. These results, high level of competition on the hospitality industry. Not only this, the consumers' expectations and brand preference are increasing tremendously.

This research will provide an important and clear perception and a better understanding to those business practitioners in hospitality industry about the effect of brand image on consumer purchase intention.

The result of this research gives insight to Haile hotels and resorts; brand image is one of the key success factors to get better competitive advantage. And it may help to identify and adopt the best way to build brand image and insure consumer preference.

In general the study will serve for as additional source of reference.

1.7 Scope of the study

The research is concentrated on the effect of the brand image on consumer purchase intention specifically on Haile hotels and resorts there are other factors that affect consumer purchase intention but the researcher only focus on brand image and its dimensions. Brand identity, brand personality, brand

association, brand attitude and brand competence effect on consumer purchase intention.

1.8 Limitation of the study

To give the wide understanding about the effect of brand image on consumer purchase intention, considering the rivals (the international and indigenous hotel and resorts) exist in the industry believe to be important, however researcher limited on Haile hotel and resorts and the study utilized quantitative data using close-ended questioner to make the study in a manageable size.

1.9 Definitions of Terms

Brand

A brand is a term, design, name, symbol, or any other features that distinguish one company's product to the other (American marketing Association, 2013).

Brand image

Aaker (1993) defined brand image "a set of association relating to things like product attribute, benefit or price, that are organized in meaningful ways" according to Keller (1993) " perception about brand reflected as association in the minds of consumer" brand image can be defined as the thoughts and feelings of a customer towards a brand (Roy and Banerjee, 2007)

Brand identity

According to Aaker (1998) brand identity is the unique set of association that the brand strategy aspire to create or maintain, these association represents what the brand stands for and imply a promise to customers from the organization members.

Brand personality

Aaker, Fournier, and Brasel; 2004 defined brand personality is a marketing strategy of making brand unique by associating it with human characteristics.

Brand association

Brand association is related to information on what is in the customer's mind about the brand, either positive or negative, connected to the node of the brain memory (Emariet al., 2012).

Brand attitude

According to Keller (1993) brand attitude and behavior includes communication attitudes and behaviors, activities and attributes attached to the brand when dealing with consumer audiences.

Brand competence

Brand competence can be defined as consumers' considerations that a brand has the ability and skills to meet consumers' intentions, and it emphasizes on a brand's competitiveness, intelligence, and skills (Judd et al., 2005; Cuddy et al., 2007).

Consumer purchase intention

According to belch (2008) define purchases intention as the tendency of consumer to buy a brand or take action related to purchase that are measured by the level of possibility of consumers to make purchase.

1.10 Organization of the study report

The arrangement of the research paper is organized into five chapters;

The first chapter covers the introduction of the study including background of the study, background the organization, statement of the problem, research questions, research objectives, significance of the study, scope of the study, limitation of the study, definition of terms, and organization of the study.

The second chapter is review of related literature. In this chapter, both theoretical and empirical evidences related to the topic study are discussed.

The third chapter portrays the research methodology which includes the research approach, research design, population and sample, data source and

types, data collection procedures, method of data analysis, validity and reliability and ethical consideration.

The fourth chapter explains the data analysis and the interpretation part. This chapter summarizes the results of findings of the study, and interprets and discuss of the results. Finally,

Chapter five, which deals with summary, conclusions and recommendations and areas of future research addresses and lastly, list of references and appendix is incorporated.

CHAPTER TWO

LITERATURE REVIEW

INTRODUCTION

This chapter contains concepts and theories regarding brand image, and consumers purchase intention by which the researcher reviews earlier studies on the research topic area.

The aim was to provide the relevant literature in the field of brand image, and to come up with a suitable conceptual framework. The review of related literature part started by introducing the concept of brand, brand image, and brand image dimensions, and then clearly describes the consumers purchase intention. In addition, based on previous articles; empirical evidences were also briefly discussed and hypothesis has been developed under the last part of literature review and the theoretical frame work has been reviewed.

2.1 Theoretical review

2.1.1 Brand

The current intense competition makes brand an important center of attention for businesses practitioners. Company's necessarily represents their uniqueness to make products that are different and outstanding from others and consumers have also grown to be more brand-conscious and developed a sense of loyalty to their favorite brands over time. Hence, more focus has been placed on branding and building brand-consumer relationships (Holland 2017).

A brand is defined by several researchers and authors in various ways. According to American Marketing Association (AMA) brand defined as a " name, term, design, symbol, or any other feature that identify one seller's good or service as distinct from those of other sellers,"

Aaker & Keller (1990) also defined a brand by means of a name, a logo, a trademark, and a symbol. A seller is granted exclusively and right to use brand. Generally, it is dissimilar from patents and copyright which are other assets and have expiry date (Kotler and Armstrong, 2004). Kottler (2000) mentioned that a good brand will come to boost the company's image.

According to Correa(2009) building a brand in consumer's mind goes through three stages ; the creation of unique concept that differentiate the brand from competitor(differentiation), the reason transmitted by the brand for consumer to prefer it (relevance), the emotional relationship between the brand and customer(estem).

Brand is the front-liner of a product, an initial view that allows consumers to identify those products. In principle, brand is a promise of sellers or producers who continually brings a unit series of performance, benefits and service to buyer. In the perspective of brand communication, Wijaya (2011) defined brand as a mark left on the minds and hearts of consumers, which creates a specific sense of meaning and feeling.

2.1.2 Brand image

Now a day, the intensifying competition among brands, makes the concept of brand image the vital concern for business practitioners. Consumer have number of brand and product choices in the market a company brand image need to be strong enough and impressive in order to capture the intention of consumers in their product choice and decision making process.

Well Fill (2010) briefly explain brand and its attribute as “brand has two main attributes intrinsic and extrinsic, intrinsic attributes relate to the function of a brand such as the design, performance, shape, components and size and the extrinsic benefit are the meaning and the emotion attachment of the brand such as value, brand image-perception of the users of the brand and store image”. While brand image is defined as a “perception of a brand in the minds of customer”

According to Cho (2011) the brand and the product choice mostly based on consumer's perspective, feeling, or attitude towards the brand image, so that brand image is what consumer believe about the brand. Aaker (1993) defined brand image “a set of association relating to things like product attribute, benefit or price, that are organized in meaningful ways”

According to Keller (1993) “perception about brand reflected as association in the minds of consumer” brand image is an aggregate of beliefs, ideas and impression that a customer holds regarding the brand. Brand image is a set of customer's belief toward the brand Kotler (1988). Brand image aids a consumer in recognizing his/her needs and wants regarding the brand and distinguishes the brand from other rivals (Anwar, Gulzar, Sohail, & Akram, 2011).

Brand image holds the worth of a brand to its customer as an integral part of brand equity. A person may hold different beliefs, impression and ideas regarding any object which can be defined as image (Keller and Lehmann, 2006). Brand image can be defined as the thoughts and feelings of a customer towards a brand (Roy and Banerjee, 2007). Brand image also represents the image of any product that relates to the consumer's mind which links the memory to the certain brand (Aaker, 1991).

Brand image is a determinant factor affecting customers' subjective perceptions and consequent behaviors (Ryu et al., 2008) and is an extrinsic cue when consumers are evaluating a product or service before purchasing (Zeithaml, 1988). Brand image is the perceptions about a brand as reflected by the brand associations held in consumer memory (Keller, 1993).

2.1.3 Brand image dimensions

According to Arnould, et al. (2005), attribute that shapes brand image consists of objective or intrinsic attributes such as packaging and basic benefits offered, as well as the beliefs, feelings and associations related to the brand of the product. Davis (2000) described the elements forming brand image consist of brand association, that is the characteristic of the product or service that associated with the brand by consumers, including the resulting perception of the brand promises, positive and negative, as well as the expectations regarding the brand attempts in maintaining customer satisfaction.

Plummer (1985) in his research revealed that one of the components of brand image is the personality or character of the brand itself. Plummer summarized his research by showing that the brand can be characterized by personality descriptions such as "youthful", "colorful", and "gentle". Aaker (1991) associated the brand image with the brand personality as one component of brand equity, and defined a brand as a set of human characteristics associated with a brand. According to Aaker (1997), brand personality dimensions consist of five dimensions, namely competence, sincerity, excitement, sophistication, and ruggedness.

According to Keller (1993) on his discussion about the benefit, namely the personal value that is (by consumers) being associated with the attributes inherent on the product. Product benefit consists of functional benefits that refer to the fulfillment of basic needs such as physical needs or solving problems, experiential benefits that refer to the feeling that is present when using a product, and the last is symbolic benefits that refer to the need for social recognition and personal expression related self-esteem.

Keller(1993) on his discussion brand attitude is one of the elements of brand image, that is described as an overall evaluation towards a brand, the certain beliefs that consumers have about a brand, and evaluative judgments on the beliefs of the good or bad of product related to attributes and benefits offered.

Wijaya (2012) defined brand attitude or brand behavior as attitudes, manners and behaviors that brand and all its attributes indicate when communicating and interacting with consumers which in turn influencing consumers' perceptions and judgments toward the brand.

Figure 2.1 brand image dimation



Dimensions of Brand Image (source: Bambang Sukma Wijaya (2013) and elaborated from Aaker, 1991; Aaker, 1997; Arnould, et al., 2005; Davis, 2000; Drezner, 2002; Hogan, 2005; Keller, 1993; Mowen & Minor, 2001; Plummer, 1995; Upshaw, 1995; Brexendorf & Kernstock, 2007; Wijaya, 2012).

2.1.3.1 Brand Identity

The first dimension is brand identity. Brand identity can consist of traits, benefits, values, differentiation, and personality; it can be seen as everything the brand owner wants the consumers' to associate with the brand (Roy & Banerjee, 2007). Brand identity should be transformed through name, logo, apparel, messages and action, product packaging and other components in order to result the desired brand image in the minds of consumer.

According to Arnould, et al. (2005), attribute that shapes brand image consists of objective or intrinsic attributes such as packaging and basic benefits offered, as well as the beliefs, feelings and associations related to the brand of the product. Hogan (2005) in his paper titled "Employees and Image: Bringing

Brand Image to Life” noted that brand image is an associate entity of all available information regarding products, services and brands of the company.

Brand identity represents a set of strategic tools maintained by companies in order to increase recognition, to differentiate it from its competitors, and to develop brand value and customer loyalty (Keller, 1993 & Wheeler, 2014). According to Aaker (1998) brand identity is the unique set of association that the brand strategy aspire to create or maintain, these association represents what the brand stands for and imply a promise to customers from the organization members.

2.1.3.2 Brand personality

The second dimension is brand personality;

Plummer (1985) in his research revealed that one of the components of brand image is the personality or character of the brand itself. Plummer summarized his research by showing that the brand can be characterized by personality descriptions such as "youthful", "colorful", and "gentle". Chang, et al. (2001) said that consumers exhibit a favorable feelings toward the brand when the brand personality congruent with their self-image. Aaker (1991) associated the brand image with the brand personality as one component of brand equity, and defined a brand as a set of human characteristics associated with a brand.

According to Aaker (1997) brand personality is a marketing strategy that describes brands in terms of human characteristics. It is a broad concept that includes all the tangible and intangible traits of brands. (Aaker, Fournier, and Brasel ;2004) defined brand personality is a marketing strategy of making brand unique by associating it with human characteristics.

Aaker(1997) defined the brand personality with reference to the big five dimensions and develop the brand personality framework after considering deferent industries. In his brand personality framework he clearly explained the five core dimensions as Sincerity, Excitement, Competence, Sophistication and Ruggedness.

Sincerity it refers to what extent the brand has down to earth, Honest, wholesome and cheerful characteristics.

Excitement it refers daring, spirited, imaginative and up to date characteristics account for the brand to be excited.

Competence refers to what extent the brand has reliable, intelligent and successful characteristics.

Sophistication explains if the brand has upper class and charming characteristics, such brand is named as sophisticated brand.

Ruggedness refers the outdoorsy and tough characteristics account for the brand to be viewed as a rugged.

2.1.3.3 Brand Association

The third dimension is brand association;

Davis (2000) described the elements forming brand image consist of brand association, that is the characteristic of the product or service that associated with the brand by consumers, including the resulting perception of the brand promises, positive and negative, as well as the expectations regarding the brand attempts in maintaining customer satisfaction.

Brand Associations is everything associated in memory with a brand (Aaker and Equity 1991). Brand association is related to information on what is in the customer's mind about the brand, either positive or negative, connected to the node of the brain memory (Emariet al., 2012).

According to Fayrene and Lee (2011), brand associations are the most accepted aspect of brand equity. Brand associations consist of all brand related thoughts, feelings, perceptions, images, experiences, beliefs and attitudes (Kotler & Keller, 2006).

Brand association acts as an information collecting tool to execute brand differentiation and brand extension (Osselaer&Janiszewski, 2001). A set of associations, usually organized in some meaningful way, forms a brand image. Consequently, brand image can be said to be the brand association or costumer's perception about a particular brand as a result of their association with the brand.

2.1.3.4 Brand Behavior and Attitude

The fourth dimension is brand behavior and attitude;

Brand attitude and behavior are attitudes, manners and behaviors that brand and all its attributes indicates when communicating and interacting with

consumers which in turn influences consumers' perceptions and judgments toward the brand (Wijaya, 2012).

According to Keller (1993) brand attitude and behavior includes communication attitudes and behaviors, activities and attributes attached to the brand when dealing with consumer audiences.

2.1.3.5 Brand Competence and Benefit

The fifth dimension is brand competence and benefit,

Brand competence and benefit are the values, advantages and distinctive competencies offered by a brand in solving consumer problems, which enable consumers to get benefit because their needs, desires, dreams and obsessions manifested by what it has to offer.

Brand competence can be defined as consumers' considerations that a brand has the ability and skills to meet consumers' intentions, and it emphasizes on a brand's competitiveness, intelligence, and skills (Judd et al., 2005; Cuddy et al., 2007). Brand competence is also a considerable manner which develops consumer trust in brand. A brand must have some characteristics that satisfy consumers' needs (Hasan Afzal and Muhammad Aslam Khan, 2010) Values and benefits here can be functional (Keller, 1993), emotional, symbolic or social (Wijaya, 2012),

Dolarслан (2012) defines brand benefit as the personal values that consumers place on product characteristics. According to (Keller 1993; Park et al 1986) the brand provides consumers with three types of benefits functional, symbolic, and experiential. Functional benefit related to product attributes the utilitarian value of the brand (Granitz and Forman 2015) symbolic benefit defined by park et al (1986) as the desire for the product to satisfy internal needs such as self-enhancement or group membership, the experiential benefit defined the advantage of acquiring the product that provide sensory pleasure, change or cognitive stimulation Park et al (1986).

2.1.4 Consumer purchase intention

Purchase intention is a dependent variable that depends on several external and internal factors.

Wu et al (2011) defines purchase intention as the probability of consumer's readiness to purchase a product in near future.

According to Laroche & Zhol (1996) purchasing intention can be defined as individuals intention on buy a specific brand individuals who want to buy a special brand which they has chosen for themselves after certain evaluation. Belch (2008) describe purchase intention as the tendency of consumer to buy a brand or take action related to purchase that are measured by the level of possibility of consumers to make purchase. Lin & Lin (2007) defined purchase intention is a process to analyze and predict the behavior of consumer.

It is generally linked with the consumer's attitude, perception and buying behavior. It is observed that purchase intention is a very important factor for consumers when they are making decisions about buying any product (Fishbein & Ajzen, 1975; Ghosh, 1990). Therefore managers can increase the consumers' purchase intention by enhancing brand image and by providing superior quality.

According to Belch (2008) purchase intention is the tendency of consumer to buy a brand or take action related to purchase that are measured by the level of possibility of consumers to make purchase. The effective psychological state that occurs between customer and brand is thought to predict purchase relation of consumer. In the process of cultivating positive purchase intention to the brand it is imperative to managers to work and build the brand in attractive and impressive way. Purchase intention is the likelihood that a consumer will buy a particular product (Fish, Bein and Ajzen, 1975; Dodds ET Al 1991, Schiffman and Kanuk 2000). Brand image is the important part in creating positive purchase intention to the brand.

Spears and Singha defined purchase intention is an individual's conscious plan to make an effort to purchase a brand.

During purchase decision making process well-articulated brand image influences consumer to buy because a brand with a more positive image does have the effect of lowering consumers' perceived risks (Akaah and Korgaonkar, 1988; Rao and Monroe, 1988) or increasing consumers' perceived value (Loudon and Bitta, 1988; Fredericks and Slater, 1998; Romaniuk and Sharp, 2003; Aghekyan, Forsythe, Kwon, and Chattaraman, 2012).

Purchase intention reflects the interest of consumer especially in hotels and resort industry positive consumer purchase intention expressed by using the hotel accommodations offered by the company. The purchase intention is the individual's awareness to make an attempt to buy a brand (Shabbir, M.s, Kirmans., Iqbal, J., and Khan, B 2009). Sinclair (2007) also indicates that consumers not only don't have a rational and consistent approach to their

decision-making process, they also don't follow any historical economic patterns.

2.2 Empirical review

2.2.1 Relationship between Brand image and consumer purchase intention

Purchase intention is a vital predictor of actual buying behavior and this relationship has been empirically examined in hospitality and tourism industry (Bai, Law, & Wen, 2008; Sparks & Browning, 2011). Omar et al. (2012) revealed that brand image has a positive impact on consumers' purchase intention. According to Razy & Lajevardi (2015) they indicate that brand image does give influence to consumers' purchase intention, the stronger products' brand image, the more purchase intention there is.

Che-Hui Lien a , Miin-Jye Wen b , , Li-Ching Huang b , Kuo-Lung Wu 2015 on their study online hotel booking: the effect of brand image , price, trust and value on purchase intention, they conclude that brand image is a key driver and positively influencing purchase intentions.

In Aghekyan-Simonian et al.'s (2012) research of online purchase intentions for apparel products, the outcomes showed that brand image positively influences purchase intentions through the reduction of perceived risk. According to Wei et al 2018 perceived risks refer to the spirit cost associated with customers' purchasing behavior, which represents a kind of uncertainty about the future. This uncertainty will directly affect the consumers' purchase intention. So, low perceived risk create positive purchase intention as result consumer will be willing to purchase the brand or the product.

Wu et al. (2011) also investigated the direct effects of store image and service quality on brand image and purchase intention for a private label brand. Their study revealed that store image has a direct and positive effect on brand image and purchase intention.

The study by Lim Sannya, Aisha Nur Arinaa, Ratu Tasha Maulidyaa and Ressay Putri Pertiwia, (2020), "Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust" the result indicated that Most male consumers are easily influenced by advertisements on

social media and have an impact on their brand image and brand trust, thus, these are influences their purchase intention to male's skincare products.

In contrary, Paolinus Hulu & Endang Ruswanti(2020) on their article entitled “influence of product quality, promotion, brand image, consumer trust towards purchase intention (study case on Pocari sweet isotonic drink in Indonesia)” the result of the study indicated that, the well-known brand image will increase consumer confidence in pocari sweet’s beverage products. But, a good and a famous brand image does not increase the intention of purchase there is no relationship between the brand image and consumer purchasing intention. This means that although brand image can increase consumer confidence but not necessarily brand image can increase intention of purchase.

2.2.2 Relationship between brand identity and consumer purchase intention

According to Ahearne et al. (2005), brand identity has been a crucial factor in shaping customer brand attractiveness. Fournier (1998) also stated that brand identity helps create relationships between the company and consumers. So et al, (2017) indicated brand identity can lead to the customer interest in a particular brand. Failure to do so by marketing managers can lead to negative customer behaviors and attitudes, and even counter-brand behavior. When brand identity is more consistent with the customer’s identity it can create more interest and attraction for the brand for the customer, which is consistent with aker (1996) view.

The research which is made by Azim Zarei, davood feiz and hadi morad (2020) entitled “promoting consumer loyalty and resilience to negative information through brand identity subcomponents; and empirical investigation in the luxury electronics.” In this work, the brand identity is operationalized as the brand image in consumers’ minds, which allows the company to obtain loyal and willing to pay a price premium for the brand. According to the study brand identity determines loyal customers to pay more for the brand. To make customers loyal and resilient to negative information, desired brand should be made based on the views and desires of the customers and established in the mind.

Studies on ‘brand identity it’s important in consumers behavior of caracul brand? By Paula Rodrigues, (2016) revealed that the brand identity provides customers willing to pay more for the brand on their discussion, the identity and brand image must be well defined, with the aim to identify the consumer to know and choose the product that meets their need in full.

2.2.3 Relationship between brand personality and consumer purchase intention

Brand personality is instrumental for consumers and marketing, because it can create a procedure to differentiate among various brands and is a key determinant for consumer purchase intention (Bruwer & Buller, 2005).

A research made by Mengxia (2007) tried to analyze on his study “brand personality effects on the customer preferences, loyalty and purchase intention”. He used a comparative approach using 230 Chinese customers' ideas about two brands (Nike and Sony) and the result revealed that brand personality has a positive and significant effect on the purchase intention.

Charraz and Muhammad (2014), on their article entitled “relationship of Brand Personality, Subjective Norm and Perceived Control on Consumers' Purchase Intention of Organic Fast Food”. The study involved 300 conveniently selected customers from 38 Malaysia, the researchers used the Aaker' 5 dimension and subjective norm and perceived control as determinants of purchase intention of fast organic food. The study findings revealed that, sincerity as the most influential in the purchase of organic fast food in Malaysia, Competence was second while Sophistication was third; the other variables had no influence on purchase behavior.

Rubiyanti and Iqbal (2014) also conducted study on “influence of brand personality on buying intention of converse shoes”. The study involved 400 conveniently selected High school students from Malaysia, the researchers used 5 Aakers' dimension and 16 traits to measure brand personality. The findings of study revealed that only one variable which does not influence the buying de of converse (ruggedness) the rest four affects the buying decision.

Bouhleb, zoughi, Hadiji, and Slimane (2011) investigated “Brand Personality's Influence on the Purchase Intention in a mobile marketing in Tunisia”. The study only used two dimensions of brand personality (sincere and competence). The findings of the study showed that when human personalities are attached to brands they make them more attractive to the customer. Brand personality has positive and significant effects on product trust and the attachment as well as the commitment. The more the consumer perceives the brand as being sincere and competent, the more he or she trusts it.

2.2.3 Relationship between brand association and purchase intention

According to Lee, Goh and Noor (2019), Brand Association one of the important factors affecting consumer purchase intention Alhaddad, (2014) also discussed the importance of the effect of the brand association on the purchase intention is positive.

Gusti Ngurah, Dika krisnawan I Made Jatra, (2021) in their article entitled “the effect of brand image, brand awareness and brand association on smart phone purchase intention (case study Denpasar)” revealed that there is a positive and significant between brand association and iPhone purchase intention the coefficient variable is positive 0.0348 meaning that brand association has a positive effect on purchase intention. The study by Giktorija Grigaliunaite, Lina Pileliene, (2017) the title called “How do brand association affects purchase intention (a case of organic products).” The result indicated that, brand association have a huge impact on consumer purchase intention in a frame work of organic product category, developing proper and positive association positively and directly influences consumer purchase intention, in contrarily, the assumption can be made that developed and negative and improper association can negatively influence consumer purchase intention.

The research which is made by Elissa Enjelina Citra & Kusuma Dewi, (2021)” the influence of brand awareness, brand association, perceived quality and brand loyalty towards purchase intention of Emina cosmetics product in Bandung Region” in their findings indicated that brand associations has no significant effect on purchase intention of Emina Cosmetics.

2.2.5 Relationship between brand attitude and purchase intention

Different researchers have studied the relationship between brand attitude and consumer purchase intention. According to Dodds et al, (1991), Brand attitude has a positive impact on the quality of products/services and a positive impact on purchase intention. Brand attitude is an important factor for decision making according to its emphasis and is thus the primary means in competition.

Low and Lamb Jr (2000), The development of brand attitude is impacted by age: younger people have higher purchase intention for products/services when brand attitude is positive. According to Pala and Brennan (2014), The extent of the awareness that the brand of products/services in mobile advertising is favorable Ko et al. (2005), Teng et al. (2014) and Han (2014)

confirmed that brand attitude had a positive influence on purchase intention while examining purchasing behavior

The research which is made by Chetna Kudeshira and Amresh Kumer, (2017), on their study “social eWOM: does it affect the brand attitude and purchase intention of brands” the result indicated that both brand attitude and Social eWOM together explain purchase intention significantly. The findings reveal that brand attitude mediates the effect of Social eWOM on purchase intention. They made another test to find out whether it had a partial or full mediating role in the model and added direct relationship from Social eWOM to brand attitude and then further to purchase intention. In testing the new model all the new relationships were found to be significant, and the model fit improved. This implies that brand attitude partially mediates the effect of Social eWOM on purchase intention.

Based on the study “Brand Attitude and Perceived Value and Purchase Intention toward Global Luxury Brands” by Reza Salehzadeh & Javad Khazaei Pool, (2016). The findings indicated that brand attitude has a direct and significant effect on the perceived value and its three-fold perceptions (social, personal, and functional perceptions). These results show a complete picture of brand attitude and perceived value. On the other hand, the social, personal, and functional activities of the perceived value have a direct impact on purchase intention.

These findings could mean that the social, personal, and functional values are first influenced by the consumers’ attitude toward a company’s brand, and then, these values will in turn have a positive impact on the consumers’ intention to purchase from the luxury brand. This study was conducted in Iran’s luxury goods market so as to investigate the relationships of brand attitude, perceived value, and its dimensions with consumers’ purchase intention.

2.2.6 Relationship between brand competence and consumer purchase intention

Brand competence may exert a significant effect on consumer’s purchases intention (Aaker et al., 2012). High competence promotes feelings of admiration among consumers alongside enhancing their purchase intention (Aaker et al., 2010) on their study “ do brand competence and warmth always influence purchases intention the moderating role of gender” the result of the study revealed that competence perception has more influence on purchase intention than warmth perception does. Additionally, the results reveal perceived

competence and perceived warmth to have a significant positive effect on purchases intention. These findings were noted to be consistent with those of Xu et al. (2013); zawisza and pittaed (2015), and wang et al. (2017). Both perceived warmth constitute positive brand competence one of the important concepts that have a significant influence in relation to consumer purchase intention however, as far as the researcher knowledge concerned limited studies has been made in this area.

2.3 Conceptual framework

2.3.1 Brand identity

According to Aasker (1998) brand identify is the unique set of association that the brand strategy aspire to create or maintain, these association represents what the brand stands for and imply a promise to customers from the organization members.

2.3.2 Brand personality is instrumental for consumers and marketing, because it can create a procedure to differentiate among various brands and is a key determinant for consumer purchase intention (Bruwer & Buller, 2005).

2.3.3 Brand association According to Lee, Goh and Noor (2019), Brand Association one of the important factors affecting consumer purchase intention Alhaddad, (2014) also discussed the importance of the effect of the brand association on the purchase intention is positive.

2.3.4 Brand attitude, Brand attitude has a positive impact on the quality of products/services and a positive impact on purchase intention Dodds et al, (1991).

Based on the theoretical and empirical review of different researchers the following conceptual framework has been adopted

2.3.5 Brand competence

Brand competence can be defined as consumer's considerations that a brand has the ability and skills to meet consumer's intentions, and it emphasized on a brand's competitiveness,

Intelligence and skills (judd et al., 2005; cuddy et al., 2007)

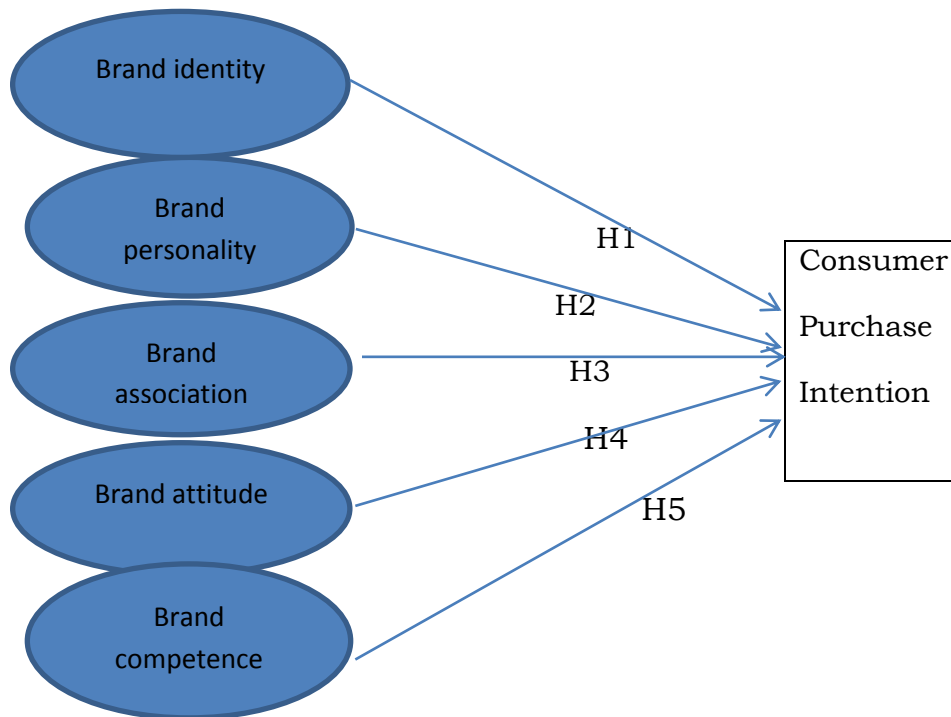


Figure 2.2 Conceptual framework adapted from Bambang Sukma Wijaya (2013) and Nuarah Tsabitah and Rila Anggraeni (2021) and modified by the researcher

Based on the above theoretical literatures and empirical findings the researcher proposed the following hypothesis

H1. There is significant and positive relationship between brand identity and consumer purchase intention

H2. There is significant and positive relationship between brand personality and customer purchase intention

H3. There is significant and positive relationship between brand association and consumer purchase intention

H4. There is significant and positive relationship between brand attitude and consumer purchase intention

H5. There is significant and positive relationship between brand competence and consumer purchase intention

CHAPTER THREE

METHODOLOGEY

INTRODUCTION

This chapter describes the methodological procedures that has been used for answering the research questions proposed in Chapter one. The first section highlights an outline of the research approach and design followed by population and sampling technique then the source of data, , data collection and analysis methods, reliability and validity issues and finally, ethical consideration issue .

3.1 Research approach

This research was intended to investigate the effect of brand image on consumer purchase intention. Thus to address the research question, to test hypotheses and investigate the cause and effect relationship between brand image and consumer purchase intention the study employed quantitative type of research approach which was deductive in nature.

3.2 Research design

Research designs were plans and the procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis (Creswell, 2014). This study has been employed both descriptive and explanatory research. Since this study attempts to investigate the effect of independent variables on purchase intention (Dependent variable) employing explanatory research design can be appropriate. Through descriptive analysis the primary data collected through questionnaires about respondents' demographic profile can be described.

3.3 Population and Sampling

3.3.1 Population of the study

The target population of the study was the potential customer from the six branches of Haile hotels and resorts. The researcher assumed that those customers who have experiences the service know which brand image variables influence them to buy the service of the Haile hotels and the resorts.

3.3.2 Sampling Techniques

Sampling technique was a technique used to select suitable sample so as to represent the whole population. There are two common sampling techniques; probability and non-probability sampling. Probability sampling is where the population has an equal opportunity of being selected but in non-probability sampling method, the probability of being selected is unknown (Bhattacharjee, 2012).

Convenience-sampling procedure was employed to select respondents and to collect primary data from the selected respondents in Haile hotels and resort

3.3.3 Sample size

According to Neuman (2007), for a population of a study that is impractical to count, the following formula can be used to estimate the minimum sample size. Therefore, to estimate the minimum sample size for the study:

$$N = \frac{z^2 P(1-P)}{e^2}$$

Where,

N: Sample size

Z: Measure of Confidence Level which is 95% so that Z will be 1.96

p: 0.50 Probability will be used

q: 1-P which will be 0.50

e: 0.05 precision level will be used

Therefore,

$$N = \frac{(1.96)^2 0.5(1-0.5)}{(0.05)^2}$$

Sample size = 384

3.4 Data source and types

Primary data gathered from the selected respondents who are potential customers of Haile hotels and resorts using survey questionnaire. Secondary data related to the subject employed from relevant literature reviewed from books, articles and journals and online available information.

3.5 Data collection procedures

Bhattacharjee (2012) noted that survey research is a research method involving the use of standardized questionnaires or interviews to collect data about people and their preferences, thoughts and behaviors' in a systematic manner. High responsiveness, good statistical significant, convenient data gathering low cost and precise results are the major benefits using survey and the reason for must the researchers preferring it.

The instrument used in this study is a close-ended questionnaire that was adapted from the review of related literature, Close-end, mainly Likert-scale, questions was used to collect data from respondents, The five-point Likert scale weighing is: 1= Strongly Disagree, 2=Disagree, 3= Neutral, 4= Agree and 5= Strongly Agree. According to Sekaran, (2003) it is a widely used rating scale which requires the respondents to indicate a degree of agreement or disagreement with each of a series of statements or questions. And the questioners include all the selected dependent and independent variable that are brand image, to the effect on dependent variable consumer purchase intention. And the total numbers of respondents are 384 from potential customer of Haile hotels and resorts through the sample frame called random sampling.

3.7 Method of data analysis

In order to explain the relationship independent variable such brand image, with dependent variable consumer purchase intention the research used both

descriptive and inferential, Descriptive statistics was used to interpret data in general and for testing hypothesis and investigating research objectives inferential method has been used using statistical package for social science (SPSS) version 26.

3.8 Validity and reliability

3.7.1 Validity of the study

To ensure the credibility and believability of the research, the researcher prepared the Survey questionnaires based on the review of previous empirical literature and inspected by expertise on the area (instructors of Addis Ababa university), data collected from the reliable sources, from those respondents who have possibility and exposure to use hotel service and those already experienced the Haile hotels and resorts service (Primary source)

3.7.2 Reliability of the study

Reliability measures of how stable, dependable, trustworthy and consistent a test is in measuring the same thing each time (Kothari, 2004). In this study a pilot study was conducted to determine the reliability of data collection instrument during the pre-test phase of the research and in order to check the internal consistency one of the most frequently used method Cronbach's alpha applied. Cronbach alpha should result in a number between 0 and 1. In general, a questionnaire or measurement instrument with an α value of 0.7 was considered reliable.

3.8 Ethical consideration

The researcher adhere ethical consideration when collecting data from the respondents, when the data was collected the researcher tried to explain to participants about the procedure and asked their consent. In order to assured that participants response treated in strict confidentiality, participants were not asked to write their name, and the researcher also tried to avoid misleading or deceptive statements in the questioner.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

INTRODUCTION

This chapter of the research contains a presentation and discussion of data analysis. The findings are presented under the following steps: the general characteristics of the respondents using descriptive statistic, correlation analyses, regression analysis, as well as discussion of the result will be presented accordingly.

4.1. Response Rate

The questionnaire was distributed to six branches of the Haile hotels and resorts, Adama, Arbaminch, Gonder, Hawassa, Sululta, and Ziway. From the total of 394 questionnaires distributed 27 missed and only 367 were returned. All the collected questionnaires were checked to confirm that all the items were responded by the participants. However, only 353 questionnaires were found to be complete and usable for analysis as per the instruction.

4.2. Reliability Test

According to Carmines and zeller (1979), reliability concerns the extent to which a measurement of a phenomenon provides stable and consist result. For a questionnaire to be valid, it must be reliable (Neuman, 2007).The most commonly used internal consistency measure is the Cronbach Alpha coefficient. It is viewed as the most appropriate measure of reliability when making use of Likert scales (Whitley, 2002, Robinson, 2009).

This study used the Cronbach's alpha method to evaluate internal consistency. The Cronbach's alpha coefficient was utilized to verify the present instrument's internal consistency.

A questionnaire or measurement instrument with a value of 0.7 or higher is considered reliable.

Table 4.1 Reliability Analysis of Variable

Variable	No of items	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items
Brand identity	4	.716	.718
Brand personality	3	.752	.751
Brand association	4	.818	.822
Brand attitude	4	.731	.730
Brand competence	4	.773	.775
Consumer purchase intention	3	.743	.743
Over all reliability	22	.920	.920

Source: survey result, 2022

The reliability test revealed that with a score of above 0.70, the Cronbach's alpha of each independent and dependent variable was adequate. Besides, the overall reliability of all the 22 items was found to be 0.920 indicating a good level of internal consistency among the measurement items used in the study.

4.3 Descriptive statistics analysis

4.3.1. Demographic Characteristics of Respondents

4.3.1.1 Gender of respondents

Table 4.2: Gender of respondents

		Gender of respondents			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	232	65.7	65.7	65.7
	Female	121	34.3	34.3	100.0
	Total	353	100.0	100.0	

Source: Survey result, 2022

Based on Table 4.2, 232(65.7%) just over half of the respondents were males. While the remaining 121(34.3%) were females.

4.3.1.2 Age of respondents

Table 4.3 Age of respondents

		Age of respondents			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-35	173	49.0	49.0	49.0
	36-50	109	30.9	30.9	79.9
	Above 50	71	20.1	20.1	100.0
	Total	353	100.0	100.0	

Source: survey result, 2022

173 (49.0%) of the respondents were between 18 & 35 years. 109 (30.9%) of the respondents were between 36 & 50 years. And, 71(20.1%) of the respondents were above 50 years, This result revealed that the target group for Haile hotels and resorts found between 18 to 35, So focusing its strategy on this age range will be advantageous for the company.

4.3.1.3 Type of Occupation

Table 4.4 type of occupation

		Type of Occupation		Valid	Cumulative
		Frequency	Percent	Percent	Percent
Valid	Government Organization	70	19.8	19.8	19.8
	Private Organization	283	80.2	80.2	100.0
	Total	353	100.0	100.0	

Source: survey result, 2022

Types of occupation was also enquired, majority of respondents occupation 283 (80.2%) were private organization and the remaining 70(19.8%) of occupation were government organization

4.3.1.3 Number of years as Haile hotels and resorts customer

Table 4.5 Number of years as Haile hotels and resorts customer

		Number of years as Haile hotels and resorts customer?			
		Frequency	Percent	Valid	Cumulative
				Percent	Percent
Valid	Less than 3 Years	50	14.2	14.2	14.2
	3-10 Years	236	66.9	66.9	81.0
	10 Years and above	67	19.0	19.0	100.0
	Total	353	100.0	100.0	

Source: survey result, 2022

Generally, the majority of respondents 236(66.9%) were 3-10years customer of Haile hotels and resorts while 67(19.0%) 10 years and above and only 50(14.2%) less than three years' experience as Haile hotels and resorts customer.

4.3.2. Descriptive Analysis of variables

According to Hussain (2012), descriptive statistics aim to provide information about the performance of a process. Statistical information that summarizes as a whole with quantitative data describes and presents the features of a collection of information.

This study used descriptive statistics especially means and standard deviation to evaluate the impact of brand identity on the consumer purchase intention of Haile hotels and resorts.

4.3.2.1. Brand identity

Table 4.6 Brand identity descriptive statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
The consumer's recognition to Haile hotels and resorts brand is high	353	4.2380	.77241
Haile hotels and resorts brand is familiar to me	353	4.1105	.74752
Haile hotels and resorts have a strong impression to me	353	4.1360	.74138
Haile hotels and resorts brand has orthodoxy.	353	4.3343	.69608
Valid N (listwise)	353		

Source: Survey Result, 2022

According to responses analyzed, the mean score was between 4.1105 and 4.3343. This means most of the respondents fall in the agreed range. Therefore, consumer recognition to the brand, brand familiarity, brand orthodoxy, and consumer's impression of Haile hotels and resorts brand was good, the result implies that, brand identity of Haile hotels and resorts was one of the factor that affect the consumers purchase intention.

4.3.2.2. Brand personality

Regarding the Brand personality of Haile hotels and resorts the following items were asked and the responses are presented in the following table 4.7.

Table 4.7 brand personality descriptive statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
I am willing to spend my time being in the Haile hotels and resorts	353	4.0623	.84381
It enhance my self-image when staying at Haile hotel and resorts	353	3.8414	.85466
I feel connected with this hotel and resorts brand	353	3.8810	.89029
Valid N (listwise)	353		

Source: Survey Result, 2022

Based on the above statistics result, the mean score was at the range of 3.8414 to 4.0623. This implies that respondents apt to agree up on brand personality statement questions. So, the researcher came to understand that consumers are willing to spend time in Haile hotels and resorts, it enhance their self-image being in the hotel, and feel connected with the Haile hotel and resorts brand.

4.3.2.3. Brand association

Regarding the Brand association of Haile hotels and resorts the following items were asked and the responses are presented in the following table 4.8.

Table 4.8 brand association descriptive statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
I have a clear image of the type of person who would use the brand Haile hotels and resorts	353	4.0057	.90137
I trust the brand Haile hotels and resorts	353	4.0878	.84658
I associate my preferred brand with excellence	353	4.0878	.77657
I associate this brand with a good feeling	353	4.2181	.76908
Valid N (listwise)	353		

Source: Survey Result, 2022

According to responses analyzed, most of the responses fall in the agreed range. Therefore, the result showed that in terms of brand association, the consumer have a clear image who would use the brand Haile hotels and resorts, have a trust with the brand and associate the brand with excellence and good feeling.

4.3.2.4. Brand attitude

Regarding the Brand attitude of Haile hotels and resorts the following items were asked and the responses are presented in the following table 4.9.

Table 4.9 brand attitude descriptive statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
I think Haile hotels and resorts is a good brand	353	4.3144	.72711
I have a positive attitude with Haile hotels and resorts	353	4.1841	.72502
Buying Haile hotels and resorts products is a good decision	353	4.0907	.72516
I think Haile hotels and resorts are reliable and credible brand	353	4.2550	.73286
Valid N (listwise)	353		

Source: Survey Result, 2022

Most of the responses fall in the agreed range, which implies that, most of the respondents have positive attitude towards the brand Haile hotels and resorts.

4.3.2.5. Brand competence

Regarding the Brand competence of Haile hotels and resorts the following items were asked and the responses are presented in the following table 4.10.

Table 4.10 brand competence descriptive statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
Haile hotels and resorts leading in the market	353	4.2465	.78617
The company is successful in hotels and resorts industry market	353	4.3116	.72245
Service and products of Haile hotels and resorts are reliable	353	4.1501	.70518
The company supplies good products and services to the market	353	4.1416	.70895
Valid N (listwise)	353		

Source: Survey Result, 2022

Regarding brand competence most of the respondents fall in the agreed range which indicates that the respondents believes Haile hotels and resorts was leading in the market, successful in hotels and resorts industry market and the products and the services supplying to the market are reliable and good.

4.3.2.6. Consumer purchase intention

Finally, respondents were asked about the consumer purchase intention of Haile hotels and resorts, the result presented in the following table 4.11.

Table 4.11 consumer purchase intention descriptive statistics

Descriptive Statistics			
	N	Mean	Std. Deviation
I will recommend Haile hotels and resorts that to other people.	353	4.2691	.70193
I am satisfied with the product Haile hotel and resorts	353	4.2748	.71974
I have an intention that I will visit Haile hotels and resorts again.	353	4.3824	.68955
Valid N (listwise)	353		

Source: Survey Result, 2022

According to the response analyzed, the responses fall in the agreed range which implies consumers are satisfied with the product and the service of Haile hotels and resorts, consumers have intention to visit Haile hotels and resorts again, and also have intention to recommend Haile hotels and resorts to other people.

4.4. Correlation Analysis

According to Gujarati (2003), Correlation measures the direction and association between two variables the correlation coefficient range from +1 to -1, a correlation coefficient of +1 describes a perfect positive relationship, a correlation -1 describes a perfect negative relationship, and a correlation of 0 describes no correlation.

Table 4.12 Pearson Correlation Matrix

		Correlations					Consumer Purchase Intention
		Brand Identity	Brand Personality	Brand Association	Brand Attitude	Brand Competence	
Brand Identity	Pearson Correlation	1	.475**	.512**	.420**	.440**	.468**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	353	353	353	353	353	353
Brand Personality	Pearson Correlation	.475**	1	.586**	.579**	.559**	.530**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	353	353	353	353	353	353
Brand Association	Pearson Correlation	.512**	.586**	1	.613**	.563**	.543**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	353	353	353	353	353	353
Brand Attitude	Pearson Correlation	.420**	.579**	.613**	1	.640**	.521**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	353	353	353	353	353	353
Brand Competence	Pearson Correlation	.440**	.559**	.563**	.640**	1	.620**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	353	353	353	353	353	353
Consumer Purchase Intention	Pearson Correlation	.468**	.530**	.543**	.521**	.620**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	353	353	353	353	353	353

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

Source: Survey Result, 2022

As indicated in table 4.12, the independent variable brand image dimensions brand identity, brand personality, brand association, brand attitude and brand competence have a positive coefficient correlation on consumer purchase intention of Haile hotels and resorts.

The highest strong coefficient correlation in this research is between brand competence and consumer purchase intention ($r=.620^{**}$, $p \leq 0.01$). It connote

that here is a significant positive relationship between brand competence and consumer purchase intention.

The second highest strong coefficient of correlation is between brand association variable and consumer purchase intention ($r=.543^{**}$, $p \leq 0.01$). Hence, there is a significant positive relationship between brand association and consumer purchase decision.

The third highest variables of brand image is brand personality ($r=.530^{**}$, $p \leq 0.01$). Hence there is significant positive relationship between brand personality and consumer purchase intention.

The fourth variables of brand image i.e. Brand attitude also has significant positive relationship with consumer purchase intention where ($r=.521^{**}$, $p \leq 0.01$) only the fifth brand image variable i.e. brand identity ($r=.468^{**}$, $p \leq 0.01$) lay on the moderate positive correlation. Generally the above correlation matrix shows that all variables are positively and either moderately or strongly correlates with the dependent variable.

4.5. Regression analysis

Linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable (Field, 2005). Multiple linear regression was conducted in order to determine the explanatory power of the independent variables (brand identity, brand personality, brand association, brand attitude and brand competence) to identify the relationship and to determine the most dominant variables that influenced the consumer purchase intention. The significance level of 0.05 with 95% confidence interval was used. The reason for using multiple regression analysis was to assess the direct effect of brand image dimensions on the consumer purchase intention.

4.5.1 Assumption testing for regression analysis

Meeting the assumptions of regression analysis is necessary to confirm that the obtained data truly represented the sample and that researcher has obtained the best results (Hair et al., 1998).

Multi-collinearity, homoscedasticity, and normality assumption test has been carried out before running linear regression to maintain data validity and robustness of the regressed result of the research.

4.5.1.1 No Multicollinearity

Multi-collinearity generally occurs when there are high correlations between two or more predictor variables. In multiple regression analyses, the regression coefficients become less reliable as the degree of correlation between the predictor variables increases. In such a situation we should use only one set of the predictor variable to make our estimate (Field, 2009). To test if there was a problem of multi-collinearity, tolerance, and variance inflation factors (VIF) were used (Field, 2009).

Table 4.13 Collinearity Statistics

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Identity	.677	1.477
	Brand Personality	.532	1.879
	Brand Association	.491	2.039
	Brand Attitude	.472	2.120
	Brand Competence	.509	1.963

a. Dependent Variable: Consumer Purchase Intention

Source: Survey Result, 2022

According to Field(2009), the independent variables are said to be free from a multi-collinearity problem where the tolerance value is greater 0.20, and VIF is less than 5. As presented above in Table 4.10, since the tolerance value of all the five independent variables is greater than 0.20 and since the VIF is lower than 5, there is no multi-collinearity problem.

4.3.1.2 Homoscedasticity

At each level of the predictor variable(s), the variance of the residual terms should be constant. This just means that the residuals at each level of the predictor(s) should have the same variance (homoscedasticity); when the variances are very unequal there is said to be heteroscedasticity (Field, 2005)

The data below shows the homoscedasticity test of this study. As it is indicated in the graphs below the residuals plot is the same width for almost all values of the predicted dependent variable which is purchase decision.

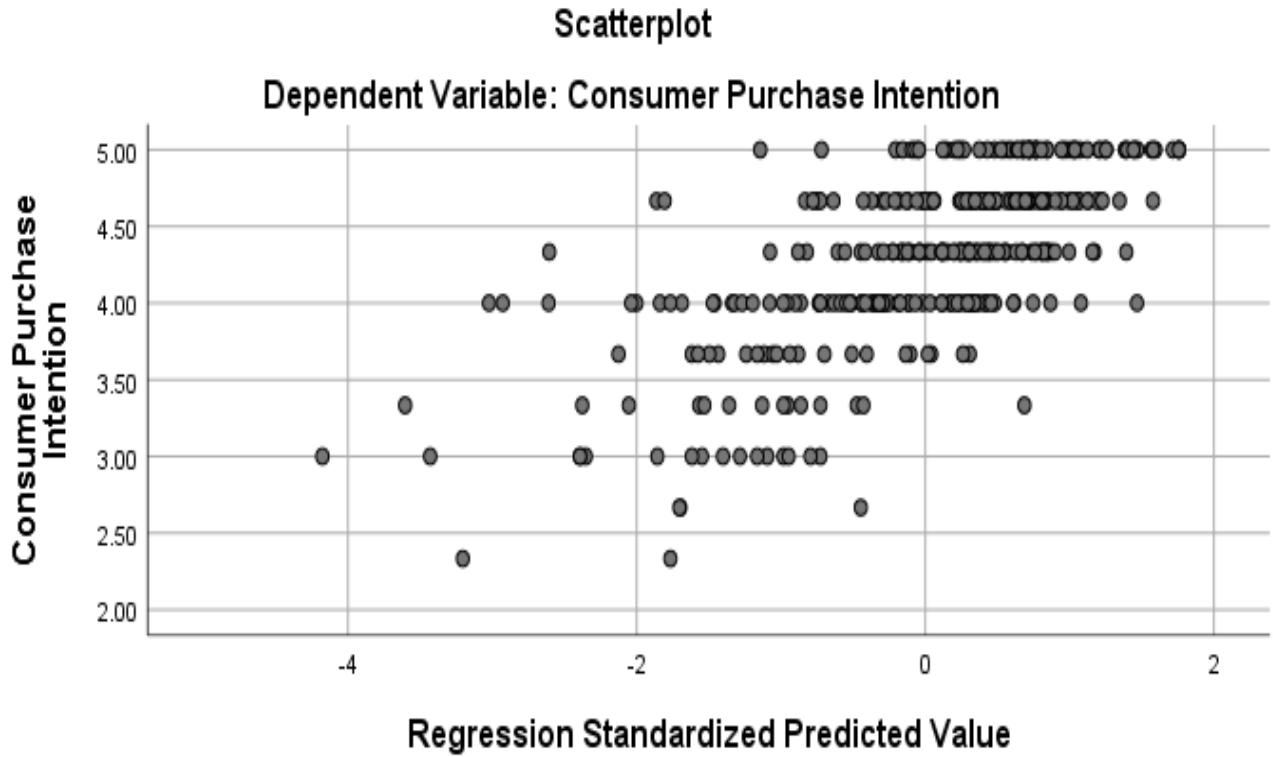


Figure4.1 Scatterplot

4.3.1.3 Normality test

According to George and Mallery (2010) the absolute value skewness and kurtosis should be within 2(+2 to -2)

Table 4.14 Skewness and Kurtosis

	Descriptive Statistics				
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Brand Identity	353	-.674	.130	.217	.259
Brand Personality	353	-.918	.130	1.120	.259
Brand Association	353	-1.226	.130	1.933	.259
Brand Attitude	353	-.906	.130	1.070	.259
Brand Competence	353	-1.038	.130	1.685	.259
Consumer Purchase Intention	353	-.900	.130	.567	.259
Valid N (listwise)	353				

Source: Survey Result, 2022

The researcher has checked the values of skewness and kurtosis, and the result revealed on table 4.14 normality assumption found to be acceptable.

There is another useful graph that the researcher can inspect to see if a distribution is normally distributed is called a P-P plot (probability-probability plot) graph plots the cumulative probability of a variable against the cumulative probability of a particular distribution (Field, 2005).

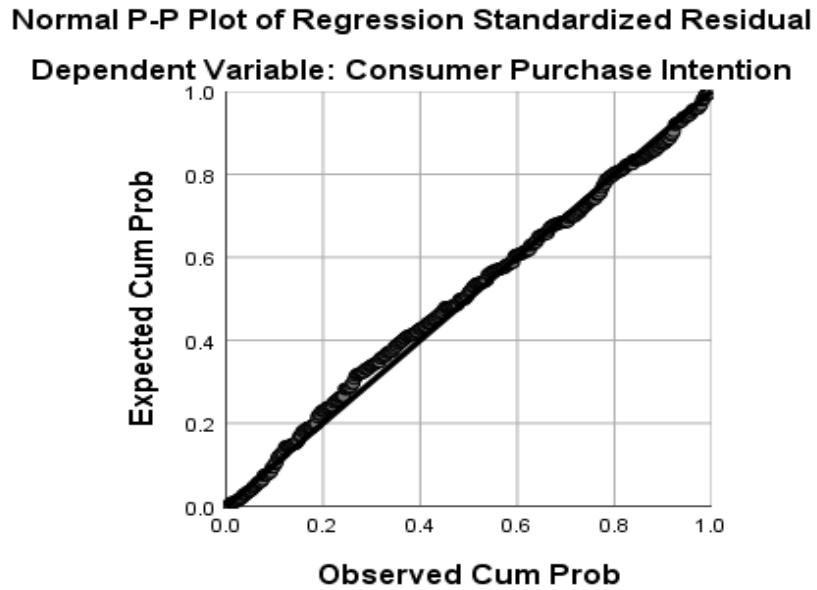


Figure 4.2 Normality-p-p plot

If the data is not normal the little circle will not follow the normality line, according to the p-p plot result revealed the little circle follow the normality line, which means the predictor variable in the regression have a straight line relationship and the normal distribution appear to be good fit to the data.

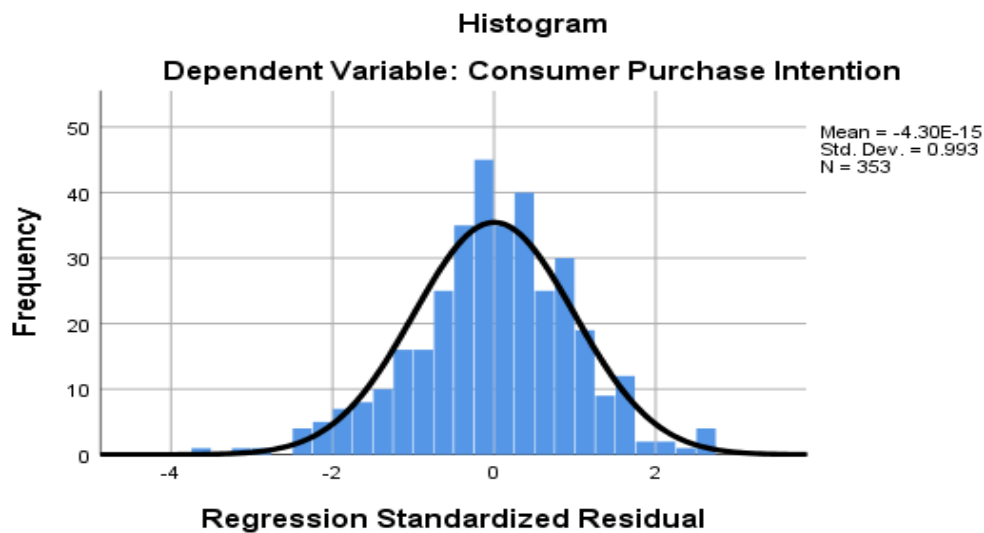


Figure 4.3 Normality-Histogram Graph

Indicted from the above normality-histogram graph, the histogram is reasonable symmetrically bell-shaped. This implies that there is no serious violation of the normality assumption.

4.3.2 Multiple linear regression analysis

Table 4.15 Model Summary

Model Summary										
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	.689 ^a	.475	.467	.41753	.475	62.673	5	347	.000	1.911

a. Predictors: (Constant), Brand Competence, Brand Identity, Brand Personality, Brand Association, Brand Attitude

b. Dependent Variable: Consumer Purchase Intention

Source: Survey Result, 2022

R – Indicates the value of the multiple correlation coefficient between the predictors and the outcome, with a range from 0 to 1, a larger value indicating a larger correlation and 1 representing an equation that perfectly predict the observed value (Pedhazur, 1982). From the model summary (R = 0.689) indicates that the linear combination of the five independent variables (brand identity, brand personality, brand association, brand attitude and brand competence) strongly predict the dependent variable (consumer purchase intention).

R² is a measure of how much of the variability in the outcome is accounted for by the predictors. As revealed by the model summary, 47.5% of consumers purchase intention is affected by brand identity, brand personality, brand association, brand attitude and brand competence, and the rest influenced by other factors that are not accounted for in the model.

The adjusted R² gives us some idea of how well the model generalizes and to what extent its value remains to be the same, or very close to, the value of R². In this case the difference for the final model is small as the difference between the values is .475-.467= .0008 (about 0.8%). As suggested by Field (2009), this shrinkage means that if the model were derived from the population rather

than a sample it would account for approximately 0.8% less variance in the outcome.

The Durbin–Watson statistic expresses that whether the assumption of independent errors is acceptable or not. As the conservative rule suggested that, values less than 1 or greater than 3 should definitely raise alarm bells (Field, 2005). So that the desirable result is when the value is closer to 2, and for this data the value is 1.911, which is so close to 2 that the assumption has almost certainly been met.

Table 4.16 ANOVA

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	54.629	5	10.926	62.673	.000 ^b
	Residual	60.492	347	.174		
	Total	115.121	352			

a. Dependent Variable: Consumer Purchase Intention

b. Predictors: (Constant), Brand Competence, Brand Identity, Brand Personality, Brand Association, Brand Attitude

Source: Survey Result, 2022

The table above presents the F test result aimed to certify whether the independent variables involved in the model have significance correlation to the dependent variable and also reflects the statistical significance of the whole model (Bryman, 2005).

The significance value of F changes is below 0.05 showed that the independent variables are significantly correlated with the dependent variable. As shown in table above the value of F changes produced by multiple regression procedure is equal to the value of F and this is also supported by the significance value that less than 0.05, which is 0.000. Therefore, this model is fit that the independent variables included in this model have a significance correlation to the dependent variable.

Table 4.17 Coefficients

Model		Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.914	.212		4.311	.000	.497	1.332
	Brand Identity	.150	.050	.142	3.006	.003	.052	.247
	Brand Personality	.114	.043	.141	2.640	.009	.029	.199
	Brand Association	.129	.048	.150	2.700	.007	.035	.223
	Brand Attitude	.064	.060	.060	1.068	.286	-.054	.182
	Brand Competence	.360	.055	.356	6.522	.000	.252	.469

a. Dependent Variable: Consumer Purchase Intention
 Source: Survey Result, 2022

In the multiple regression, this standardized regression coefficient Bate (β) is useful, because it allows you to compare the relative strength of each independent variable's relationship with the dependent variable (Pedhazur, 1982).

Based on these results, the regression equation that predicts consumer purchase intention based on the linear combination of brand identity, brand personality, brand association, brand attitude, brand competence is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \epsilon \dots \dots \dots (1)$$

$$CPI = 0.914 + 0.150BI + 0.114BP + 0.129BA + 0.064BAT + 0.360BC + \epsilon \dots \dots (2)$$

Where:

Y= Consumer purchase intention

α =is a constant (the intercept of the model);

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$ = the regression unstandardized coefficient of each brand image variables.

BI=Brand identity

BP=Brand personality

BA=Brand association

BAT=Brand attitude

BC= Brand competence

ϵ =is the error term

The significance level of each variable (P-value) is: .003, .009 .007, 0.286, 0.001 and their standardized coefficients are 0.142, 0.141, .150, 0.060 & 0.356 respectively. The p-value of the independent variable BAT (brand identity) is above 0.05 which implies that there is no significant relationship with the dependent variable (consumer purchase intention) because the significant value cannot be met the requirement which is the value of significant should be less than 0.05.(pallant, 2010). Therefore, according to the result revealed on table 15, Hypothesis H4 is rejected. But according to the study result brand competence has the highest degree of influence on consumer purchase intention followed by brand identity, brand association, brand personality.

Therefore, According to the result revealed,

H1. There is significant and positive relationship between brand identity and consumer purchase intention

The first hypothesis which states there is a positive and significant relationship between Brand identity and consumer purchase intention is supported by the data collected on this survey as (p-value = 0.003; $\beta=0.142$) which means the value of significant ($p<0.05$) hence, the hypothesis is supported.

H2. There is significant and positive relationship between brand personality and consumer purchase intention

The second hypothesis which states that there is a positive and significant relationship between the brand personality and consumer purchase intention is also supported because the P-value of brand personality is 0.009 which is ($p<0.05$; $\beta=0.141$) hence the brand personality has a significant relationship with consumer purchase intention, the hypothesis is supported.

H3. There is significant and positive relationship between brand association and consumer purchase intention

The third hypothesis which states, there is a positive relationship between brand association and consumer purchase intention is also supported because the (p -value=0.007, β =0.150) which is less than 0.05 hence brand association has a significant relationship with consumer purchase intention; hence, the hypothesis is supported.

H4. There is significant and positive relationship between brand attitude and consumer purchase intention

The regression analysis shows that brand attitude and consumer purchase intention has no significant and positive effect on customers purchase decision (P -value=0.289; β =0.060); hence, the hypothesis is not supported.

H5. There is significant and positive relationship between brand competence and consumer purchase intention

Finally, the regression coefficient finding indicates that brand competence has a significant effect on consumer purchase intention (P =0.001; β = 0.356). Therefore the last hypothesis, H5, which states there is a positive relationship between brand competence and consumer purchase intention is also supported.

4.7. Discussion of results

The objective of this study was to evaluate the effect of brand image on consumer purchase intention on Haile hotels and resorts.

Purchase intention is a vital predictor of actual buying behavior and this relationship has been empirically examined in hospitality and tourism industry (Bai, Law, & Wen, 2008; Sparks & Browning, 2011). So, the researcher motivated to assess the main core factor affecting consumer purchase intention using five predictors. Pearson correlation coefficient result shown that the highest strong coefficient of correlation in this research is between brand competence and consumer purchase intention (r = 0.620, n = 353, $p \leq 0.01$). It indicated that here is a significant positive relationship between brand competence and consumer purchase intention.

The second strong highest coefficient of correlation in this research is between brand association and consumer purchase intention ($r = 0.543$. $n = 353$, $p \leq 0.01$) it indicated that there is a significant positive relationship between brand association and consumer purchase intention.

The third highest coefficient correlation in this research is between brand personality and consumer purchase intention ($r = 0.530$. $n = 353$, $p \leq 0.01$) indicated that there is a significant positive relationship between brand personality and consumer purchase intention.

The fourth highest coefficient correlation in this research is between brand attitude and consumer purchase intention ($r = 0.521$. $n = 353$, $p \leq 0.01$) it indicated that there is a significant positive relationship between brand attitude and consumer purchase intention.

The fifth coefficient correlation in this research is brand identity ($r = 0.468$. $n = 353$, $p \leq 0.01$) which fall in the range of 0.3 – 0.49 that is the moderate level of coefficient correlation, therefor, the result of coefficient correlation revealed that there is a moderate positive relationship between brand identity and consumer purchase intention.

In order to answer the research questions that were planned to measure the extent and magnitude, multiple-linear regression has been implemented based on the research objective. The research finding in table 4.17 shows that four from five independent variables (brand identity, brand personality, brand association and brand competence) have a positive and statistically a significant result and the remaining one (brand attitude) has no a significant and positive effect on consumer purchase intention.

Based on the result shown brand identity has a positive and significant effect on consumer purchase intention with the regression analysis (p -value = 0.003; $\beta=0.150$) Ahearne et al. (2005) supported the fact that brand identity has crucial factor in shaping customer and brand attractiveness, and also Fournier (1998) indicated in their study brand identity helps create relationship between company and consumers respectively.

According to the test result of the study brand personality has a significant and positive relationship with Haile hotels and resorts consumer purchase intention which is supported by the regression analysis results (p -value=0.009; $\beta=0.114$) it is directly consistent with the findings of Bouhlel, zoughi, Hadiji, and Slimane (2011).

The third hypothesis also supported with the regression result of (P-value 0.007; $\beta=0.150$) that means brand association has a significant and positive relationship with consumer purchase intention. Lee, Goh and Noor, 2019, in his study concluded that brand association is one of the important factor affection consumer purchase intention. Gusti Ngurah, Dika krisnawan Jatra, 2021, Giktorija Grigaliunaite, Lina Pileliene, 2017 also supported this hypothesis in their research.

The regression analysis result that means p- value=0.286; $\beta=0.060$). Do not support the fourth analysis. Therefore according this research findings brand attitude has no a significant and positive relationship with consumer purchase intention so, this hypothesis is rejected.

According to the regression analysis result (P-value 0.001; $\beta=0.356$) brand competence is the most significant predictor of consumer purchase intention in the case of Haile hotels and resorts. Therefore, the hypothesis there is a significant relationship between brand competence and consumer purchase intention is accepted.

Therefore, based on the result revealed 47.5% of consumer purchase intention is affected by brand image, the fact regarding brand image and its significant effect on consumer purchase intention also supported in previous studies. Razy & Lajevardi (2015), Che-Hui Lien a , Miin-Jye Wen b, , Li-Ching Huang b , Kuo-Lung Wu (2015), Omar et al. (2012) and Aghekyan-Simonian et al.'s (2012) indicated in their study brand image is the key driver and positive influence on consumer purchase intention.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

INTRODUCTION

This chapter consists of summary of the research, conclusion, recommendation and area of further research are presented. In an attempt to answer research questions the summary of the findings was presented. Based on the results important conclusions were drawn. Finally, sound recommendations were forwarded in view of the results and the conclusion.

5.1 Summary of major findings

The result of the descriptive statistics analysis of demographic characteristics of respondents revealed that more than half of the respondents 65.7% were male and 34.3 were female, majority of the respondents 49% were in the age range of 18 to 35, 80.2% of the respondents occupation were government organization and majority of the respondents 66.9% were customers of Haile hotel and resorts for the range of 3 to 7 years.

According to the result of the average descriptive statistics, the mean score of consumer purchase intention was above (4.00) of the likert scale this indicated that consumer purchase intention of Haile hotels and resorts come from the company's brand image variables. Namely brand identity, brand personality, brand association, brand attitude, and brand competence.

The result of the average descriptive statistics revealed that, the mean score of the brand image variables i.e. brand identity, brand personality, brand association, brand attitude, and brand competence were 4.20, 3.93, 4.10, 4.21, 4.21 respectively. The result implies that consumers have a good and positive impression towards the company's brand.

The findings of Pearson Correlation Matrix indicated that all the independent variables, i.e. Brand identity and consumer purchase intention($r=.468^{**}$, $p \leq 0.01$), Brand personality and consumer purchase intention($r=.530^{**}$, $p \leq 0.01$), Brand association and consumer purchase intention($r=.543^{**}$, $p \leq 0.01$), Brand attitude and consumer purchase intention($r=.521^{**}$, $p \leq 0.01$), and Brand

competence and consumer purchase intention($r=.620^{**}$, $p \leq 0.01$), were positively and moderately as well as strongly correlated with consumer purchase intention, with 95% confidence interval.

Based on the findings of the regression analysis brand competence p -value = 0.001; $\beta=0.356$), contribute statistically significant and positive contribution to consumer purchase intention followed by brand identity (p -value 0.003; $\beta=0.142$), brand association (p -value 0.007; $\beta=0.150$), brand personality (p -value 0.009; $\beta=.141$.), according to the regression result brand attitude (p -value 0.286; $\beta=0.060$), do not have a statistically significant and positive contribution to consumer purchase intention the score of the coefficient correlation determinant (R^2) is .475 which indicates that 47.5% consumer purchase intention depends on the variables of brand image and the remaining 42.5 depends on other variables or factors unexplained on the research.

5.2. Conclusion

The main objective of the study was to investigate the effect of brand image on consumer purchase intention. The study was conducted on Haile hotels and resorts. The study reveals that all the brand image variables other than brand attitude that are brand identity, brand personality, brand association and brand competence contribute a significant positive contribution on consumer purchase intention. However brand competence is the most important factor influencing consumer purchase intentions of Haile hotels and resorts.

To analyze and measure the relationship between variables correlation analysis was conducted and according to the result of correlation matrix all correlation coefficient of independent variable were positive and moderately and strongly correlate with the dependent variable. Regression analysis was also conducted to verify the independent variables have effect on consumer purchase intention.

According to the findings, the first hypothesis, brand identity has significant and positive effect on consumer purchase intention of Haile hotels and resorts was supported, these results explain that the more attractive and well-presented brand identity brings higher level of consumer purchase intention for the company.

According to the findings, the second hypothesis, brand personality has significant and positive effect on consumer purchase intention of Haile hotels and resorts was supported. This result implies that the more the brand creates

excitement, sincerity, ruggedness, competence and sophistication on the minds of customer the higher the level of consumer purchase intention to the product or the brand of the company.

Based to the findings, the third hypothesis, brand association has a significant and positive effect on consumer purchase intention of Haile hotels and resorts is supported. This result indicated that the more consumers associate the brand with a positive experience, image or emotion the higher the level of consumer purchase intention to the product or brand of the company.

Based on the result, the fifth hypothesis brand competence has a significant and positive effect on consumer purchase intention is supported. The result shows that once customer considers the brand has capacity to fulfill its interest there will be higher level of consumer purchase intention to the product.

5.3 Recommendation

Based on the study, the following are some the recommendations which could be used as an input for managers in Hotels and resorts sector specially, for Haile hotels and resorts to increase consumer purchase intention.

According to the study brand identity is one the determinants factor that influence consumer purchase intention. Therefore, the company needs to pay attention in building strong brand identity focusing on identifying its uniqueness, and access the brand through website, social media accounts and practice more promotional activities.

Given the fact that customers are the most important source for profitability for every company, strengthening emotional bond with customer enhance consumer purchase intention especially in hotels and resort industry. According to the result brand personality is the important determinant factors that influence consumer purchase intention. Therefore, the company needs to pay attention on creating conducive environment to feel customer more connected with brand.

The result of the study shows that brand association is one of the determinant factors that influence consumer purchase intention. Therefore, company should pay attention in enhancing how customer should associate the brand. Most of the time image, emotion and experience associated with brand.

Therefore, Haile hotels and resorts should put effective and proper marketing effort to its brand to make deep seated in consumers mind.

The result of the study shows that brand competence found to be the higher contributor for consumer purchase intention. Therefore, company need to improve its brand competence that means company should utilize its ability and skill for the purpose of satisfying its customer and to improve its reliability and dependability.

Finally, According to Razy & Lajevardi (2015) brand image does give influence to consumers' purchase intention, the stronger products' brand image, the more purchase intention there is. Therefore, the company should give insight to understand how company's brand image affects consumer purchase intention. Now a day because of the rapid changes in technology, human behavior and interest changes very quickly. Therefore, company need to have consistent brand development researches to remain the choice of customer.

5.4 future area of study

Although this research provides meaningful insights regarding the effect of brand image on consumer purchase intention, there are other independent variable which recommended for future study such as product quality, price, brand equity etc. to prove the significant relationship with consumer purchase intention.

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Appendices
QUESTIONNAIRE
Addis Ababa University
School of Commerce
MA Program in Marketing Management

Dear Respondent, I am Alemseged Gursha a graduate student at Addis Ababa University School of Commerce. Currently, I am conducting a research study on “The Effect of Brand image on customer purchase intention on the case of Haile hotels and resorts” in partial fulfillment of Master of Arts Degree in Marketing Management at Addis Ababa University School of Commerce (AAUSC). I request your help to spend some minutes of your time by filling the provided questionnaire. The questionnaire is purely for academic purpose and your answers will be treated confidentially. Your genuine input is highly important to the analysis.

Thank you in advance for your cooperation in filling the questionnaire.

Researcher’s name: Alemseged Gursha

Mobile no.: 0911362596

PART I: PERSONAL PROFILE

Please put a tick (√) mark corresponding to your response

1. Gender?

1) Male

2. Female

2. Age?

1) 18 to 35

2) 36 to 50

3) 51 to 65

4) Greater than 65

3. Type of occupation?

1) Government to organization

2) Private organization

4. Numbers of year as Haile hotels and resorts customer?

1) Less than 3 years

2) 3-10years

3) 10 years and above

PART II Brand Image

The following statements relate to your feeling towards Haile hotels and resorts. For each statement, please show the extent to which you believe indicating the number from “1” to “5” representing your feeling. There is no right or wrong answer; what matters is the number that best shows your perception about Haile hotels and resorts.

Please circle the number that shows your feeling.

(1) Strongly disagree (2) Disagree (3) indifferent (4) agree

(5) Strongly agree

No	Question	Choice				
I. Brand identity						
1	The consumer’s recognition to Haile hotels and resorts brand is high	1	2	3	4	5
2	Haile hotels and resorts brand is familiar to me	1	2	3	4	5
3	Haile hotels and resorts have a strong impression to me	1	2	3	4	5
4	Haile hotels and resorts brand has orthodoxy.	1	2	3	4	5
II. Brand personality						
5	I am willing to spend my time being in the Haile hotels and resorts	1	2	3	4	5
6	I enhance my self-image when staying at Haile hotel and resorts	1	2	3	4	5
7	I feel connected with this hotel and resorts brand	1	2	3	4	5
III. Brand association						
8	I have a clear image of the type of person who would use the brand Haile hotels and resorts	1	2	3	4	5
9	I trust the brand Haile hotels and resorts	1	2	3	4	5
10	I associate my preferred brand with excellence	1	2	3	4	5
11	I associate this brand with a good feeling	1	2	3	4	5
IV. Brand attitude						
12	I think Haile hotels and resorts is a good brand	1	2	3	4	5
13	I have a positive attitude with Haile hotels and resorts	1	2	3	4	5
14	Buying Haile hotels and resorts products is a good decision	1	2	3	4	5
15	I think Haile hotel and resorts is a reliable and credible brand	1	2	3	4	5
V. Brand competence						
16	Haile hotels and resorts leading in the market	1	2	3	4	5
17	The company is successful in hotels and resorts market	1	2	3	4	5
18	Service and products of Haile hotels and resorts are	1	2	3	4	5

	reliable					
19	The company supplies good products and services to the market	1	2	3	4	5
VI. Consumer purchase intention						
20	I will recommend Haile hotels and resorts that I visit to other people.	1	2	3	4	5
21	I am satisfied with the product Haile hotel and resorts that I visit	1	2	3	4	5
22	I have an intention that I will visit the brand of Haile hotels and resorts again.	1	2	3	4	5

(Amharic Version Questionnaire)

ለደንበኞች የተዘጋጀ መጠይቅ

አዲስ አበባ ዩርቫርስቲ ንግድ ስራ ትምህርት ቤት

የገበያ አመራር ትምህርት ክፍል ድህረ ምረቃ ፕሮግራም የዚህ ጥናት አላማ ለገበያ ጥናት የድህረ ምረቃ መመሪያ ጥናት ለማዘጋጀት ግብአት ይሆን ዘንድ ሲሆን የጥናቱ ዕርዕስም ምስል መግለጫ በአገልግሎት ተጠቃሚዎችም ግዥ ላይ ያለው አስተዋጽኦ

በመሆኑም የተከበራችሁ ደንበኞች ጥናቱ ለትምህርታዊ አገልግሎት ብቻ ሚውል መሆኑን ተገንዝባችሁ እና ለመጠየቅ የምስጢት ማንኛውም ምላሽ ሚስጥራዊነቱን ሙሉ በሙሉ የተጠበቀ መሆኑን ላረጋግጥሎት እወዳለሁ።

በቅድሚያ መጠየቁን ለመሙላት ፍቃደኛ ስለሆኑ አመሰግናለሁ።

ለበመጠ መረጃ በሞባይል ቁጥር 09-11-36-25-96 ማነጋገር ይችላሉ።

ክፍል አንድ:-

መመሪያ :- እባክዎ ለጥያቄዎቹ በመልስነት ከቀረቡት አማራጭ ውስጥ ምልክት (v) በማድረግ ምላሾችን ይስጡ

ሀ) ያታ?

1) ወንድ

2) ሴት

ለ) ዕድሜ?

1. ከ 18-35 ዓመት

2) ከ36-50 ዓመት

3. ከ 51-65 ዓመት

4) ከ 65 ዓመት በላይ

ሐ) ስራ?

1) የመንግስት ድርጅት

2) የግል ድርጅት

መ) ለምን ያህል ጊዜ የሀይሌ ሆቴል እና ሪዞርት ደንበኛ ሆነዋል?

1) ከ 3 ዓመት በታች

3) ከ 10 ዓመት በላይ

2) ከ 7 — 10 ዓመት

ክፍል ሁለት:-

ከዚህ በመቀጠል የቀረቡት አነገሮች ስለ ሀይሌ ሆቴልና ሪዞርት ያለዎትን ስሜት እና ልምድ ይመለከታል። ስለዚህ ለድርጅቱ ያለዎት አመለካከት ትክክለኛ ነው ብለው የሚያስቡትን ከ1-5 ከቀረቡት አማራጮች አንድን ብቻ በማክበብ መልሶዎን ይስጡ።

የመለኪያ መስፈርት

- (1) በጣም አልስማማም (2) አልስማማም (3) ገለልተኛ (4) አስማማለው (5) በጣም እስማማለው

ተ.ቁ	መጠየቅ	ምርጫ				
I. የብራንድ የግል መገለጫ ጋር የተያያዙ ጥያቄዎች						
1	የሀይሌ ሆቴልና ሪዞርት ብራንድ በቀላሉ ማስታወስ ይቻላል።	1	2	3	4	5
2	የሀይሌ ሆቴልና ሪዞርት ብራንድ ለእኔ ተለመደ ብራንድ ነው።	1	2	3	4	5
3	ለሀይሌ ሆቴልና ሪዞርት ብራንድ ጥሩ አመለካከት/እይታ አለኝ።	1	2	3	4	5
4	ለሀይሌ ሆቴልና ሪዞርት ብራንድ በአብዛኛው ማህበረሰብ ተቀባይነት አለው።	1	2	3	4	5
II. የብራንድ ማንነት ጋር የተያያዙ ጥያቄዎች						
5	በሀይሌ ሪዞርት የማሳልፈው ጊዜ ሁሌም ደስተኛ ያረገኛል።	1	2	3	4	5
6	በሀይሌ ሆቴልና ሪዞርት በምገለገልበት ጊዜ ለራሴ የምሰጠውን አመለካከት ያሳድግልኛል።	1	2	3	4	5
7	በሀይሌ ሆቴልና ሪዞርት የማገኘው አገልግሎት ደስተኛና የሚያረጋጋ ስሜት እንዲሰማኝ ያረገኛል።	1	2	3	4	5
III. የብራንድ ተባባሪ ወይም ተለዋጭ ጋር የተያያዙ ጥያቄዎች						
8	ሀይሌ ሆቴልና ሪዞርትን የሚጠቀሚ ሰዎች ምን ዓይነት ስብዓና ያላቸው ሰዎች እንደሆኑ በቀላሉ እረዳለው።	1	2	3	4	5
9	በሀይሌ ሆቴልና ሪዞርት ያለኝ እምነት ከለፍተኛ ነው።	1	2	3	4	5
10	ሀይሌ ሪዞርትን ሳስብ ትዝ የሚለኝ ጥራቴና ምርጥ አገልግሎቱ ነው።	1	2	3	4	5
11	ሀይሌ ሪዞርትን ሳስብ መልካም ስሜት ይፈጥርብኛል።	1	2	3	4	5
IV. የብራንድ ጠባይ ወይም እይታ ጋር የተያያዙ ጥያቄዎች						
12	ሀይሌ ሆቴልና ሪዞርት ጥሩ ብራንድ ነው ብዬ አምናለሁ።	1	2	3	4	5
13	ለሀይሌ ሆቴልና ሪዞርት ያለኝ ምልክታ በጣም መልካም ነው።	1	2	3	4	5
14	አገልግሎቱን መጠቀም ደስተኛ ያደርገኛል።	1	2	3	4	5
15	የሀይሌ ሪዞርት አስተማማኝ እና ሀላፊነት የተሞላበት አገልግሎት የሚሰጥ ድርጅት ነው።	1	2	3	4	5
V. ከብራንድ ብቁነት ጋር የተያያዙ ጥያቄዎች						
16	በሀይሌ ሆቴልና ሪዞርት በአቅርቦቱና በአገልግሎቱ ገቢያውን እየመራ ነው ብዬ አስባለው።	1	2	3	4	5
17	የሀይሌ ሆቴልና ሪዞርት በሆቴል የስራ መስክ ስኬታማ ነው ብዬ አምናለሁ።	1	2	3	4	5
18	አገልግሎቱ አስተማማኝ እና እምነት የሚጣልበት እንደሆነ አምናለሁ	1	2	3	4	5
19	ለደንበኞች የሚያቀርበው አገልግሎት ጥሩ እና ደረጃውን የጠበቀ ነው ብዬ አምናለሁ።	1	2	3	4	5
VI. የተጠቃሚው የመግዛት ዕቅድ/ሀሳብ/						
20	የሀይሌ ሆቴልና ሪዞርት አገልግሎት ሌሎች ሄደው እንዲገኙት አደርጋለሁ።	1	2	3	4	5
21	በሀይሌ ሆቴልና ሪዞርት ባገኘሁት አገልግሎት እረክቻለው።	1	2	3	4	5
22	እንደገና በመመለስ የሆቴሉን እና ሪዞርቱን አገልግሎት ለመጠቀም ሀሳብ አለኝ።	1	2	3	4	5