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**ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT**

**The Effects of Brand Image on Consumer Purchase Decision:
The Case of Foreign Franchised Fast Food Restaurants**

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

**BY
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**ADVISOR
TEMESGEN BELAYNEH (Ph. D)**

June, 2020

Addis Ababa, Ethiopia

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Approval Sheet

Addis Ababa University

College of Business and Economics

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Department of Marketing Management Post Graduate Program

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**By
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DECLARATION

I hereby declare that this research paper entitled “**The Effects of Brand Image on Consumer Purchase Decision: The Case of Foreign Franchised Fast Food Restaurants**” is my work and suitable for submission for the Award of Master of art in Marketing Management (MA) and that, to the best of my knowledge, neither contains materials previously published by another person nor materials which has been accepted for the award of any other degree of the university, except where due acknowledgment has been made in the text.

Declared by: Bezawit Tadesse

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Date: June, 2020

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Abstract

In today's competitive market environment consumers can choose from a large number of brands, both foreign and domestic. It is in this situation, the brand helps consumers make an easy decision in choosing and buying products/ services. Brand image is a powerful tool to entice customers by influencing their behavior using various strategies that would make them loyal to one brand. Thus the study was conducted with an objective to investigate the effect of brand image in customers purchase decision in the context of foreign franchise fast food restaurants. Data were collected from primary sources through questionnaire, and analyzed by both descriptive and inferential methods. The descriptive analysis was conducted by using mean and standard deviation. On the other hand, inferential analysis was conducted by using the linear regression method. The results have shown that 42.3% of the consumers' purchase decision is explained by brand image benefits. From the dimensions of brand image, symbolic brand image benefits have a strong positive relationship with the customer purchase decision at a significance level of 0.01. Experiential brand image benefits are moderately related to customers' decisions. Whereas functional brand image benefits have the least significance and negative effect on the consumers' purchase decision. Therefore, based on the findings the researcher recommends that the restaurant should strive to address this by signifying and communicating its product and service functional value to the customers resulting in resulting in creation of unique and favorable associations to functional brand image benefits.

Key words: Brand image, Purchase decision, franchised fast food restaurants

CHAPTER ONE

INTRODUCTION

The purpose of this study is to investigate the effects of foreign franchised fast-food restaurants' brand image on consumer purchase decisions.

1.1. Background of the study

Consumers can choose from a large number of brands in today's competitive market, whether foreign or domestic (Hsieh, 2002). It is in this situation, the brand helps consumers make an easy decision in choosing and buying products/ services. This poses the challenge from a company perspective of attracting new customers and retaining those who have experienced their offerings. It is not from customers buying once, but from the number of consumers buying time and again that brand-specific performance is achieved. Developing a unique, strong, and favorable image has become crucial to the maintenance of lasting competitive advantage (Lee, Lee, and Wu, 2011). (Moses, Goriparthi and Kumar, 2016).

The emergence of global brands, such as franchised fast-food restaurants which is the focus of this research, gives rise to the issue of whether brand-image appeals affect consumer responses differently in different countries. A firm involved in international markets should identify different nation's characteristics that could affect the success of its brand-image strategies. This facilitates the determination of whether it should apply the same brand-image appeal across markets (Hsieh, Pan, and Setiono, 2004). Brand image is the overall impression in the mind of consumers, based on the subjective perception of associations bundled about a brand by consumers (MSF Experts n. d.). When a consumer makes a purchase it is both about the product and the image associated with the product or service.

To provide their customers with a sense of reliability, franchised fast-food restaurants rely on consistency and standardization across all locations in internal operations and brand image. This sense of reliability coupled with positive experience translates into a trust which could be a source of recurring revenue. And customers often tend to stick to what they know when it comes to alternative dining experiences than to take a gamble and dive into the unknown (Kaufmann, and Eroglu, 1999; Thobejane, 2017).

Ethiopia, with a population of close to 100 million (Getachew, 2018), and the fact that the capital city, Addis Ababa, is home to many foreigners continues to attract a number of foreign fast-food restaurants including Pizza Hut, Debonair and Chicken Hut. These brands

are attracted by the large population and thus an opportunity for business. The restaurants have been able to open many branches in a short period. With the presence of both local and international franchised restaurants, there is immense competition in this sector. Developing a favorable and strong brand image (Keller, 2001) is one way of maintaining a strong position in the mind of consumers. So the question this paper is trying to answer is how much of an effect foreign franchised fast-food restaurants brand image has on purchase decisions of a consumer in Ethiopia; given that fast-food chains rely on consistency and uniformity, in internal operations and their brand image, across all of their restaurant locations to convey a sense of reliability to their customers (Kaufmann et al., 1999; Thobejane, 2017).

1.2. Statement of the Problem

Brand image has been a topic of interest in the field of marketing since the 1950s (Lee, James, and Kim, 2014). According to Park, Jaworski, and MacInnis (1986), a well-communicated brand image to the target customer, should establish a market position for the company and shield the brand from competitors and therefore improve market performance (Park, 1986). When buying a product/service, consumers do not just buy a product/service for its generic purpose, but rather buy a symbolic value (Foster, 2016) and experiential benefits as well (Hsieh et al., 2004) contained in the brand. Thus the research will try to examine the effect of franchised brands' image on consumers' purchase decisions in Addis Ababa.

In the capital city of Ethiopia, since it is the seat for Africa union and headquarters of different international organizations there are large numbers of places to select from when thinking of dining out. Thus restaurants need to think of ways to keep up with the competition to win the mind and hearts of consumers in these competitive markets while keeping costs down. According to Hsieh, Pan, and Setiono (2004:251) "The emergence of global brands gives rise to the issue of whether brand-image appeals affect consumer responses differently in different countries." Thus the question for foreign franchised fast-food restaurants of whether they could apply the same brand image strategies in all the countries they venture to. Thus foreign franchised restaurants operating in Ethiopia need to take cognizance of which factors influence their growth for success.

Franchise businesses standardize their practices and present a consistent image so that they can gain greater market share through loyalty (Hornsby, 2011). Loyalty can be attained through product quality consistency and service consistency which would result in trust in the company. Consistency implies that the company is seen as being reliable thus leading to trust

(Hornsby, 2011). Franchise restaurants, to maintain a standard and consistent brand image may be forced to import some inputs for their products from another country. This may have an effect on customers' experience since the restaurant may face difficulties in maintaining the standard and consistent level of product quality. Failing to do so may dilute association in consumers mind for the product quality as well as the consistency. Thus this research aims to examine the effect of the franchise brand on customers' consumers purchase decisions based on the product quality and consistency associations in their mind. The paper also tries to capture the impression that is created as a result of different communication strategies employed by the brand and the emotional experience on purchase decisions in Ethiopia.

There have been studies conducted regarding factors affecting consumers' behavior including the brand image in different sectors in the Ethiopian context. Yilma (2018) and Adane (2017) in their research brand image had relatively a higher strong relationship with consumer purchase decisions of locally assembled Lifan Motors and Ambassador Garment respectively over the other variables & the linear combination of the variables. Hagos (2017) and Mamo (2019) in their research have shown that brand image benefits significantly and positively relate to customer satisfaction and loyalty. Similarly Amin, Rommy, and Nur (2018) in their study have concluded brand image has a positive and significant effect on the decision of Oppo smartphone purchase in Kendari City. Another such study is by Novansa, and Ali (2017), based on the results of their analysis variables of brand image; brand awareness and price influence the purchasing decisions of products of SMEs in SMESCO Indonesia. These studies have shown, the higher the brand image in the consumer's mind the higher the consumer purchase decision. The empirical findings reveal the brand image has a strong significant effect on consumers' behavior compared to other factors included in the researches. But as far as the researcher's knowledge concerned, there was no previous empirical research undertaken on the effect of foreign franchised fast-food restaurants' brand image on consumers' purchase decisions in Ethiopia.

1.3. Researches Questions

The research tries to address the following basic questions:

- 1) What is the effect of the brand image of a foreign franchised fast-food restaurant on consumers' buying decisions?

- 2) What is the effect of symbol (brand name and logo) of a foreign franchised fast-food restaurant on consumers' buying decisions?
- 3) What is the effect of functional benefits and consistency of a foreign franchised fast-food restaurant on consumers' buying decisions?
- 4) What is the effect of customer experience and consistency of a foreign franchised fast-food restaurant on consumers' buying decisions?

1.4. The Objective of the Study

The General objective of the study

The General objective of the study is to examine the influence of foreign franchised fast-food restaurants' brand image on the customers' purchase decision. Understanding how brand image influence consumers' purchase decision may assist in improving marketing activities and also in evaluating brand positioning of a foreign franchised brand.

Specific objectives of the Study

Following are specific objectives of the study:

- To examine the relationship between symbol (brand name and logo) of a foreign franchised fast-food restaurant and consumers' purchase decision.
- To investigate the relationship between functional benefits and consistency of a foreign franchised fast-food restaurant and consumers' purchase decision.
- To explore the relationship between experiential benefits and consistency of a foreign franchised fast-food restaurant and consumers' purchase decision.

1.5. Significance of the Study

The study is aimed at identifying whether or not foreign franchised fast-food restaurant brand image affects consumer purchase decisions in Addis Ababa. This study could be used by the franchised fast-food restaurant to identify and adopt the best ways to build a brand image that insure 'number one' spot in consumers' minds in Ethiopia in the presence of competitions. According to Keller (2000), the power of a brand lies in the minds of consumers. This is to means that what consumers perceive about a brand may be different from what the firm intends. The latter is brand identity, which is a unique set of brand associations that the brand strategist aspires to create or maintain. It represents what the brand stands for and implies a promise to customers from the organization. Whereas, brand image is how a brand is

perceived by consumers (Aaker, 1996), and it stands for a network of brand associations in consumer memories (Bian and Moutinho, 2011). Thus identifying the type of image that has been developed may enable the restaurants to evaluate whether or not the brand image held in consumers mind correspond with the brand identity they are trying to project.

The brand image forms the basis for making better strategic marketing decisions about how to target market segments and position a product (Išoraitė, 2018). Therefore, based on the results of the study intervention for brand image improvement is a possible outcome; which in turn could increase demand for such restaurants and increase premium income generation and contribution. Additionally, this study may assist entrepreneurs in their ventures to be franchisees, start their franchise not only in the local market but also in the international market, or even apply the concepts of brand image to improve company performance in other similar situations.

The study will analyze the current brand image position and its effects on the consumer purchase decision. The establishment of the existence of a relationship among these two variables (brand image and consumer purchase decision) will be used to make appropriate recommendations to a goal-oriented brand image generation that will ensure the double benefits of cost efficiency and customer loyalty in these foreign franchised restaurants. Furthermore, this study might be used as a baseline and serve as a reference for those who want to conduct further investigation in this area incorporating more variables that affect consumers' behavior other than the brand image of fast-food restaurant franchises.

1.6. Scope of the study

The selected franchised fast-food restaurant to be included in the research is Pizza Hut. The study will be conducted at the selected foreign franchised fast-food restaurant branches located around Addis Ababa. The city has been selected as a location for conducting the study because all the current branch locations are within the city. The study will only take brand image benefits as independent variables into account and assess their effect on purchase decision from among different factors such as brand awareness and price (Novansa and Ali, 2017), price perception (Amin, Rommy, and Nur, 2018), word of mouth; based on the concepts put forward by Hsieh (2002).

1.7. Limitations of the Study

Even though there may be abundant factors that influence of purchase decision making, the research will only focus on the effect of independent variable brand image on customer purchase decision making the dependent variable in the case of foreign franchised fast-food restaurants after reviewing of related literature and observed empirical gap in the area. Such factors as price, speed of service and quality of the service and/or of the food, hygiene, taste of the food, friendliness, and behavior of the employees and convenience, the offer of quality delivery service, variety, installations, seating capacity, nutritional values, preference of other people, fast working pace, localization, food safety, positive experience, reliability and service speed (Medeiros, and Salay, 2013; Jin, Lee, and Huffman, 2012).

The major limitation of the study is sample coverage. The research is cross-sectional in design thus considers individuals during the research data collection period, even though the population may vary at a different time of the year. Another limitation of the study is the use of the non-probable convenience sampling method. Using this approach means that units in the population have unequal or zero chances of being chosen as a sample unit where population elements are selected based on ease of access for inclusion in the survey (Kothari, 2004).

1.8. Terms Definition

Brand image: Perception about a brand as reflected by the brand associations held in consumers' memory (Keller, 1993).

Brand image benefits: Benefits can be classified into functional (basic essential features of the product), experiential (what it felt like to use the product) and symbolic (favorable opinion, needs for social approval or personal expression) benefits (Keller, 1993).

Functional benefits: The brand's ability to satisfy consumer inherent needs and wants (Keller, 2001).

Symbol benefits: Benefits that appeal to symbolic needs include those directed to the consumer's desire for self-improvement, group membership, affiliation, altruism, and other abstract needs States that include aspects of consumption that are not addressed by practical product benefits(Shimp, 2008).

Experiential benefits: benefits designed to fulfill the internally generated needs for stimulation and variety (Shimp, 2008).

Purchase decisions: The thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand (Kotler & Keller, 2012).

Franchise: A franchise is a right that signifies the relationship between the franchisor and the franchisee including the use of trademarks, business systems, fees, support, and control (Coelho, 2006).

Fast-food restaurant: The restaurant that sells fast prepared foods (Ware and Rudnick, 1991).

1.9. Organization of the paper

The study is organized into five chapters. Chapter one of the study contains an introduction, statement of the problem, objective of the study, significance, and scope and limitation of the study. The second chapter deeply discusses the theoretical and empirical reviews of literature related to brand image, the influence brand image on purchase decisions in general, and in the case of foreign franchised fast-food restaurants in particular. Chapter three focuses on the research design and methodology of the study. In the fourth chapter, the data collected is presented and analyzed in this. Finally in chapter five, the result is discussed, conclusions are drawn, limitations are discussed and practical implications are suggested based on the findings.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Introduction

The following sections deal with theoretical and empirical evidence that are associated with the study.

2.1. Theoretical Review

2.1.1. Brand Image

In today's competitive market, where consumers are offered a number of product/ service options, branding has become a prominent concept (Keller, 2003). It lets customers sort what they know about products/ services to make their decision-making easier. According to Kapferer (1997) branding is a way of signaling to the world that an organization has created such a product/ service with a stamp, and that it is not only naming. According to Peter Drucker, who is widely recognized as the "father" of modern management, in Lee, James, and Kim (2014), if a brand is in itself desirable it is redundant to make other efforts such as selling. This is to say that a strong brand can sell a product without additional marketing strategies being employed to persuade consumers. Therefore, marketing is all about branding (Lee et al., 2014; Keller, 2003).

Branding is important because when done well, it can result in loyal customers. This is the reason why branding has become a major goal for many companies in their marketing strategies. This has meant that much attention has been paid to the concept of brand equity. Brand equity is defined as customers' perceived added value related to a specific product that's accrued by a brand beyond the functional or utilitarian value of the product (Aaker, 1991; Keller, 1993). So a brand with a high level of brand equity tends to have loyal customers. These customers tend to show repeat purchase patterns for the preferred brand and often don't contemplate alternatives, they are less vulnerable to price fluctuation and are willing to pay premium prices. These characteristics of loyal customers make it possible for firms to gain higher revenue while also lowering marketing expenses since it is cost-efficient sustaining customers than creating new customers. And to establish brand equity, marketers seek to establish a brand image (Lee et al., 2014).

Brand image is an integral component of brand equity as it conveys the worth of the brand to the consumers (Malik, 2012). Both practitioners and academics have embraced the concept of

brand image as the personification of the abstract reality that people buy products or brands for something other than their physical attributes and functions (Dobni and Zinkhan, 1990). According to Hsieh, Pan, and Setiono, (2004), a successful brand image enables consumers to spot the requirements that the brand satisfies and to differentiate the brand from competitors, and consequently increases the odds of consumers purchasing the brand. According to Roth in Al-Maslam (2015), creating and maintaining the image of the brand is an important part of a firm's marketing program and branding strategy (Al-Maslam, 2015).

An example of the importance of brand image is Nike's decision to cease its business with Sears when Sears merged with Kmart in 2005. Nike eager to maintain its premium and top-quality image by providing a swoosh brand on Sears shelves, and to avoid creating contradicting images by associating with Kmart's low quality and cheap prices. This is likely considered to be a brand-image management decision than a business decision to maintain their status (Ives, 2005; Lee et al., 2014).

2.1.1.1. Conceptualization of Brand image

The definitions and operationalization of brand image even though some patterns and commonalities have been fairly irregular. Dobni and Zinkhan (1990), in their studies of the brand image from 28 summarized definitions and conceptualizations have provided a centralized collection of definitions based on authors' principal emphasis. They grouped the definitions based on their focus into five categories: blanket, symbolism, meanings or messages, personification, and cognition, or psychology (Lee et al., 2014, Dobni and Zinkhan, 1990). Across groups of definitions, brand image is defined in terms of general characteristics, evoked feelings or impressions, perceptions of products, and beliefs and/or attitudes. Researchers on brand equity such as Keller have in recent years, following cognitive and psychological principles, defined brand image as a set of perceptions about a brand as reflected by brand associations held in consumer memory. Brand associations are classified into three major categories with respect to their level of abstraction. These are attributes, benefits, and overall brand attitude (Korchia, 1999; Keller 1993). Ideally, in consumers' memory, brand-image perception should encompass all three types of brand associations (Keller 1993).

2.1.1.2. Brand Image Measurement

According to Shimp (2008), there are three parts to the measurement of brand image. These are attributes of the product, benefits of the product, and attitude of customers toward the product. Attributes of a product are those that are not related to the product such as price, packaging, users, and user image and things related to the product such as color, size, and design. The benefits of the product include the functional, symbolic, and experiential benefits of the product. Lastly, the third part of measuring brand image according to Shimp (2008) is the whole evaluation, subjective interests where customers add it to the consumption results.

2.1.1.3. Associative network model

According to Hsieh (2002), brand image research is often based on the associative network model when highlighting the structure of a set of associations. Here a person's memory is made up of links and nodes. Links represent relationships which could be positive or negative, weak, or strong. The nodes represent concepts namely brand associations and objects/brands (Bian and Moutinho, 2011). Abstraction and complexity of beliefs must be taken into account in assessments of the structure of brand associations. Abstraction level plays a role in categorizing associations as attributes, benefits, and evaluative attitudes of a specific brand along the dimension of the level of abstraction (Hsieh, 2002; Keller, 1993).

According to Wu, Day, and Mackay (1988) in Hsieh (2002) it is benefits related associations found at higher-level that contain vast amount of information having more immediate influence on consumers purchasing behavior than associations for product attributes that are at lower-level of abstraction. And Hsieh (2002) argues that only associations at a higher abstraction level should be incorporated, even though, at the conceptual level, the brand image should encompass all types of associations at different levels (Hsieh, 2002; Keller, 1993). Thus this research has utilized benefit associations to study the effect of brand image on the consumer purchase decision. The research question was constructed based on the definition by Dobni and Zinkhan (1990). According to the authors brand image refers to the meaning that the consumers associate with the product, based on experiences, impressions and perceptions of the functional, emotional, and symbolic benefits of the brand. The Benefit dimensions include:-

Functional benefits are the inherent advantages of product or service consumption and usually linked to product-related attributes. Besides, it is associated with physiological and safety needs Keller (1993). Brand functional value has to do with the brand's ability to satisfy

consumer functional needs and wants (Keller, 2001). Park, and MacInnis (1986), also define functional brand image concepts as those designed to solve externally generated consumption needs. Such benefits include the need for convenience, safety, good health, cleanliness, and so on (Park, Jaworski, and MacInnis, 1986; Shimp, 2008).

Brand symbols promote and enhance the identification of buyers with the brand. It's prominent positioning directly on the product triggers an emotional reaction. Benefits that address symbolic needs including those directed at consumers' desire for self-enhancement, group membership, affiliation, philanthropy, and other abstract need states that involve aspects of consumption not solved by practical product benefits (Shimp, 2008). Thus it is designed to associate the individual with a desired group, role, or self-image (Park et al., 1986). Brands with symbolic benefits have the potential to not only express brand-self associations but also to reinforce and strengthen them, as a result enhancing customers' willingness to exert effort and invest resources towards sustaining their relationship with the brand.

According to Park, MacInnis (1986), experiential benefits are designed to fulfill the internally generated needs for stimulation and variety. Consumers' experiential needs represent their desires for products that provide sensory pleasure, variety, and in a few product circumstances, cognitive stimulation. Brands positioned toward experiential needs are promoted as being out of the ordinary and high in sensory value. These values could be looking elegant, feeling wonderful, tasting or smelling great, sounding divine, being exhilarating, and so on. They also may be promoted as being rich in the potential for cognitive stimulation. This is to say they may be exciting, challenging, mentally entertaining, and so on (Shimp, 2008; Dobni and Zinkhan 1990; Park et al., 1986). Therefore, experiential brand image benefits are associated with the customers' emotions to utilize the product or the service (Shimp, 2008).

2.1.2. Purchasing Decision

In making a purchase, consumers are faced with choices of several existing products before deciding to make a purchase. Thus at some point in the buying process, the consumers must stop the search for and evaluations of information about alternative brands in the evoked set and make a purchase decision (Belch & Belch, 2003). As stated by Kotler & Keller (2012), the consumer purchasing decision-making process does not stand alone; it is influenced by cultural factors, social, personal, and psychology of the buyer.

2.1.2.1. Purchasing Decision Model

The Consumer purchase decision is a series of choices made by the consumer before making a purchase. The process of purchasing decision includes five stages. These stages are realizing the need, searching for the information, evaluating the alternatives, deciding on purchasing, and finally the post purchasing behavior (Kotler & Keller, 2012). This model emphasizes that the process starts before the purchase and has further impact after the purchase. This is to take note of the fact that the processes start with the recognition of unsatisfied needs by a consumer and concludes with post-purchase evaluation. These needs motivate and stimulate consumers to make the decision (Raed, 2015).

- The first step is problem recognition where the consumers are able to differentiate between their needs and wants. Marketers usually use advertising, salesperson, and packaging to stimulate recognition of the needs or wants.
- The second step is information search where the consumer seeks the information from their memory about the products, seeking the information from outside sources, such as from friends, relatives, government reports, publication, sale person, website, packaging label, and display, or by repetition.
- The third is the evaluation of alternatives where the consumer will establish criteria that consist of characters that are important for them.
- The fourth step is the purchase decision where the customer decides to buy the product after evaluating among alternatives.
- The last step is the post-purchase decision where the consumer decides to keep purchasing the product if he is satisfied or stops purchasing the product if he is dissatisfied (Oladebo, 2015).

From the above description of the process of a purchase decision, brand image plays a major role in influencing the purchasing decisions by consumers regarding the choice of the brand since the purchase of the product is also about the symbolic value. Brands' image will make it easier for consumers to identify their choice of the brand since they won't be confused by brands that have been embedded in their minds, given that the associations for a certain brand are unique, strong, and positive. Brand image will also facilitate consumers in distinguishing the quality of a product with other competitors' products which is the result of their perception of product quality. The perception that has been formed by the brand could in turn influence the purchasing decisions by consumers.

2.1.3. Franchised fast-food restaurants

A franchise system may be defined as a business relationship whereby a franchisor grants a right to a franchisee, to conduct business using the trademark of the franchisor through an agreement that stipulates the restrictions and requirements as well as the conditions of doing the business (Hoffman & Preble, 2006). A franchise system is a method of distribution used for both products and services using a proven and tested business format. This form of business gives the franchisee a greater chance to succeed because of the support structure that the system provides (Luangsuvimol & Kleiner, 2004).

When speaking of franchised businesses what comes to mind is restaurants, especially fast-food restaurants. The restaurant industry has developed and expanded to gain a global presence in the last couple of decades largely fueled by the change of lifestyles. Urban populations have grown throughout the world, the mobility of people has increased, and people spend a lot of time commuting to and from work (Schlosser, 2001). This has resulted in less time available for the preparation of meals at home which means alternatives are sought since people must eat.

Brand image has an important position in influencing the purchasing decisions by consumers because one of the decisions in the structure of the purchasing is the decision regarding the choice of brand. When buying a product/service, consumers do not just buy a product/service for its generic purpose, but rather for benefits contained in the brand (Foster, 2016). Thus the research will try to examine the effect of franchised brands' image on consumers' purchase decisions in Ethiopia.

2.2. Empirical Review

Thakur & Singh (2012) in their research have shown that from among the brand image benefits they had considered functional, social and appearance enhance had positively and significantly related to customer satisfaction and loyalty intention and two benefit namely experiential and symbolic has no significant impact on customer satisfaction and loyalty intention . Concluding that based on their findings that marketing manager should focus on the brand image to win the customer satisfaction in order to make the customer loyal about their product and service.

Lada, Rizal, William, Suki, Rahman & Tanakinjal (2018) in their study after analysis of data collected have found symbolic, functional, and experiential benefits are significant

determinant of golfers sense of satisfaction. Experiential benefits are the most significant predictor towards satisfaction. With symbolic benefits negatively influence golfers' sense of satisfaction.

Amin et al. (2018) in their study in determining the effect of brand image and price perceived to purchasing decision on Oppo smartphones in Kendari City, after analysis of their data concluded both brand image and price perceptions have a positive and significant impact on the decision of Oppo smartphone purchase in Kendari City. That is, the higher the brand image in the consumer's mind the higher the consumer purchase decision and the perception of the price is one of the considerations for a consumer in determining the level of purchase decisions.

Novansa et al., (2017) in their study, the results of their analysis of the variables: brand image, brand awareness and price influence the purchasing decisions of products of SMEs in SMESCO Indonesia. Based on data analysis have shown that 94.5% variable on purchase decisions are influenced by brand image, brand awareness, and price while the remaining 5.5% is influenced by other variables. Thus, indicating the significant effect of brand image on the purchase decision.

There have been studies conducted regarding factors affecting consumers' purchase decisions including the brand image in different sectors in the Ethiopian context. To review a few of them:

Yilma (2018) in his research brand image had relatively a higher strong relationship with consumer purchase decision than the other four independent variables & the linear combination of the independent variables;

Adane (2017) in her research, the results suggested, brand image variables having statistically significant relationships with consumer preference and significant impact on the overall preference of the consumer;

Hagos (2017) in his research, the results have shown that brand image benefits and customer satisfaction are positively correlated, and customer satisfaction and customer loyalty are also significantly affected by brand image benefits with different degrees. Thus it was suggested that organizations should take into account improving and/or building of brand image so that they can be competent and increase their market share by successful achieving customer satisfaction and loyalty;

Ibrahim (2014) in his research the results have shown that brand image benefits are positively related to customer satisfaction and customer loyalty. Experiential benefit has the most value for the customers followed by the functional benefit Symbolic benefit also has a positive relation with both customer satisfaction and customer loyalty.

Hassen (2019) in his research the results have shown brand image has the highest effect on purchase decision and followed by product feature while effects of price and retail store image are insignificant in the purchase decision for a smartphone in Addis Ababa;

Mamo (2019) in her thesis all brand image benefit dimensions were found to be significantly and positively related to customer overall satisfaction. Based on the findings, the researcher recommended that the company should assess the elements of desirable product characteristics, quality, and brand attributes that the customers require to position the brand positively in the minds of consumers.

In these researches the empirical findings reveal the brand image has a strong significant effect on consumers' behavior compared to other factors included in the researches. But as far as the researcher's knowledge concerned, there was no previous empirical research undertaken on the effect of foreign franchised fast-food restaurants' brand image on consumers' purchase decisions in Ethiopia. Thus, this study aims to generate empirical evidence that may bridge the gap and provide some insight regarding the relationship between independent variable brand image and buyers' purchase decision making (dependent) in this sector. Given the immense competition in this sector and the need for marketing strategies that can be implemented for a better edge on the completion this study may be used as an input.

2.3. Research Framework and Research Hypotheses

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

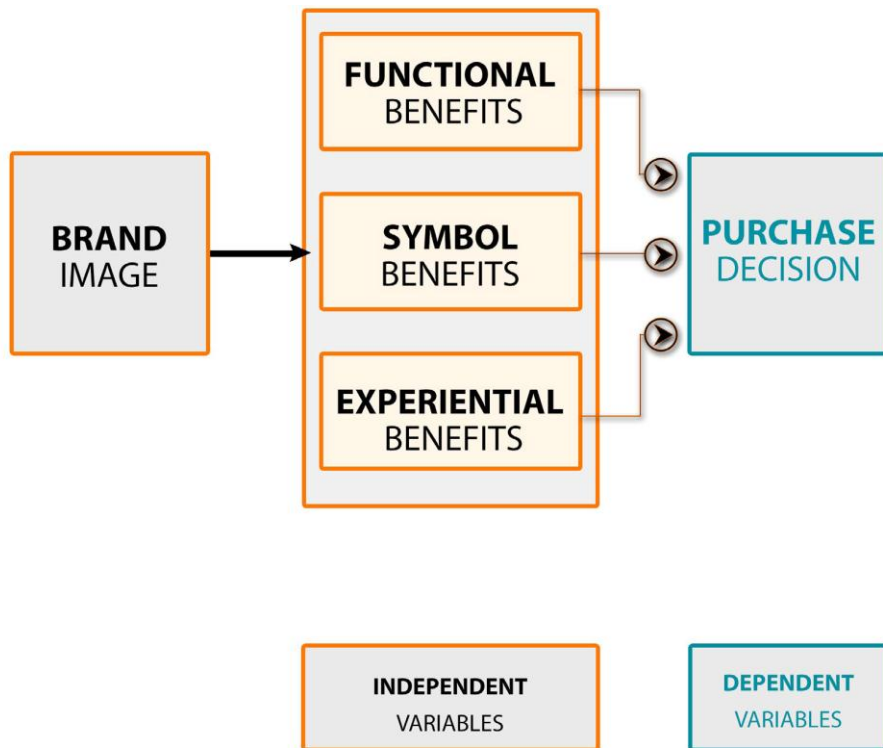


Figure 2. 1 Conceptual Frame Work of the Study

Source: Constructed based on definitions and concepts of Keller (1993); Dobni and Zinkhan (1990)

The formulation of the research hypothesis is also taken from the previous research results. They are as follows:

H1: The functional benefits of franchised fast-food restaurants positively influence purchasing decisions.

H2: The symbol benefits of franchised fast-food restaurants positively influence purchasing decisions.

H3: The experience benefits of franchised fast-food restaurants positively influence purchasing decisions.

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

This chapter presents the research approach, research design, describes the research methods, sampling techniques and the instruments to be employed in the data gathering, collection procedures, and analysis methods.

3.1 Research approach

According to Williams (2007), there are two basic approaches to research, namely the quantitative approach and the qualitative approach. The quantitative approach involves the generation of data in a quantitative form that can be analyzed. This approach can be further sub-classified into inferential, experimental, and simulation approaches to research. In an inferential approach sample of a population is studied to infer about the population. The experimental approach is characterized by much greater control over the research environment and in which case some variables are manipulated to observe their effect on other variables. The simulation approach involves the construction of an artificial environment within which relevant information and data can be generated (Kothari, 2004).

The second basic approach to research is a qualitative approach. It is concerned with the subjective assessment of attitudes, opinions, and behavior. Research in such a situation is a function of the researcher's insights and impressions (Kothari, 2004). Such an approach to research generates results in non-quantitative form. Therefore, the research approach may vary based on the nature of the research problem being addressed.

This research is intended to investigate the effect of foreign franchised fast-food restaurants' brand image on the consumers' purchase decision. Thus to address the research question, to test hypotheses and investigate the cause and effect relationship between brand image benefits and customer purchase decisions the study employed inferential quantitative type of research approach.

3.2. Research design

The research was cross-sectional explanatory in nature as it tries to investigate the effect of foreign franchised fast-food restaurants' brand image on the consumers' purchase decision. According to Neuman, (2007), research design could be exploratory, descriptive, and

explanatory. Exploratory research design is to observe what is in existence already. It is applied when a phenomenon is not broadly studied before and needed to be explored from a new insight. The design of the study requires the researchers to be flexible in order to ensure various facets to be observed. A descriptive research design aims at formulating an understanding of situations, individuals, or events to deliver detailed information of an event or situation that is studied in any of the three approaches. An explanatory research design is to seek an explanation for a certain issue by identifying the relationship between the variables (Neuman, 2007). A cross-sectional study is conducted at a given point in time with different samples. A longitudinal study requires a researcher to revisit participants of the study at proper intervals, thus conducted with the same sample over time. This design was selected since the research will be conducted at a point in time utilizing a given sample of the population.

3.3. Population and Sample

3.3.1. Population

The subject of the study or unit of analysis of this study is inhabitants of Addis Ababa who have dined at the restaurant. The rationale behind choosing Addis Ababa as the population of the study is the location of these foreign franchised fast-food restaurants. And, the study population will be customers who dine out.

3.3.2. Sampling technique

Different methods of sampling techniques exist for selecting potential participants for inclusion in a research study. It is typically not practical to include every member of the population of interest in a research study. Sampling technique could be probability sampling whereby in a finite population there is an equal chance of being selected using different probability sampling techniques. But in non-probability sampling technique samples are gathered in a process that does not give all the individuals in the population equal chances of being selected. The research used nonprobability sampling because it is difficult to estimate the probability that each respondent in the population will be included in the sample. There are different types of non-probability of samplings such as convenience, purposive or judgmental sampling, snowball sampling, and quota sampling. For this research non-probability convenience sampling was employed in selecting participants. Convenience sampling is technique samples drawn from populations that are close to hand, readily available, or convenient (Kothari, 2004).

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:

$$n = \frac{Z^2(pq)}{e^2}$$

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

$$\text{Therefore, } n = \frac{(1.96)^2(0.5 \times 0.5)}{0.05^2} = 384.6 \approx 384$$

3.4. Methods of data collection

A survey questionnaire was used to collect the primary data for this research that enables the data to be analyzed quantitatively. This data collection method was inspired by previous studies in the same area, which investigated factors that influence consumer purchase decisions. The advantage of using a questionnaire to collect data is to lay the foundation for generalizing the result. The questionnaire used to measure brand image was developed based on Dobni and Zinkhan, (1990) definition of brand image. Secondary data sources from social media sites such as Facebook, Twitter, Instagram and Tripadvisor as well as newspaper articles were used.

3.5. Methods of Data Analysis

Both descriptive and inferential statistical methods were used in this study in order to describe foreign franchised fast-food restaurants' brand image on the consumers' purchase decisions. Descriptive statistical methods such as mean and graphs were used to summarize demographic data and the key variables of the study. Inferential statistics were used to explain the relationship between brand image and consumers' purchase decisions. Pearson correlation analysis was used to test the direction and strength of the relationship between

brand image and consumer purchase decision. And also multiple regression analysis was used to test the three hypotheses related to the relationship between the variables of the study.

3.6. Validity and Reliability of the Study

3.6.1. Validity

Validity is the concept of appropriateness and accuracy as applied to a research process. It is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. Thus Content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. Additionally a measure is said to possess construct validity to the degree that it confirms to predicted correlations with other theoretical propositions. Therefore, in order to ensure the content validity, a standard instrument adopted from Mohi, (2012); Velasquez, (2018); Raduzzi, and Massey, (2019), and Tan, Ismail, and Devinaga, (2015) was used. And to ensure the construct validity, important concepts related were addressed. In addition, the opinion of experts in the sector was taken to ensure that the survey instrument was valid enough to measure the variables of the study.

3.6.2. Reliability

According to Neuman (2007), reliability examines the consistency of a concept measure. For a questionnaire to be valid, it must be reliable. Reliability means that a measure or a questionnaire should consistently reflect the construct that it is measuring. This is to say that the outcome of the instrument yields the same result with a replicated test. There are varieties of methods for calculating internal consistency, of which one of the most frequently used is Cronbach's alpha. 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 is considered reliable. The study used the Cronbach alpha method to evaluate the internal consistency of the research instrument which is a close-ended questionnaire.

3.7. Ethical Consideration

Research ethics relating to rights of human subjects in fieldwork, notably the right to informed consent; right to privacy & confidentiality & right not to be deceived or harmed as a result of participation in the research will be given emphasis. The potential participants were fully informed about the procedures & risks involved in the research & must give their consent to participate in the survey. They were informed that their participation is voluntary

& they may readily withdraw at any time. The potential participants were also assured that their participation will not result in any adverse consequences, and all information provided will be treated with strict confidentiality. Finally, the research has practiced the principle of anonymity i.e. the participant has remained anonymous throughout the study even to the researcher.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Introduction

This chapter discusses data presentation, data cleaning processes required to prepare the dataset for statistical analysis, statistical assumptions, descriptive statistical analysis, and statistical inferential analysis. The regression analysis method will be utilized to test the hypotheses.

4.1. Data Screening and Cleaning

This study was conducted with an objective to examine the influence of foreign franchised fast-food restaurants' brand image on the consumers' purchase decision. A self-administered survey was used to collect data from customers who have a dining experience at the restaurant branches located around Addis Ababa. The participants were requested to fill out and return the questionnaire. The questionnaire even though initially intended to be administered at the restaurant after the customers have finished their meal, due to the current Covid-19 epidemics and restrictions the researcher was forced to convert the questionnaire digital media friendly form to distribute the questionnaire using digital medias such as telegram. Thus, the questionnaire was distributed to different telegram groups and 365 were returned. All the collected questionnaires were checked to confirm that all the items were responded to by the participants. However, only 346 questionnaires were found to be completely filled as per the instruction and found to be usable for analysis which is a response rate of 95%.

All the necessary precautions have been taken to ensure that the research participants have completed all the items in the questionnaire after which the data was entered into SPSS. To make data fit for statistical analysis, the accuracy of the data entered into SPSS has been critically examined. The data collected has been rechecked to ensure the data entered is correct. To detect any unusual data values, the minimum and maximum data values for each variable relating to each case were checked.

Data cleaning was conducted to ensure the accuracy and appropriateness of the numerical codes relating to each variable and case. The process ensured that each variable had code

values ranging from 1 to 5, in line with the scales used in the questionnaire. In this respect, a frequency table was used as a simple way of summarizing the minimum and maximum values for each variable for the 346 cases. The authenticity of the dataset was ensured after comparison to the original questionnaire by correcting exceptionally high data values relevant to the particular variable and the case.

4.2. Reliability Test

According to Neuman (2007), reliability examines the consistency of a concept measure. For a questionnaire to be valid, it must be reliable. Reliability means that a measure or a questionnaire should consistently reflect the construct that it is measuring. This is to say that the outcome of the instrument yields the same result with a replicated test. From a variety of methods for calculating internal consistency, this study used the Cronbach alpha method to evaluate internal consistency.

In general, a questionnaire or measurement instrument with an α value of 0.7 or higher is considered reliable. In order to ensure the reliability of the measurement instrument, a pilot test was conducted among 30 individuals with a dining experience at the restaurant. Based on the feedback of the pilot test, the necessary corrections were made on the content of the items to further improve the reliability of the measures.

Table 4. 1 Reliability Analysis of Variables

Variables	No. of Items	Cronbach's Alpha
Functional brand image benefits	9	0.704
Functional brand image benefits	7	0.894
Experiential brand image benefits	7	0.730
Purchase decision	4	0.7
Composite/overall reliability	27	0.844

Source: Own computation, 2020

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 27 items was found to be 0.844 indicating a good level of internal consistency among the measurement items used in the study.

4.3. Descriptive analysis

4.3.1. Demographic Characteristics of Respondents

The demographic information of the respondents is presented in the table below.

Table 4. 2 Demographic Characteristics of Respondents

		Frequency	Percent
Gender	Male	207	59.8
	Female	139	40.2
	Total	346	100.0
Age range	18-30	203	58.7
	31-45	137	39.6
	>45	6	1.7
	Total	346	100.0
Marital status	Unmarried	204	59.0
	Married	139	40.2
	Divorced	2	.6
	Widowed	1	.3
	Total	346	100.0
Educational level	Diploma	63	18.2
	Degree	234	67.6
	Postgraduate	49	14.2
	Total	346	100.0
Income	<3000	21	6.1
	3001-10000	180	52.0
	10000-20000	122	35.3
	20000-30000	23	6.6
	Total	346	100.0
How often do you dine out?	Occasionally	156	45.1
	once a month	77	22.3
	1-3 times a week	42	12.1
	4-6 time a week	71	20.5
	Total	346	100.0
How often do you dine at this restaurant?	occasionally	318	91.9
	once a month	20	5.8
	1-3 times a week	8	2.3
	Total	346	100.0
How did you come to hear about this restaurant?	Word of mouth	190	54.9
	Through Friends	144	41.6
	Advertisement	4	1.2
	Traditional Media	3	.9
	Digital Media	5	1.4
	Total	346	100.0

Source: Own computation, 2020

Based on Table 4.1, 207(59.8%) just over half of the respondents were males. While the remaining 139(40.2%) were females. Concerning the age of respondents, the majority of 203(58.7%) fall in the age range 18-30 years and followed by 31-45 range which makes up 137 (39.6%) of the respondents. Among the respondents 204(59%) are unmarried respondents while the remaining 139(40.2%) are married. Demographic analysis for the respondents indicates that the majority of the 234(67.6%) were degree graduates followed by 63(18.2%) diploma graduates and 49(14.2%) were postgraduate graduates. Regarding the income of respondents, half of the respondents 180 (52.0%) had an income range 3001-10000, 122(35.3%) had an income in the range of 10,000-20,000 while the remaining 12% represented respondents earning less than 3000 and 20,000-30,000, 21 and 23 respondents respectively. For the frequency of dining out 156(45.1) dine-out occasionally, followed by 77(22.3%) of respondents dine-out once a month, 71(20.5%) of them dine-out 4-6 times a week while the remaining 43(12.1%) of them dine-out 1-3 times a week. In the case of the frequency of dining at the Pizza Hut majority of the respondents, 318(91.9%) replied occasionally followed by 20(5.8%) dining at the restaurant once a month and the remaining 8(2.3%) 1-3 times a month. As to how they came to hear about the restaurant 190(54.9%) of respondents say by word of mouth, 144(41.6%) through friends, 4(1.2%) via digital media, 3(0.9%) via traditional media and the remaining 5(1.4%) via advertisement.

4.3.2. Descriptive Analysis of variables

4.3.2.1. Functional Brand Image benefits

Regarding the Functional benefits of the brand image of pizza hut, the following items were asked and the responses are presented in the following table 4.3.

Table 4. 3 Functional Brand Image Benefits Descriptive Statistics

	N Statistic	Mean Statistic	Std. Deviation Statistic
The restaurant is conveniently located to my workplace or home.	346	3.73	1.045
Pizza huts food quality is consistently good.	346	3.65	1.192
Pizza huts pricing is fair.	346	3.46	1.134
Pizza huts service quality is consistently good.	346	4.02	.863
Pizza Huts pricing is reasonable for the quality of food.	346	3.64	1.191
Pizza Huts pricing is reasonable for the quality of service.	346	4.03	.861
For the same quality of food in other restaurants, I would dine at this restaurant.	346	3.63	1.156
For the same quality of service in other restaurants, I would dine at this restaurant.	346	4.10	.856
For the same price in other restaurants, I would dine at this restaurant.	346	3.46	1.134

Source: Own computation, 2020

As it is presented the table 4.2, all of the responses fall in the agreed range. Therefore, based on the questionnaire items for functional benefits; restaurant is conveniently located to their workplace or home, Pizza Huts food quality is consistently good, pricing is fair, service quality is consistently good, pricing is reasonable for the quality of food and service. And also they would dine at Pizza Hut even another restaurant offered the same quality of food and service and offered the same price.

4.3.2.2. Symbolic Brand Image Benefits

Regarding the Symbolic benefits of the brand image of pizza hut, the following items were asked and the responses are presented in the following table 4.4.

Table 4. 4 Symbolic Brand Image Benefits Descriptive Statistics

	N Statistic	Mean Statistic	Std. Deviation Statistic
I know Pizza Hut is a foreign franchised fast-food restaurant.	346	3.98	1.013
I can easily recognize the logo of Pizza Hut.	346	4.01	1.017
The restaurant has an attractive exterior and signage.	346	3.99	1.027
The brand has a fashionable and trendy impression.	346	3.98	1.027
Pizza hut has an excellent reputation.	346	3.99	1.034
The brand helps me to better fit into my social group.	346	4.26	.893
Dining at this restaurant increases my self-esteem.	346	4.41	.772

Source: Own computation, 2020

According to responses analyzed, most of the responses fall in the agreed range. Therefore, the result showed that in terms of symbol benefits, the diner knows Pizza Hut is a foreign franchised fast-food restaurant, they can easily recognize the logo of Pizza Hut, the restaurant having an attractive exterior and signage, the brand has a fashionable and trendy impression, the restaurant has an excellent reputation, the brand helps them to better fit into my social group and dining at this restaurant increases their self-esteem.

4.3.2.3. Experiential Brand Image Benefits

Regarding the Functional benefits of the brand image of pizza hut, the following items were asked and the responses are presented in the following table 4.5.

Table 4. 5 Experiential Brand Image Benefits Descriptive Statistics

	N Statistic	Mean Statistic	Std. Deviation Statistic
I feel satisfied with the welcoming reception.	346	4.01	.784
The employees of the restaurant are polite, courteous, and friendly.	346	3.99	.771
The employees of the restaurant are always willing to help.	346	3.99	.782
The restaurant handles complaints of customers effectively.	346	3.85	.847
The restaurant has a reasonable waiting time.	346	4.04	.796
The restaurant has an interior that is attractive and provides pleasant surroundings.	346	3.99	1.034
I will recommend Pizza Hut to others.	346	4.41	.772

Source: Own computation, 2020

Regarding the experiential benefits, most of the responses fall in the agreed range which implies I the respondents feel satisfied with the welcoming reception, the employees of the restaurant are polite, courteous and friendly, are always willing to help and the restaurant handles complaint of customers effectively, the restaurant has a reasonable waiting time, has an interior that is attractive and provides pleasant surroundings and they will recommend Pizza Hut to others.

4.3.2.4. Purchase Decision

Regarding the consumers purchase decision of the, the following items was asked and the responses are presented in the following table 4.6.

Table 4. 6 Purchase Decision Descriptive Statistics

	N Statistic	Mean Statistic	Std. Deviation Statistic
Pizza Hut is my preferred choice of restaurant when it comes to dining.	346	3.27	1.235
I will revisit Pizza Hut on my next dining out occasion.	346	3.32	1.243
My restaurant selection depends upon how others think about the type of restaurant I dine at.	346	4.26	.893
The overall assessment of the quality of the brand affects my purchase decision.	346	3.99	1.034

Source: Own computation, 2020

Regarding the purchase decision of the consumers, the responses fall in the agreed range which implies Pizza Hut is their preferred choice of restaurant when it comes to dining, will revisit Pizza Hut on their next dining out occasion, their restaurant selection depends upon how others think about the type of restaurant I dine at and the overall assessment of the quality of brand affects their purchase decision.

4.4. Correlation Analysis

Correlation is a way of evaluating the relationship between two or more variables determining the nature and magnitude of the interaction. The intensity of the relationship between two variables follows the trend below:

Table 4. 7 Intensity of the relationship between two variables

Pearson coefficient	Value
0.80 – 1.00	Very strong
0.60 – 0.79	Strong
0.40 – 0.59	Moderate
0.20 – 0.39	Weak
0.00 – 0.19	Very weak

Source: Mooi and Sarstedt (2011)

The Pearson correlation among the variables of the study is presented below in Table 4.8

Table 4. 8 Correlation analysis

		Functional Benefits	Symbolic Benefits	Experiential Benefits	Brand Image
Functional Benefits	Pearson Correlation				
	Sig. (2-tailed)				
	N	346			
Symbolic Benefits	Pearson Correlation	-.081			
	Sig. (2-tailed)	.131			
	N	346	346		
Experiential Benefits	Pearson Correlation	-.003	.434**		
	Sig. (2-tailed)	.953	.000		
	N	346	346	346	
Purchase Decision	Pearson Correlation	-.138*	.639**	.351**	.556**
	Sig. (2-tailed)	.010	.000	.000	.000
	N	346	346	346	346
**. Correlation is significant at the 0.01 level (2-tailed).					
*. Correlation is significant at the 0.05 level (2-tailed).					

Source: Own computation, 2020

Based on the correlation table presented above, there is a very weak relationship ($r = -.138$) and significant ($p = 0.005$) relationship between consumers' functional benefits and their purchase decision. This indicates that there is a negative relationship between consumers' functional benefits of a foreign franchised fast restaurant and their purchase decision. The correlation analysis further revealed that there is a strong ($r = 0.639$) and significant ($p = 0.001$) relationship between consumers' symbolic benefits and their purchase decision. This correlation result showed that there is a positive and genuine relationship between consumers'

symbolic benefits and their purchase decision. The correlation analysis also showed that there is a weak ($r = 0.351$) and significant ($p = 0.001$) relationship between consumers' experiential benefits and their purchase decision. This correlation result showed that there is a positive and genuine relationship between consumers' experiential benefits and their purchase decision.

4.5. Multiple regression analysis

Regression analysis is a way of predicting dependent variable from one independent variable or several independent variables (Sreejesh, Mohapatra, and Anusree, 2014). Regression analysis helps to analyze relationships between multiple independent variables and one dependent variable. It allows, according to Field (2009), to determine whether those independent variables have a significant relationship with a dependent variable and to measure the relative strength of the effect of different independent variables on a dependent variable. To perform a multiple regression, various statistical assumptions need to be checked including normality and multi-collinearity.

4.5.1. Normality Test

According to Kline (2011), a normality test is used to determine whether sample data has been drawn from a normally distributed population (within some tolerance). The Central Limit Theorem states that the sampling distribution of the sample means approaches a normal distribution as the sample size gets larger than 30 irrespective of the shape of the population distribution (Field, 2009). The sample size used in this study was large enough according to the central limit theorem to satisfy the requirement of normality. The table below shows the values of skewness and kurtosis to check the normality of the distribution of data.

Table 4. 9 Values of Skewness and Kurtosis

	Skewness	Std. Error of Skewness	Kurtosis	Std. Error of Kurtosis
Functional Benefits	-.327	.131	-.136	.261
Symbolic Benefits	-.855	.131	.053	.261
Experiential Benefits	-.060	.131	-.425	.261
Purchase Decision	-.526	.131	.005	.261

Source: Own computation, 2020

Skewness is the measure of the asymmetry of a distribution. Whereas, Kurtosis measures the extent to which observations cluster around the central point. The acceptable range for both statistics is between -1.0 and +1.0. All variables are within the range for both measures of normality even though the negative sign indicates skewness to the left.

In addition to skewness and kurtosis, the histogram diagram shown below in Figure 4.1 It also helps to show the normality of the data.

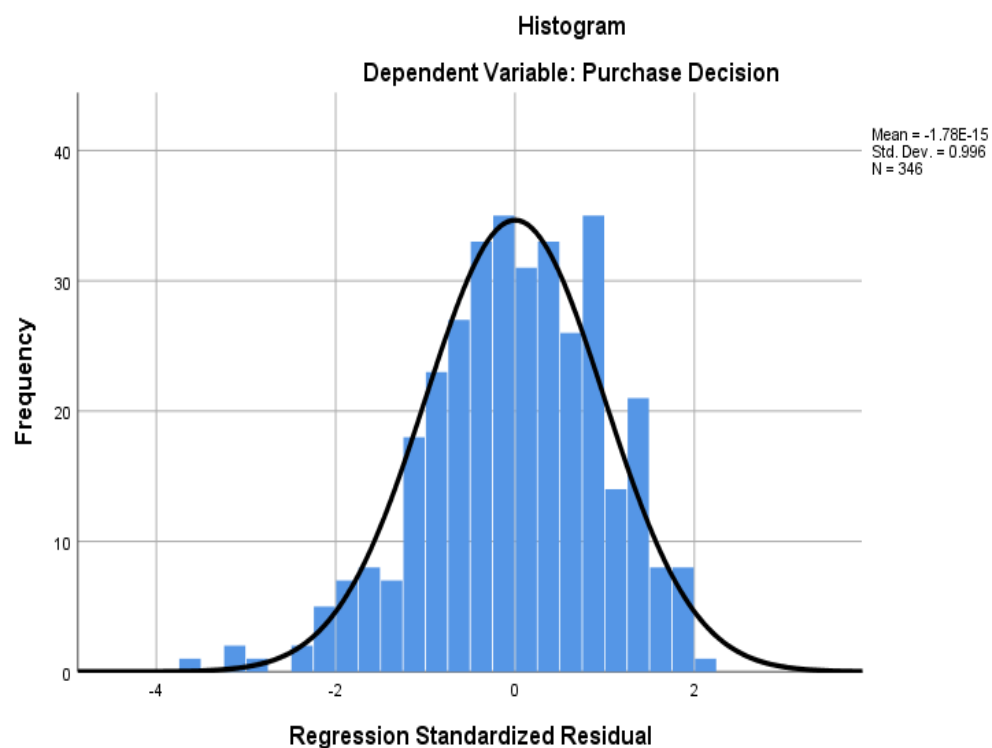


Figure 4. 1 Normality test

Source: Own computation, 2020

Since the histogram shows that most of the data are concentrate in the middle of the chart, the data distribution can be taken as normal.

4.5.2. Linearity Test (Normal P-P Plot)

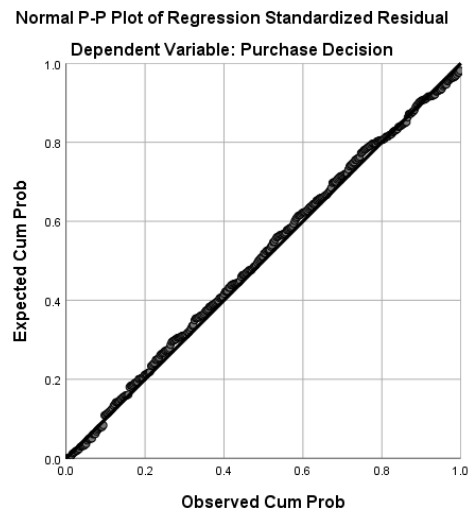


Figure 4. 2 P-P Plot

Source: Own computation, 2020

As it is shown in figure 4.2, the P-P plot of residuals reveals no large deviation in the spread of the residuals that almost all residuals lay on the linear straight line. Therefore, this indicates that the relationship between the independent variables and the dependent variable is linear.

4.5.3. Test of Multicollinearity

Multicollinearity 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 multicollinearity, tolerance, and variance inflation factor (VIF) were used (Field, 2009).

The following table presents the tolerance and VIF level of the independent variables.

Table 4. 10 Table Test of collinearity Model

Coefficients		Collinearity Statistics	
Model		Tolerance	VIF
1	Functional Benefits	.992	1.008
	Symbolic Benefits	.806	1.241
	Experiential Benefits	.811	1.233
a. Dependent Variable: Purchase Decision			

Source: Own computation, 2020

According to Field(2009), the independent variables are said to be free from a multicollinearity 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 multicollinearity problem.

4.5.4.Independent errors

For any two observations the residual terms should be uncorrelated (or independent).This eventuality is sometimes described as a lack of autocorrelation. This assumption can be tested with the Durbin–Watson test, which tests for serial correlations between errors. Specifically, it tests whether adjacent residuals are correlated. The test statistic can vary between 0 and 4 with a value of 2 meaning that the residuals are uncorrelated (Field, 2005). Durbin–Watson test of model summary was scored a value of 1.916 which is very close 2; therefore, the residual terms were uncorrelated or independent.

4.5.5.Homoscedasticity of the Error Terms

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.

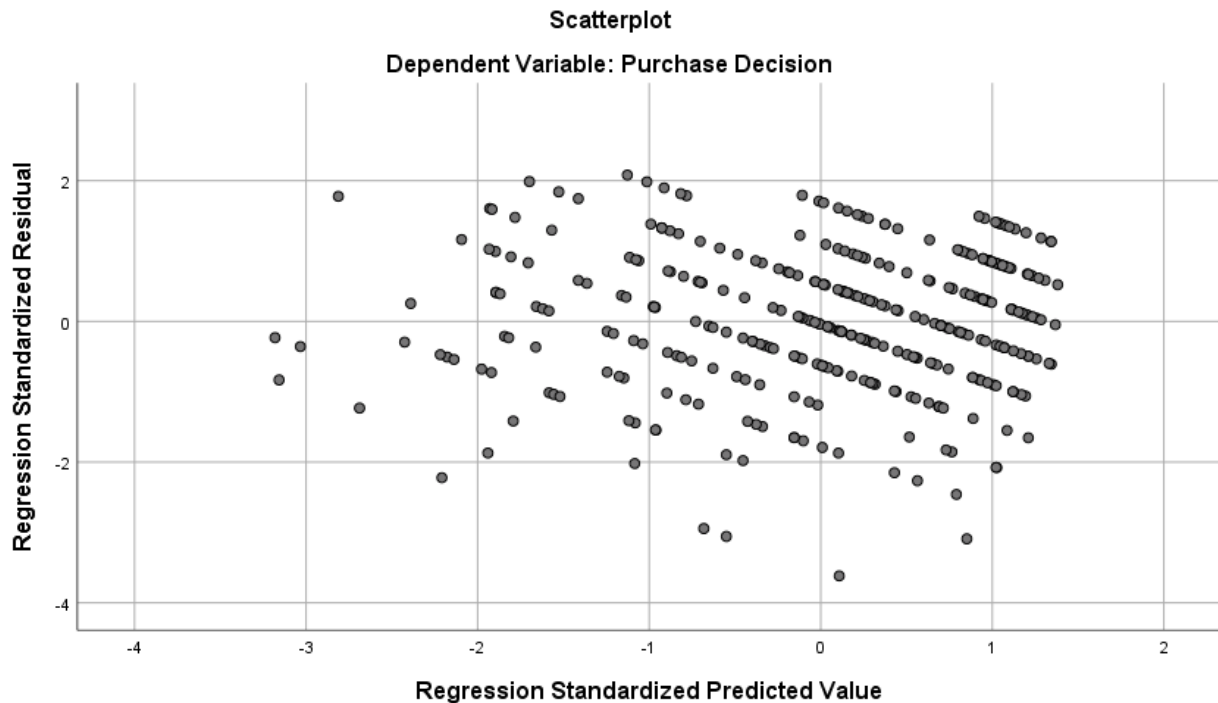


Figure4. 3 Scattered residual plots

Source: Own computation, 2020

4.5.6. Multiple Regression Results

This section presents the model summary, ANOVA, and coefficients that show the degree of relationship between each of the three independent variables and purchase decision which is the dependent variable of the model. Table 4.16 below presents the model summary.

Table 4. 11 Model Summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.651 ^a	.423	.418	.43054	1.916
a. Predictors: (Constant), Experiancail Benefits, Functinal Benefits, Symbolic Benefits					
b. Dependent Variable: Purchase Decision					

Source: Own computation, 2020

From the model summery R indicates the simple correlation between the predictor variables (Functional benefits, symbolic benefits, and experiential benefits) and the outcome variable (purchase decision) with a range from 0 to 1. The value was found to be 0.651 thus showing strong correlation between the predictors and outcome variables. R^2 is a measure of how much of the variability in the outcome is accounted for by the predictors. As revealed by the

model summary, 42.3% of consumers purchase decision (to dine at the restaurant) is affected by Functional benefits, symbolic benefits, and experiential benefits, and the rest is influenced by other factors that are not accounted for in the model. The adjusted R^2 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 R^2 . In this case the difference for the final model is small as the difference between the values is $.423 - .418 = .0005$ (about 0.5%). 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 0.5% less variance in the outcome.

The table below presents the ANOVA tables to assess the overall fit of the model.

Table 4. 12 ANOVA

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.554	3	15.518	83.715	.000 ^b
	Residual	63.396	342	.185		
	Total	109.950	345			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Experiential Benefits, Functional Benefits, Symbolic Benefits						

Source: Own computation, 2020

ANOVA is presented in table 4.12 is used to address the general objective of the study. In addition, this analysis is used to identify the appropriateness of the model in estimating the effect of brand image on the purchase decision of a fast-food restaurant. The study has used a multiple linear regression method to run a regression analysis. The p-value is less < 0.05 i.e. 0.001 which indicates the variation is explained by the model is not due to chance. This implies that brand image benefits affect purchase decisions altogether.

The table below shows the coefficients of each independent variable in predicting purchase decision and their corresponding level of significance.

Table 4. 13 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.410	.307		7.855	.000
	Functional Benefits	-.122	.056	-.089	-2.171	.031
	Symbolic Benefits	.377	.029	.591	12.920	.000
	Experiential Benefits	.129	.062	.095	2.073	.039
a. Dependent Variable: Purchase Decision						

Source: Own computation, 2020

Based on the regression coefficients presented above in Table 4.13 the model is specified as follows.

$$\text{Purchase Decision} = 2.420 + (-0.122 \text{ FB}) + (0.377\text{SB}) + (0.129\text{EB}) + e$$

Where, FB: Functional benefits

SB: Symbolic benefits

EB: Experiential benefits

e: error term

Source: Survey

Thus, functional benefits has a negative and significant effect ($B = -0.122$, $p = 0.031$) on consumers purchase decision. Symbolic benefits has a positive and significant effect ($B = 0.0.377$, $p = 0.01$) and experiential benefits also has a positive and significant effect ($B = 0.129$, $p = 0.039$) on purchase decision (dining at the restaurant). One unit change in one of the brand image benefit dimensions (Functional, symbolic or experiential) will cause change in purchase decision that is multiple of their beta value respectively keeping other factors constant.

4.6. Hypotheses Testing

Hypothesis testing is one of the most used methods in static decision-making. The aim of the hypotheses postulated is to examine whether the independent variables (Functional benefits, symbolic benefits and experiential benefits) have a positive effect on dependent variables (Purchase decision). There are two hypotheses in the hypothesis test: the null hypothesis (denoted by H_0) and the alternative hypothesis (denoted by H_a). The null hypothesis is the

initial claim, and is often specified using common knowledge or previous research. The alternative hypothesis is sometimes called the hypothesis of the Research.

Whether to accept or reject a hypothesis can be based on the probability value (p-value) for the given test that is:

If the p-value is less than or equal to a predetermined 0.05 level of significance, then we reject the null hypothesis and claim support for the alternative hypothesis.

If the P- value is greater than 0.05 level of significance value, we fail to reject the null hypothesis and cannot claim support for the alternative hypothesis.

Based on this, the researcher developed three hypotheses to examine the effect of brand image on consumers purchase decision. At the 5% significance level, to determine if the model is useful for predicting the response bases on this Hypothesis analysis implemented:

Ho: Independent variables do not have positive effect on purchase decision.

Ha: Independent variables have positive effect on purchase decision.

At significance Level $\alpha = 0.05$ and Reject the null hypothesis if $p\text{-value} \leq 0.05$.

The ANOVA table 4.12 showed that $F = 274.225$, $p\text{-value} < 0.05$. Since $p\text{-value} \leq 0.05$, we rejected the null hypothesis that postulates the independent variables do not have positive effect on purchase decision.

At the $\alpha = 0.05$ level of significance, evidence to conclude that all independent variables are useful for predicting purchase decision; therefore the model was useful and accepted the alternative hypothesis; as per table 4.13 both symbolic benefits and experiential benefits have positive Beta value with the while functional benefits has negative value at a significance level less than 0.05. As per this result there is evidence to reject the null hypothesis and to accept the alternative hypothesis.

H1: The functional benefits of franchised fast-food restaurants positively influence purchasing decisions.

The multiple regression result presented above in Table 4.13 showed that functional benefits has a negative and significant effect ($B = -0.122$, $p = 0.031$) on consumers purchase decision (dining at the restaurant). This hypothesis is rejected since the coefficient for this predictor

variable is negative. This indicates that consumers do not base their decision on the functional brand image benefits of a franchised fast-food restaurant.

H2: The symbol benefits of franchised fast-food restaurants positively influence purchasing decisions.

The multiple regression result presented above in Table 4.13 showed that symbolic benefits has a positive and significant effect ($B = 0.0377$, $p = 0.01$) on consumers purchase decision (dining at the restaurant). This hypothesis is confirmed and supported as the significance level ($p=0.01$) is found to be less than 0.05. This indicates that consumers purchase decision is affected by symbolic benefits of franchised fast-food restaurant.

H3: The experience benefits of franchised fast-food restaurants positively influence purchasing decisions.

The multiple regression result presented above in Table 4.13 showed that experiential benefits has a positive and significant effect ($B = 0.129$, $p = 0.039$) on consumers purchase decision (dining at the restaurant). This hypothesis is confirmed and supported as the significance level ($p=0.039$) is found to be less than 0.05. This indicates that consumers purchase decision is affected by symbolic benefits of franchised fast-food restaurant.

4.7. Discussion

The purpose of the study is to evaluate the effect of foreign franchised brand image on consumers' purchase decisions in the case of fast-food restaurants. Based on the results of the descriptive analysis more than half of the respondents were found to be in the age range 18-30 which is consistent with the target for the restaurant in the African market. In addition the results for the frequency of dining at Pizza Hut the 91.1% of respondents have been occasional diners. This could be the result of the fact that most comments about the franchise in the country have been about the price. Even though the restaurant offers a casual dining experience, in countries with low GDP it might be considered a premium brand.

Based on the results of the study brand image has a positive effect on purchase decision. This is consistent with Oladepo (2015), Novansa et al., (2017), Amin et al. (2018) and Yilma (2018) brand image has positive effect on consumers' purchase decisions. Based on the analysis 42.3% of consumers' purchase decisions are attributed to brand image.

The result shows that symbolic brand image benefits have a positive effect on consumers' purchase decisions. This finding collaborates with the findings of Lada et.al, (2018). From the regression analysis with a t-value of 12.920 at a significance level of $p < 0.01$ it is the most significant predictor of purchase decision in the case of foreign franchised fast-food.

In contrary to the findings of Thakur & Singh (2012), the result has also shown that experiential brand image benefits positively related to consumers' purchase decisions. But this is consistent with the findings of Jin et al. (2012), whereby experiential brand image benefits positively related to consumers' purchase decisions. This dimension of brand image is the second most significant predictor of purchase decision followed by functional brand image benefits based on the findings of the study.

And on the other hand, functional brand image benefits have no positive relationship with consumers' purchase decisions. This is to mean that functional brand image benefit has negative effect consumers' purchase decision; hence we can say that the H1 hypothesis is not supported. This is similar to the findings of Jin et al., (2012) that have shown negative effect on purchase decision which is contrary to Thakur & Singh (2012). Because only symbolic and experiential benefits have a significant relationship with consumers' purchase decision, this suggests that the diners at this restaurant have favorable and unique associations for the two benefits.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATION

INTRODUCTION

Summary, conclusion, and study recommendations are presented in this chapter. 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 FINDINGS

This study was conducted to investigate the effect of foreign franchised fast-food restaurants' brand image on consumers' purchase decisions. Descriptive statistics was used to summarize the data whereas inferential statistics was used to test the influence of the independent variables over the dependent variable. Findings of the study are summarized below:

- More than half (58.9) of the respondents were in the age range 18-30
- Majority of the respondents which is 90% have been occasional diners at Pizza hut.
- The descriptive statistics revealed that the mean scores for functional, symbolic and experiential brand image benefits were found to be 3.75, 4.09 and 4.04 respectively but this descriptive statistics could not indicate the significance level to which these variables influence consumers purchase decision. Consequently, to test the extent to which the relationships were statistically significant and meaningful correlation and multiple regression analysis were conducted.
- As per the correlational analysis the covariance between symbolic benefits, experiential benefits and over all brand image with purchase decision was positive while functional benefits had a negative covariance all statistically significant ($p < 0.5$) but with intensity ranging from strong to weak.
- The result has shown that 42.3% of the consumers' purchase decision is explained by brand image benefits. And the overall model was found to be fit ($F=83.72$, $p < 0.01$). the multiple regression also revealed that the two hypothesis postulated were supported while one was rejected as shown in the summary of the hypothesis test results below:

Table 4. 14 Summary of Hypothesis test results

Hypotheses	Result	Reason
H1: The functional benefits of franchised fast-food restaurants positively influence purchasing decisions.	Reject	$B = -0.122, p < 0.05$
H2: The symbol benefits of franchised fast-food restaurants positively influence purchasing decisions.	Accept	$B = 0.377, p < 0.05$
H3: The experience benefits of franchised fast-food restaurants positively influence purchasing decisions.	Accept	$B = 0.129, p < 0.05$

Source: Own computation, 2020

5.2. CONCLUSIONS

Based on the findings the researcher provides the following conclusion.

- According to Lee et al. (2011), developing a unique, strong, and favorable image has become crucial to the maintenance of lasting competitive advantage. The study had set a general objective to examine the influence of foreign franchised fast-food restaurants' brand image on the customers' purchase decision. The survey outcome verified that the brand image of a foreign franchised fast-food restaurant has positive and significant relationships and customer purchase decisions. A unique and favorable brand image of a foreign franchise brand affects the purchase decision of consumers in Addis Ababa.
- The study also identified that among the three brand image benefits, symbolic brand image benefit has been the most valued variable for customers followed by experiential and functional benefit. From this, the researcher can conclude that Pizza Hut customers have strong associations for symbolic brand image benefits over the others dimensions for the restaurant.
- Theoretically, this study presents empirical evidence for the effect brand image benefits namely, functional, symbolic, and experiential brand image benefits of a foreign brand influence on customers' purchase decisions. The study adds value to the literature by empirically linking a list of determinants to the dependent variable. This study will contribute to filling the gap of the scarcity of empirical evidence on the relationship between brand image and purchase decision particularly in the case of foreign brands.

5.3. RECOMMENDATIONS

Based on the study, the following recommendations are suggested.

In a highly competitive market to come out on top the restaurant should strive to create unique associations in consumers' mind that is unique and favorable. Unlike similar foreign franchises restaurant Debonair and even local competitor Efoi Pizza which have website Pizza Hut Ethiopia doesn't have one. Based on secondary data sources the restaurant lacks social media presence. Currently it ranks number 280 out of 291 restaurants registered on Tripadvisor, also ranked number 23 out of 23 pizza restaurants in Addis Ababa. But according to the site this is because of the lack of reviewers. Unlike Pizza Hut Kenya, its Facebook accounts cannot be accessed. On the few occasions reviews have been given it was mix of both good and bad, but much of it dominated by negative word of mouth. Hence to address this shortcoming the restaurant needs to pay attention to its online presence and reply to consumers comments which seen to have gone unnoticed.

Even though it is a foreign franchise and it has to adhere to the franchise agreements, the restaurant could research what kind of associations are in consumers' minds and use that as an input in feature marketing decisions of targeting a segment or positioning their product/services. Thus position the brand positively in the minds of consumers and influence their purchase decision which is the ultimate goal of brand building.

The study shows that functional brand image benefit found to be the least contributor to the purchase decision by consumers. According to MacKay (1999) in Sweeney, and Soutar, (2001), who noted that a product's/ service's appeal is a combination of both rational and emotional factors and but only very few are purely emotional. Therefore, the restaurant should strive to address this by signifying and communicating its product and service functional value to the customers resulting in creation of favorable and strong associations to functional brand image benefits.

Finally, brand image is a powerful tool to entice customers by influencing their behavior using various strategies that would make them loyal to a brand Understanding how brand image influence consumers' purchase decision may assist in improving marketing activities and also in evaluating brand positioning of a foreign franchised brand. Thus restaurant needs to research brand image associations consumers' minds to evaluate if it corresponds with the

identity they have created. It also allows them to create a new dimension to their products and services to achieve stronger associations.

5.4. DIRECTION FOR FUTURE RESEARCH

Despite its positive findings, there are some limitations to this study. The research measures the model using a quantitative approach to research. Quantitative data cannot be compensated for non-numerical knowledge such as human emotions, their values, or impressions. In the future, researchers can measure with either qualitative or mixed methods to incorporate a detailed description of the feelings, opinions and experience of the respondent; and interpret the meanings of their actions. Moreover, researchers can investigate other possible influential variables such as country of origin, heritage image, green image, brand equity, and brand loyalty or even design a study to identify the associations that are in consumers' memory to better understand the consumer and also conduct a comparative study between local and international brands brand image effect on consumers buying behavior.

The use of on-line questionnaire which allowed for time-gap between dining at the restaurant and taking the survey could cause memory bias pertaining to the experiences. But had the researcher been able to collect the data at the restaurant's premise, the demography of the population may vary in age, nationality, occupation as well as educational level depending upon time of the day, day of the week or month of the year than observed in this data set. Thus future researchers could carry out on the premises to incorporate these variations into population demographics and also to remove any memory biases.

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APPENDIX



APPENDIX 1

QUESTIONNAIRE

Addis Ababa University School of Commerce

Graduate Program in Marketing Management

Dear Respondent,

I am a Postgraduate student at Addis Ababa University. As partial fulfillment for the Masters of Arts in Marketing Management, I am conducting a research study with title of "The Effects of Brand Image on Consumer Purchase Decision: The Case of Foreign Franchised Fast Food Restaurants". Therefore, I would appreciate if you could spare a few minutes of your time to answer the following questions. This questionnaire is designed to capture your overall impression about Pizza Hut restaurant. Thus your impression about the food and service quality and consistency, and pricing, the overall ambiance of the restaurant on your emotional experience, and emotions as a result of your encounter with the brand on your decision to dine at the restaurant. It is purely designed for academic purposes and your identity will be treated with utmost confidentiality. Your valid response is vital to the analysis. Your assistance will be highly appreciated and thank you in advance.

Yours Faithfully,

Bezawit Tadesse

Instruction: After having accessed the questionnaire you may complete it by checking the dots/ the circle corresponding to your response and send the reply via telegram or email using the following address Bezatatad@gmail.com or send it to any WhatsApp, Telegram, Viber account with +251911375617.

PART I: PERSONAL PROFILE

- 1) Gender: 1. Male 2. Female
- 2) Age: 1. 18 – 30 2. 31 – 45 3. Above 45
- 3) Marital Status

1. Unmarried 2. Married 3. Divorced 4. Widowed
- 4) Your Current Educational Level
 1. No formal education 3Degree
 2. High school 4. Postgraduate
 5. Diploma other
- 5) Your monthly Income
 1. Up to 3000 2. 3001 – 10000 3. 10,001-20,000
 4. 20,001-30,000 5. >30,000
- 6) How often do you dine outside?
 1. Occasionally 3. 1 to 3 times a week
 2. Once in a month 4. 4-6 times a week
- 7) How often do you dine here at this restaurant?
 5. Occasionally 7. 1 to 3 times a week
 6. Once in a month 8. 4-6 times a week
- 8) How did you come to hear about the restaurant?
 1. Word of mouth 2. Advertisement 3. Through friends
 4. Traditional media(TV, radio, and Newspaper) 5. Digital media (Website, social media)
 - 6.Other

PART II: BRAND IMAGE BENEFITS AND CUSTOMER PURCHASE DECISION

Functional brand image

- 1) The restaurant is conveniently located to my workplace or home.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 2) Pizza huts food quality is consistently good.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 3) Pizza huts pricing is fair.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 4) Pizza huts service quality is consistently good.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

- 5) Pizza Huts pricing is reasonable for the quality of food.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 6) Pizza Huts pricing is reasonable for the quality of service.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 7) For the same quality of food in other restaurants, I would dine at this restaurant.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 8) For the same quality of service in other restaurants, I would dine at this restaurant.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 9) For the same price in other restaurants, I would dine at this restaurant.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

Symbolic brand image

- 10) I know Pizza Hut is a foreign franchised fast-food restaurant.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 11) I can easily recognize the logo of Pizza Hut.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 12) The restaurant has an attractive exterior and signage.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 13) The brand has a fashionable and trendy impression.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 14) Pizza hut has an excellent reputation.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 15) The brand helps me to better fit into my social group.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 16) Dining at this restaurant increases my self-esteem.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

Experiential brand image

- 17) I feel satisfied with the welcoming reception.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

- 18) The employees of the restaurant are polite, courteous, and friendly.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 19) The employees of the restaurant are always willing to help.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 20) The restaurant handles complaints of customers effectively.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 21) The restaurant has a reasonable waiting time.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 22) The restaurant has an interior that is attractive and provides pleasant surroundings.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 23) I will recommend Pizza Hut to others.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

Purchase decision

- 24) Pizza Hut is my preferred choice of restaurant when it comes to dining.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 25) I will revisit Pizza Hut on my next dining out occasion.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 26) My restaurant selection depends upon how others think about the type of restaurant I dine at.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree
- 27) The overall assessment of the quality of the brand affects my purchase decision.
1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agree

Appendix 2

DIGITAL VERSION OF QUESTIONNAIRE

QUESTIONNAIRE



Addis Ababa University School of Commerce
Graduate Program in Marketing Management

Dear Respondent,

I am a Postgraduate student at Addis Ababa University. As partial fulfillment for the Masters of Arts in Marketing Management, I am conducting a research study with title of “The Effects of Brand Image on Consumer Purchase Decision: The Case of Foreign Franchised Fast Food Restaurants”. Therefore, I would appreciate if you could spare a few minutes of your time to answer the following questions. This questionnaire is designed to capture your overall impression about Pizza Hut restaurant. Thus your impression about the food and service quality and consistency, and pricing, the overall ambiance of the restaurant on your emotional experience, and emotions as a result of your encounter with the brand on your decision to dine at the restaurant. It is purely designed for academic purposes and your identity will be treated with utmost confidentiality. Your valid response is vital to the analysis. Your assistance will be highly appreciated and thank you in advance.

Yours Faithfully,
Bezawit Tadesse

Instruction: After having accessed the questionnaire you may complete it by checking the dots/ the circle corresponding to your response and send the reply via telegram or email using the following address Bezatad@gmail.com or send it to any whatsapp, Telegram, Viber accounts with + 251 911 375617

PART I: PERSONAL PROFILE

Please circle the number corresponding to your response

1) Gender:

☐ Male ☐ Female

2) Age:

☐ 18 – 30 ☐ 31 – 45 ☐ Above 45

3) Marital Status

☐ Unmarried ☐ Married

☐ Divorced ☐ Widowed

4) Your Current Educational Level

☐ No formal education ☐ Degree

☐ High school ☐ Postgraduate

☐ Diploma other

5) Your monthly Income

☐ Up to 3000 ☐ 3001 – 10000

☐ 10,001-20,000 ☐ > 20,001

6) How often do you dine outside?

☐ Occasionally ☐ Once in a month

☐ 1 to 3 times a week ☐ 4-6 times a week

7) How often do you dine here at this restaurant?

☐ Occasionally ☐ Once in a month

☐ 1 to 3 times a week ☐ 4-6 times a week

8) How did you come to hear about the restaurant?

☐ Word of mouth ☐ Advertisement

☐ Traditional media (TV, radio, and Newspaper)

☐ Digital media (Website, social media)

☐ Through friends ☐ Other

PART II: BRAND IMAGE BENEFITS AND CUSTOMER PURCHASE DECISION

1) The restaurant is conveniently located to my workplace or home.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

2) Pizza huts food quality is consistently good.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

3) Pizza huts pricing is fair.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

4) Pizza huts service quality is consistently good.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

5) Pizza Huts pricing is reasonable for the quality of food.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

6) Pizza Huts pricing is reasonable for the quality of service.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

7) For the same quality of food in other restaurants, I would dine at this restaurant.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

8) For the same quality of service in other restaurants, I would dine at this restaurant.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

9) For the same price in other restaurants, I would dine at this restaurant.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

PART II: BRAND IMAGE BENEFITS AND CUSTOMER PURCHASE DECISION

10) I know Pizza Hut is a foreign franchised fast-food restaurant.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

11) I can easily recognize the logo of Pizza Hut.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

12) The restaurant has an attractive exterior and signage.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

13) The brand has a fashionable and trendy impression.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

14) Pizza hut has an excellent reputation.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

15) The brand helps me to better fit into my social group.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

16) Dining at this restaurant increases my self-esteem.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

17) I feel satisfied with the welcoming reception.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

18) The employees of the restaurant are polite, courteous, and friendly.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

19) The employees of the restaurant are always willing to help.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

20) The restaurant handles complaints of customers effectively.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

PART II: BRAND IMAGE BENEFITS AND CUSTOMER PURCHASE DECISION

21) The restaurant has a reasonable waiting time.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

22) The restaurant has an interior that is attractive and provides pleasant surroundings.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

23) I will recommend Pizza Hut to others.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

24) Pizza Hut is my preferred choice of restaurant when it comes to dining.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

25) I will revisit Pizza Hut on my next dining out occasion.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

26) My restaurant selection depends upon how others think about the type of restaurant I dine at.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree

27) The overall assessment of the quality of the brand affects my purchase decision.

☐ Strongly disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly agree