



Determinants of Customer Based Brand Equity: The Case of Bottled Water Industry in Ethiopia

**Addis Ababa University
College of Business and Economics
School of Commerce
Graduate Studies**

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This is to certify that the thesis is prepared by **Shewanesh Ayele**, entitled by “**Determinants of Customer Based Brand Equity: The Case of Bottled Water Industry in Ethiopia**” in partial fulfillment of the requirements for the award of the Degree of Master of Arts in Marketing Management with the regulation of the university and the accepted standards with respect to originality and quality.

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ACRONYMS AND ABBREVIATIONS

ANOVA	Analysis of Variance
BE	Brand equity
BMC	Beverage Marketing Corporation
CBBE	Customer Based Brand Equity
ECAE	Ethiopian Conformity Assessment Enterprise
EQSA	Ethiopian Quality and Standards Authority
ETB	Ethiopian Birr
FAO	Food and Agricultural Organization
SPSS	Statistical Package for Social Sciences

ABSTRACT

Brand equity is generally accepted as a critical success factor to any industry and service providers from its competitors. It also contributes both theoretically and practically on Customer based brand equity (CBBE), measurement and assisting managers in a way that it impacts organizations' business preference and profitability at high level. However, there was no adequate theoretical and empirical evidence for the application of CBBE in Ethiopian bottled water industry so that the industry has not been clear with which dimension of the brand equity strongly influences the customers to prefer a brand. Hence, the study was designed to analyze the determinants of CBBE and how brand equity affects bottled water industry in Ethiopia. Explanatory and descriptive research design using cross-sectional survey was carried out from November, 2016 to May, 2017 at randomly selected mini-markets, super markets, restaurants, hotels and offices. Non-probability sampling techniques were employed to select study area and participants. A structured questionnaire was used to collect the data. The data were analyzed by using Statistical Package for Social Sciences (SPSS) version 21.0 software. In this study, the response rate was found to be 95.3% (384/403) in the study area. A multiple regression analysis was employed to verify four hypotheses of all the determinants: Brand Awareness, brand association, brand perceived quality and brand loyalty have a positive and significant effect on CBBE of the industry ($p < 0.05$). The study concluded that all determinants had influential effect on CBBE in the study area. Thus, the bottled water industry should work more on the determinants in order to be competent enough in stiff market in Ethiopia.

Key Words: *Brand Awareness, Brand Association, Brand Perceived Quality, Brand Loyalty, Brand Equity, Customer Based Brand Equity, Bottled Water Industry, Addis Ababa*

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

The American Marketing Association (2008) defined “a brand as name, term, sign, or combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competition.” A brand for a new product is shaped by creating a new name, logo or symbol and as a result of this it receives “awareness, reputation, and prominence in the market place” (Keller, 2002). In addition, Lisa (2000) takes a consumer-oriented approach in defining a brand as: the promise of the bundles of attributes that someone buys and provides satisfaction and attributes that make up a brand may be real or illusory, rational or emotional, tangible or invisible.

According to Leuthesser (1988), brand equity is defined as the set of associations and behavior on the part of a brand's customers, channel members and Parent Corporation that permits the brand to earn greater volume or greater margins than it could without the brand name. Moreover, it is defined as the value that consumers associate with a brand and the consumers’ perception of the overall superiority of a product carrying that brand name when compared to other brands (Aaker 1999). It is regarded as a very important concept in business practice as well as in academic research because marketers can gain competitive advantage through successful brands. The competitive advantage of firms that have brands with high equity includes the opportunity for successful extensions, resilience against competitors’ promotional pressures, and creation of barriers to competitive entry (Farquhar, 1989).

Customer-based brand equity (CBBE) has been defined as the differential effect of brand knowledge on consumer response to the marketing of the brand. Thus brand equity is conceptualized from the perspective of the individual consumer and CBBE occurs when the consumer is familiar with the brand and holds some favorable, strong, and unique brand associations in the memory (Kamakura and Russell, 1991). Keller (1993) also takes the consumer-based brand strength approach to brand equity, suggesting that brand equity represents a condition in which the consumer is familiar with the brand and recalls some favorable, strong and unique brand associations. Hence, there is a differential effect of brand knowledge on consumer response to the marketing of a brand.

This study is based on Aaker's (1991) established brand equity determinants, for the analysis of determinants of CBBE of bottled water industry in Ethiopia.

In recent decades, many countries including Ethiopia providing a clean drinking water has become the high priority. However, due to the governmental policies a majority of drinking water projects are implemented in urban areas and most rural population are left behind. It is predicted that by 2025, about two-thirds of the world population will be living in water stressed regions and 1.8 billion people will be without clean drinking water (FAO, 2006). As a result; bottled water's get popularity on clever marketing and motivated largely due to health benefits, an associated image and status, people like their water to be clean and stylish (Chapelle, 2009).The average wholesale price per gallon of domestic non-sparkling bottled water was \$1.21. The researchers showed that consumers actually tend to buy bottled water in bulk from supermarkets (25.3%) or large discount retailers (57.9%), because it costs significantly less. Convenience stores are likely to have higher prices (4.5%), as do drug stores (2.8%). The remaining 9.5% is accounted for through vending machines, cafeterias and other food service outlets, and other types of sales (BMC, 2013).

In Ethiopia, Ambo mineral bottled water stood first since 1930 enjoying a larger volume of sales through which leads the market followed by other mineral water bottling companies. In less than a decade time, there has been different bottled water producers entering into the business, some of them failed like highland which was introduced in 1999 to continue and some of them continued as successful as a few existing mineral water producers accompanied by new bottled water producers penetrating the market due to shortage of clean potable drinking water across the country at the time (Seifu, 2016). Currently, there are more than 57 mineral and bottled water producers, majority of them passed through a thorough certification process mandated by the Ethiopian Quality and Standards Authority (EQSA) and the Ethiopian Conformity Assessment Enterprise (ECAE, 2013).

Over the past two decades, a great deal of researches that were conducted in different countries indicated that as brand equity is generally accepted as a critical success factor to differentiate companies and service providers from its competitors. It also contributes in both theoretically and practically on CBBE measurement and assisting managers in a way that it impacts organizations' business performance and profitability at high level. Brands with high levels of equity are associated with outstanding performance including sustained price premiums, inelastic price sensitivity, high market shares, and successful expansion into new businesses, competitive cost structures and high profitability all contributing to

companies' competitive advantage (Vazquez *et al.*, 2002; Keller and Lehmann, 2003; Chieng and Goi, 2011).

The existence of bottled water competitive markets offer wide range of opportunities to the customers to choose own favorite brands from anywhere in offices, mini-markets, super markets; resorts, hotels and restaurants.

1.2 Statement of the Problem

The brand name and what it represents is the most important asset: the basis for competitive advantage and present as well as future profits (Kim, 1993). However, the brand is rarely managed and coordinated coherently, with a long-term strategic vision as Farquar (1989) indicates that it can be used to increase the value of the product. Now a day's, bottled water market has facing a stiff competition. On the other hand, there was no adequate theoretical and empirical evidence for the application of CBBE contributing or ensuring sustainable market share in the Ethiopian bottled water industry (Seifu, 2016). Hence, bottled water brands in the industry have not been clear with which dimension of the brand equity strongly influences the customers to prefer a brand. Various researchers' findings tried to compare the role of Brand equity dimensions on CBBE.

According to Hossien (2012), brand equity is comprises up of two dimensions, namely brand loyalty and brand image. These two dimensions have a medium direct impact on brand equity. Abad (2012) and Bezawit's (2014) has come to a conclusion that all the brand equity dimensions have positively influence brand equity. However, strong support was found for brand loyalty. Brand association and brand loyalty have positively influenced brand equity while perceived quality and Brand Awareness negatively influenced it. Wongelawit (2014) had found that the customers' perception is highly influenced by Brand Perceived Quality followed by Brand Awareness. They had concluded that Brand Perceived Quality is the influential dimension than the other dimensions of brand equity. Finally, the studies suggested further study for the applicability of brand equity dimensions. However, there was no ample research conducted by using Aaker CBBE dimension of bottled water industry in Ethiopia (Seifu, 2016).

Hence, the study intended to bridge the gaps observed: lack of theoretical and empirical evidences that can be used as an insight to examine brand equity dimensions to build CBBE of bottled water industry in Ethiopia.

1.3 Research Questions

How do CBBE determinants affect bottled water industry in Addis Ababa city, Ethiopia?

1. How does Brand Awareness affect CBBE of bottled water industry in Ethiopia?
2. How does Brand association affect CBBE of bottled water industry in Ethiopia?
3. How does brand perceived quality affect CBBE of bottled water industry in Ethiopia?
4. How does brand loyalty affect CBBE of Bottled water industry in Ethiopia?

1.4 Objectives of the study

The study was aimed to achieve the following general and specific objectives

1.4.1 General objective

- ❖ The general objective of the study was to analyze the determinants of CBBE and how brand equity affects bottled water industry in Addis Ababa city, Ethiopia.

1.4.2 Specific objectives

- To investigate the effect of Brand Awareness on CBBE of bottled water industry in Ethiopia.
- To examine the effect of brand association on CBBE of bottled water industry in Ethiopia.
- To assess the effect of brand perceived quality on CBBE of bottled water industry in Ethiopia.
- To evaluate the effect of brand loyalty on CBBE of bottled water industry in Ethiopia.

1.5 Significance of the Study

The study might help the researcher initially to develop skill and knowledge of research by going through all ups and downs for the study. Second, the finding will help companies doing their business on the area of bottled water industry so as to analyze Aaker's brand equity determinants and to modify their brand and branding methods after using the results of this finding to remain in the global market competitive. It will also provide detailed insight about the applicability of Aaker's CBBE model in the case of Ethiopian bottled water industry. Third, future researchers might use the finding of this thesis as a bench mark for their further study on the area of CBBE.

1.6 Scope of the Study

The study was delimited conceptually, geographically as well as methodologically. Conceptually, this study only focuses on CBBE determinants (brand awareness, brand association, perceived quality and brand loyalty) in relative terms rather than absolute terms. Geographically, even if the research was conducted on an industry wide that covers in Ethiopia, the geographic scope of the study was delimited only within Addis Ababa city of Ethiopia. Methodologically, the research designs considered in the study were explanatory and descriptive research designs where quantitative research approach has employed. Additionally, the main source of this data was primary data. The questionnaires were distributed to collect the intended data in Addis Ababa.

1.7 Limitation of the Study

The study was employed a convenience sampling technique. By the nature of convenience sampling, this study couldn't represent an entire population in Ethiopia. The study was also mainly focuses on a few bottled water industries which couldn't represent the whole cities of the country and the entire bottled water available. Testing the market using only Aaker's customer based brand equity (CBBE) model as a result of the resource, time and financial constraints can be seen as a limitation. Moreover, it is impossible to see causal relationship by using cross sectional study design (Ephrem, 2015).

1.8 Operational Definition of Terms

Bottled water: It is drinking water (well water, distilled water, mineral water, or spring water) packaged in plastic or glass water bottles.

Brand: Any name, term, design, style, words, symbols or any other feature that distinguishes the goods and services of one seller from another.

Brand Identity: It is the representation of the company's reputation through the conveyance of attributes, values, purpose, strength and passion.

Brand Image: It is a set of beliefs held about a specific brand.

Brand Preference: It is a measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available.

Brand Equity: It is a set of brand assets and liabilities linked to a brand name and symbol, which add to or subtract from the value provided by a product or service.

Brand Equity Dimensions: A framework through which brand equity is built in with the components of Brand Awareness, brand association; brand perceived quality, brand loyalty and other proprietary assets.

Brand Awareness: It is the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions.

Brand Association: It is about brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes and is anything linked in memory to a brand.

Brand Perceived Quality: It is the customer's judgment about a product's overall excellence or superiority that is different from objective quality

Brand Loyalty: It is the attachment that a customer has to a brand.

Customer Based Brand Equity: It is the differential effect that brand knowledge has on consumer response to the marketing of that brand.

1.9 Organization of the Study

The study comprises of five chapters, which include the followings:

In Chapter One: Introduction which contains background information, statement of the problem, basic research questions, objectives of the study, definition of terms, significance of the study, delimitation/scope and limitation of the study.

Chapter Two: Review of Related Literature: deals the subject matter of the issue will be discussed.

Chapter Three: Research Methodology will be included research design, data tools employed; the procedures of data collection; and the methods of data analysis would be shown here.

Chapter Four: Results, Discussion and finding of the study will be presented based up on literature review.

Chapter Five: Summary, Conclusions and Recommendations

CHAPTER TWO

2. LITRATURE REVIEW

In this chapter, nature and scope of brand, brand equity, CBBE, brand equity dimensions, branding in manufacturing sector and significance of analyzing brand equity were discussed.

2.1 Theoretical Concepts

2.1.1 Aaker's brand equity model

Aaker (1992) provided the most comprehensive brand equity model which consists of five different assets that are the source of the value creation. These assets include: brand loyalty; brand name awareness; perceived brand quality; brand associations in addition to perceived quality; and other proprietary brand assets e.g., patents, trademarks, and channel relationships. However, the study focused only on the first four dimensions of the model.

Aaker (1996) also provided brand equity model which consist four different assets: Brand loyalty, perceived quality, Brand Awareness and brand associations. These dimensions of brand equity represent customer perceptions of the brand and could be applied across markets and products. Moreover, brand equity model provided by Aaker (1991) has dominated the literature on consumer perceptions which comprises the first four dimensions: Brand Awareness, perceived quality, brand associations and brand loyalty (Ha *et al.*, 2010).

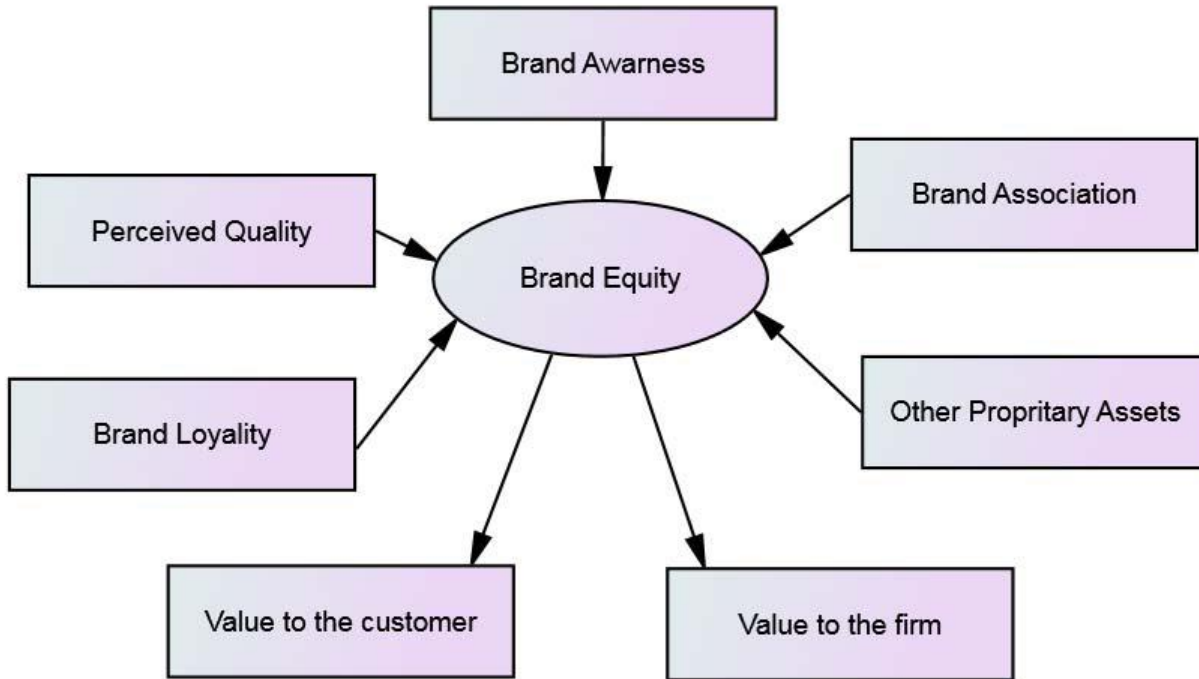


Figure 2.1: David A. Aaker's Brand Equity Model

Source: (Aaker, 1991)

Aaker (1991) Brand equity dimensions

Brand Awareness: It can provide the brand with a sense of the familiar and a signal of substance and commitment. Awareness at the recall level further affects choice by influencing what brands get considered and selected as the brand must first enter the consideration set before being on the purchase list.

Brand Associations: It may refer to persons, a “use context”, a life style or a personality. Associations can be critical factors in differentiating and positioning, creating a reason to buy to those potential customers who are looking for specific associated physical or emotional features. If a brand is well positioned upon a key product attribute the attempt of a frontal assault by claiming superiority via that dimension will be a credibility failure, thus an association being a barrier to competitors.

Perceived Quality: It provides a reason to buy. The quality associated with a brand can also be a strong factor of differentiation and positioning. Building a strong durable brand implies nevertheless an above

average quality positioning or at least a minimum perceived quality when considering brands positioned as low market competitors. Perceived quality can also attract channel member interest, allow extensions and support a higher price that provides resources to reinvest in the brand.

Brand Loyalty: It generates value by reducing marketing costs and leveraging trade. Retaining existing customers is much less costly than attracting new ones and even if there are low switching costs there is a significant inertia among customers. It is also difficult for competitors to communicate to satisfied brand users because they have little motivation to learn about alternatives.

Other Proprietary Brand Assets: It refers to patents, trademarks and channel relationships which can provide strong competitive advantage. A trademark will protect brand equity from competitors who might want to confuse customers by using a similar name, symbol or package. A patent can prevent direct competition if strong and relevant to the purchase decision process. Finally, a distribution channel can be indirectly controlled by a brand as customers expect the brand to be available.

2.1.2 Keller's brand equity model

Keller (1993) defines brand equity as “The differential effect of brand knowledge on consumer response to the marketing of the brand”. He suggests comparing the assessments by a consumer of a product with a brand name on the one hand and an unnamed product (without brand) on the other hand. The result of this comparison can explain the preference, or intention to buy, or even the final consumer choice. Keller considers two general components: Brand Awareness and brand image. Keller's model is known as a basic conceptualization of brand equity even though its primary components of brand equity are subject to critics in recent works (Yoo *et al.*, 2000; Netemeyer *et al.*, 2004).

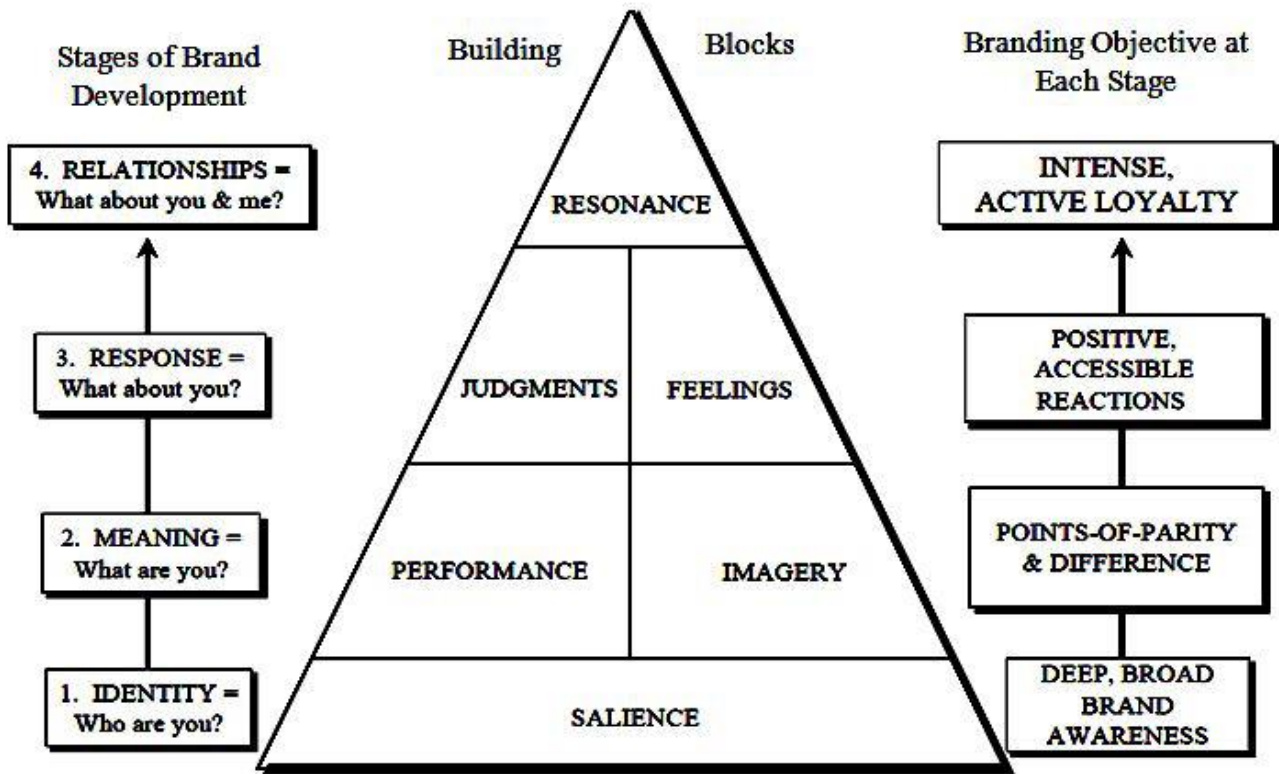


Figure 2.2: Keller's Customer Based Brand Equity (CBBE) Model

Source: (Keller, 2002)

As shown in the figure 2.2 above Keller (2013), approached brand equity as a collection of four consecutive stages that needs to be passed to achieve strong brand equity. These four steps of building brand equity move from Identity, Meaning, and Response to Relationships. Here below is given the definitions for the elements of the CBBE model as described by Keller (2009).

- ❖ Brand salience is how easily and often customers think of the brand under various purchase or consumption situations.
- ❖ Brand performance is how well the product or service meets customers' functional needs.
- ❖ Brand imagery describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers' psychological or social needs.
- ❖ Brand judgments focus on customers' own personal opinions and evaluations.
- ❖ Brand feelings are customers' emotional responses and reactions with respect to the brand.
- ❖ Brand resonance refers to the nature of the relationship customers have with the brand and the extent to which they feel they're 'in sync' with the brand.

Brand Identity (Who are you?): It requires creating brand salience with customers. Brand salience relates to aspects of Brand Awareness. Brand Awareness refers to the customers' ability to recall and recognize the brand. Building Brand Awareness means ensuring that customers understand the product or service category where the brand competes and creating clear links to products and services sold under the brand name.

Brand Meaning (What are you?): It is important to create a brand image and establish what the brand is characterized by and should stand for in customers' minds. Keller divided brand meaning in brand performance and brand imagery.

Brand Performance: It is the way the product or service attempts to meet customers' more functional needs. It refers to the intrinsic properties of the brand.

Brand Imagery: It deals with the extrinsic properties of the product or service, including the ways the brand attempts to meet customers' more abstract psychological needs.

Brand responses (How about you?): It refers to how customers respond to the brand, its marketing activity, and sources of information. Keller divided it in to two components.

Brand Judgments: It focuses on customers' personal opinions about the brand based on how they put together different brand performance and brand imagery associations.

Brand Feelings: It describes the customers' emotional reactions to the brand relate to the social currency the brand evokes.

Brand Relationships (What about you and me?): It focuses on the relationship and level of personal identification the customer has with the brand and requires creating brand resonance characterized by the depth of the psychological bond customers have with the brands as well as how much activity this loyalty engenders. The strongest brands excel in all six of the brand-building blocks. The most valuable building block, brand resonance, occurs when all the other brand building blocks are completely.

2.1.3 Yoo and Donthu (2002) brand equity model

The structural model of brand equity formation consists of three components: Marketing mix elements selected from the traditional "4p" marketing activity (i.e. price store, image, distribution intensity,

advertising spending, and price deals), brand equity dimensions (i.e. perceived product quality, brand loyalty, and Brand Awareness/associations) and overall brand equity. According to the model, marketing managerial efforts can be classified into two types: brand -building activity and brand-harming activity. These authors extend Aaker’s (1991) model by placing brand equity as a separate construct between the dimensions of brand equity and the value for the customer and the firm.

In addition, Yoo and Donthu (2001) developed and validated cross-culturally invariant multidimensional consumer-based brand equity. They tried to extend the brand equity concept; for instance brand loyalty in their research refers to the tendency to be loyal to a focal brand, which is demonstrated by the intention to buy the brand as a primary choice, in contrast other researches that relied on behavioral aspects of brand loyalty. They combined Brand Awareness and brand associations into one group and focused on three of assets; Brand Awareness/associations, perceived quality and brand loyalty.

Moreover, by mapping the assets of brand equity it is possible to determine if some aspects of brand equity seen to be more important than others for the consumer, or if a brand is lagging behind in one or many dimensions. In order for a brand to maintain high brand equity and be the preferred choice of consumers, it is important that it stays in tune with how the brand is perceived by firm’s customer base.

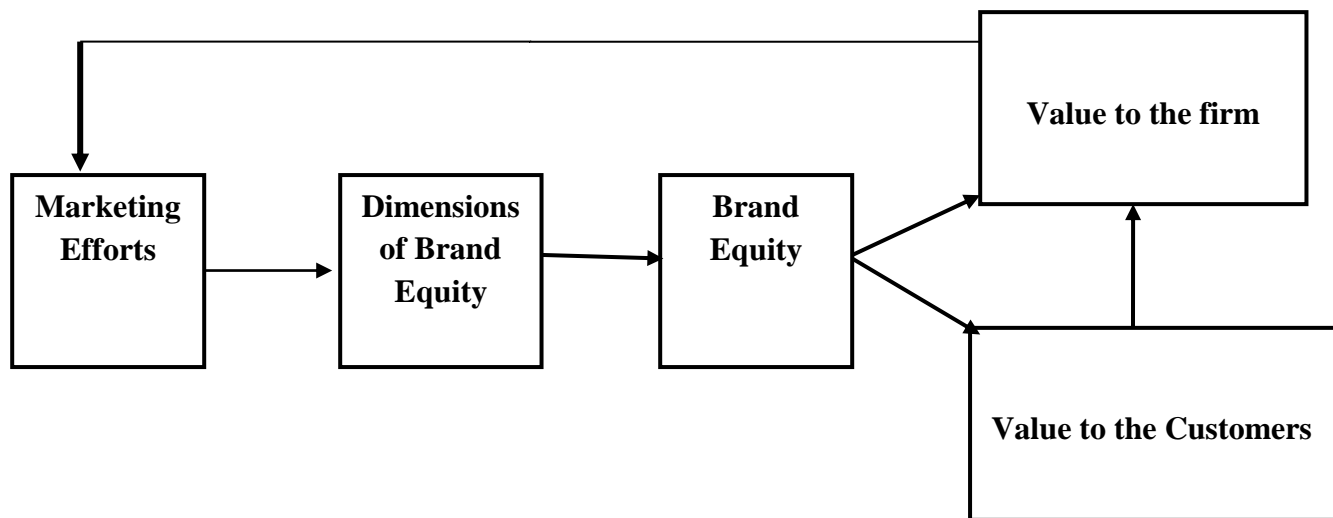


Figure 2.3: Brand Equity Formation Process

Source: (Yoo *et al.*, 2002)

2.1.3.1 Brand

It can be defined in different ways by various scholars as “a name, term, sign, symbol or design or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors” (Kotler, 1991). According to Brakus *et al.* (2009), it can be defined as “a label designating ownership by a firm, which we experience, evaluate, have feeling towards and build associations with to perceive value.” The former definition shows how company uses its brand to be recognized by customer and differentiates from its competitors within the industry that is a brand is a company, service or a product that differentiate it from other within the same industry by satisfying wants of community.

These differences may be either functional, rational or tangible those related to product performance. Whereas other differences may be symbolic, emotional or intangible that is related to what a brand represents. Moreover, the concept of brand can be categorized into functional and symbolic domains. In functional domain, the basic brand attribute is a product that keeps its promises of their performance i.e. what the product actually does for consumers whereas, emotional/symbolic represents safe rather than easy choices, consumers have to develop a trust relationship with the brand so that they get involved themselves with a repeated purchase decision as their choice is increasingly driven by emotional processes therefore the benefit becomes a safe choice (Kotler and Keller, 2006).

2.1.3.2 Brand equity

Brand equity is the tangible and intangible value that a brand provides positively or negatively to an organization, its products, its services, and its bottom-line derived from consumer knowledge, perception, and experiences with the brand. Brand equity is a core concept of marketing (Leone *et al.*, 2006). It is the positive differential effect that knowing the brand name has on customer response to the product or service. It is also the set of associations and behavior on the part of a brand’s customer, channel members and parent corporation that permits the brand to earn greater margins that it could without the brand name (Philip and Lee, 2007; Kapferer, 2008).

There are two perspectives from which brand equity can be viewed. One is customer-based, which focuses exclusively on the relationship customers have with the brand (from total indifference to attachment, loyalty, and willingness to buy and re-buy based on beliefs of superiority and evoked emotions). The other relates to suppliers, by which brand equity is viewed as a financial asset. It aims at producing measures in

monetary values (Kapferer, 2008). According to Keller (2004), it is generated by consumers, who base their (re) purchase behaviors on the judgment of a brand's value to themselves.

2.1.3.3 Customer based brand equity

It has derived from cognitive psychology and information economics which focusing on memory structure (Aaker 1991; Keller 1993; Christodoulides and Chernatony, 2010). According to Aaker (1991), it is identified the conceptual dimensions of brand equity as Brand Awareness, brand associations, perceived quality, brand loyalty, and other proprietary brand assets such as patents, trademarks and channel relationships. The former four dimensions of brand equity represent consumer perceptions and reactions to the brand, however proprietary brand assets are not pertinent to consumer based brand equity (Yoo *et al.*, 2000).

Keller (1993) defined it as “the differential effect of brand knowledge on consumer response to the marketing of the brand” from a consumer psychology perspective. This indicates a brand has a positive or negative value if the consumer reacts more or less favorably to the marketing mix of a product of which he/she knows the brand name than to the marketing mix of an identical yet unbranded product. Consumer response to the marketing mix of a brand can be translated at various stages of the purchase decision making sequence such as preference, choice intentions and actual choice. Brand knowledge is a key antecedent of consumer based brand equity and is in turn conceptualized as a brand node in memory to which a variety of associations have been linked then it divided into Brand Awareness and brand associations.

On the other hand, studies conducted on brand equity indicated that economic agents are required to transmit information about their specific characteristics by means of signals in which brand names act as signals to consumers whereas, a brand signal becomes the sum of that brand's past and present marketing activities. Imperfect and asymmetrical market information produces uncertainty in consumers' minds. A credible brand signal generates consumer value by reducing perceived risk and cost of information search as well as by creating favorable attribute perceptions (Erdem *et al.*, 2006).

2.1.3.4 Branding in manufacturing sector

Many manufacturer brands are now distributed globally (Leone *et al.*, 2007). It's most common when the company is generally known and well regarded in the market place. National brands not only identify

products but also indicate a standard quality and price. They appeal to customers who want consistent quality, dependable product performance, status and who will not take risks with unknown goods and services. An individual brand is where separate brand names are chosen for each product. It's best used when it is important for the product to have a separate identity as when the products vary in quality and type. If products are different, individual brand names can avoid confusion. Some firms use individual brand names for products to make segmentation and positioning efforts easier.

Ha *et al.* (2008) had suggested that brand name has led to concept of brand equity, the added value a given brand gives to a product beyond functional benefits provided. Brand equity provides competitive advantage to an organization thereby increasing its market share. Consumers are often willing to pay a higher price for a product with brand equity. The brand equity is presented by premium a consumer will pay for one brand over another on the functional benefits provided is identical. Manufacture brands are created by the producers which are sometimes called national brands because the brand is promoted all across the country or in large regions.

2.1.3.5 Significance of analyzing brand equity

Brand equity is significant in assisting consumers to process information, especially, when the information is overloaded (Krishan and Hartline, 2001). For firms, growing brand equity is a key objective to be achieved by gaining more favorable associations and feelings of target consumers (Fayrene *et al.*, 2011). In addition, Yoo *et al.* (2000) states that understanding the dimensions of brand equity and investing to its growth raises competitive barriers and drives brand wealth.

Positive customer-based brand equity has many advantages like long term revenues, customers' willingness to seek out for themselves new channels of distribution, the ability of firms to command higher prices and the effectiveness of marketing communications (Keller, 2003). Several scholars (Yoo and Donthu, 2001) have theorized brand equity similar to Aaker (1991). Although Aaker (1991) and Keller (1993) have conceptualized brand equity in a different way, both defined brand equity from customer perspective.

Szocs (2012) mentioned that consumer-based brand equity is referred in literature as a decision support tool that sets up a useful diagnosis for the managers about the ideas consumers have about the brand. Considering the importance of this topic (brand equity), the study was aimed to improve and reinforce the

current knowledge of brand equity of Ethiopian bottled water industry which is customer based by employing Aaker's CBBE dimensions.

2.2 Empirical Evidences

There were several researches done on the CBBE of different products.

Hossien (2012) studied CBBE in the Chocolate industry of Iran with the intention of identifying which factors are influential in building brand equity and also to measure the relationship among the dimensions of CBBE in the Iranian chocolate industry. After employing Aaker's CBBE model, the researcher found out that the brand equity of chocolate products is directly made up of two dimensions, namely brand loyalty and brand image. These two dimensions have a medium direct impact on brand equity. The rest dimensions have a very small and indirect impact on brand equity that in chocolate industry of Iran.

Abad (2012) studied CBBE in the Banking sector of Iran aiming to conceptualize the customer based brand equity in the financial service sector with respect to its effect on perception of brand. After employing Aaker's (1996) CBBE model, he found out that perceived quality, brand loyalty, Brand Awareness and brand association are influential criteria of brand equity that enhances perception of brand in financial service sector.

2.2.1 Previous CBBE Studies in the Ethiopian

A few previous studies that were conducted in Ethiopia regarding customer based brand equity measurement using Aaker (1991) four dimensional brand equity model are discussed here (Milion, 2013; Beidemariam, 2014; Bezawit, 2014; Shemila, 2014; Wasihun, 2014; Wengelawit, 2014).

Million (2013); Beidemariam (2014) and Wasihun (2014) were attempt to measure CBBE in the Ethiopian beer industry using a sample size of 385 each. All use Aaker's (1991) brand equity model but, Beidemariam (2014) included brand preference as additional dimension of brand equity. However, fail to forward any argument as to how he came to a conclusion to include the dimension. Million (2013) and Wasihun (2014) employed structural equation modeling while Beidemariam analyzed the data using Pearson correlation coefficient and regression analysis.

Bezawit (2014) had studied on the CBBE measurement of Ethiopian airline using sample size of 374 respondents employing covariance and multiple correlation analysis and one way ANOVA, has come to a

conclusion that all the brand equity dimensions has positively influence brand equity. However, strong support was found for brand loyalty. Although the author promised to investigate the correlation among the brand equity dimensions in the objective part, nothing has been said in the analysis and findings section of the final report.

Shemila (2014) had studied on factors that influence Brand Awareness in leather footwear industry in Ethiopia. Four determinants: brand perception, advertising, perceived quality and product innovation have been kept in mind while doing this research. The researcher used both qualitative and quantitative techniques in which 50 respondents from Addis Ababa were included. Structured questionnaire for customers identified through convenience sampling and an interview was made to marketing managers of sample five footwear producers engaged both in domestic and international markets. The researcher used person correlation and regression analysis to analyze the data. The reported shows that among the four variables brand perception, and perceived quality have a significant positive impact on Brand Awareness of local leather footwear while advertising and product innovation do not have.

Wongelawit (2014) had studied on the coca cola product in the Ethiopian context using a sample size of 470 respondents and employing a structural equation modeling has concluded that brand association and brand loyalty have positively influenced brand equity while perceived quality and Brand Awareness negatively influenced it.

Seifu (2016) had studied customer based brand equity with the study aims to test the bottled water customers' perception in view of the five brand equity dimensions, and how these dimensions are influencing brand building in the customers' mind in Addis Ababa market. The researcher took sample size 134 respondents selected randomly and analyzed on the bottled water brands towards, assessing the perception of consumers on the dimensions of brand equity. He found that the customers' perception is highly influenced by Brand Perceived Quality followed by Brand Awareness and concluded that Brand Perceived Quality is the influential dimension than the other dimensions of brand equity.

All the reviewed studies of CBBE in the Ethiopian context did not validate as to how they came to a decision to employ the four dimensional brand equity model and focused only in Addis Ababa city as a study area. Hence, the past studies could not analyze regarding bottled water industries so that this study gives better an insight about the determinants of CBBE in Ethiopia.

2.2.2 Brand Awareness and Brand Equity

Brand Awareness is a pre-requisite for creation of brand equity (Betul and Richard, 2014) as consumers need to be aware that a brand exists. It signifies how well a buyer can identify a brand and recall the category to which it belongs (Aaker, 1996). It is found to contribute significantly in decision making (Keller, 2003) and results in customer-based brand equity (Aaker, 1996). Customers are found to purchase those brands, which they can identify and awareness signifies reputation and familiarity (Bojei and Hoo, 2012). Researchers have found Brand Awareness as a key dimension of brand equity (Yoo *et al.*, 2000; Pappu and Quester, 2006; Tang and Hawley, 2009; Shemila, 2014). Thus, the following hypothesis was formulated:

H1: Brand Awareness has a significant direct effect on brand equity.

2.2.3 Brand Association and Brand Equity

Brand association is also considered to be a dimension of brand equity and can be anything which links to the memory of a brand (Aaker, 1991) and is found to provide differential advantage to a brand. This could be in the form of retrieval of information pertaining to a brand, differentiation, providing a reason for purchase, and positive feeling. Aaker (1991) proposed brand association as a dimension of brand equity, which is tested by researchers (Yoo *et al.*, 2000; Pappu and Quester, 2006; Tang and Hawley, 2009; Betul and Richard, 2014). A strong positive brand association was found to imply that brand will have a higher equity. Thus, the following hypothesis was formulated:

H2: Brand association has a significant direct effect on brand equity.

2.2.4 Perceived Quality and Brand Equity

Perceived quality is the perception of quality or superiority of an offering (Buil *et al.*, 2013). It develops the perception of a brand as different from others (Aaker, 1996, Ha *et al.*, 2010) and influences its purchase decision (Ha *et al.*, 2010). Perceived quality is considered to be a dimension of customer-based brand equity (Farquhar, 1989; Aaker, 1991), and is supported by researches (Yoo *et al.*, 2000; Netemeyer *et al.*, 2004; Pappu and Quester, 2006; Tang and Hawley, 2009). Thus, the following hypothesis was formulated:

H3: Perceived quality has a significant direct effect on brand equity.

2.2.5 Brand Loyalty and Brand Equity

Brand loyalty is a core dimension of brand equity (Kumar *et al.*, 2005) and is defined by Aaker (1991) as the likeliness of a customer to switch to another brand in the event of changes in features or pricing. Keller (2003) referred to it as the relationship between customer and a brand, and the relatedness of customer with the brand. It was termed as ‘brand resonance’ and the customers with higher levels of brand loyalty were found to possess higher brand resonance. Aaker (1991) defined brand loyalty as a dimension of brand equity, which is well researched (Yoo *et al.*, 2000; Chaudhuri, 2001; Atilgan *et al.*, 2005; Kumar *et al.*, 2005; Pappu and Quester, 2006; Tang and Hawley, 2009;). Thus, the following hypothesis was formulated.

H4: Brand loyalty has a significant direct effect on brand equity

2.3 Conceptual Framework

The main purpose of this study is to have a detailed analysis about CBBE of Ethiopian Bottled Water manufacturers. Based on the above related literature review and concepts the conceptual frame work for this study is developed as follows having brand equity as dependent variable and Brand Awareness, brand association, perceived quality and brand loyalty as independent variables.

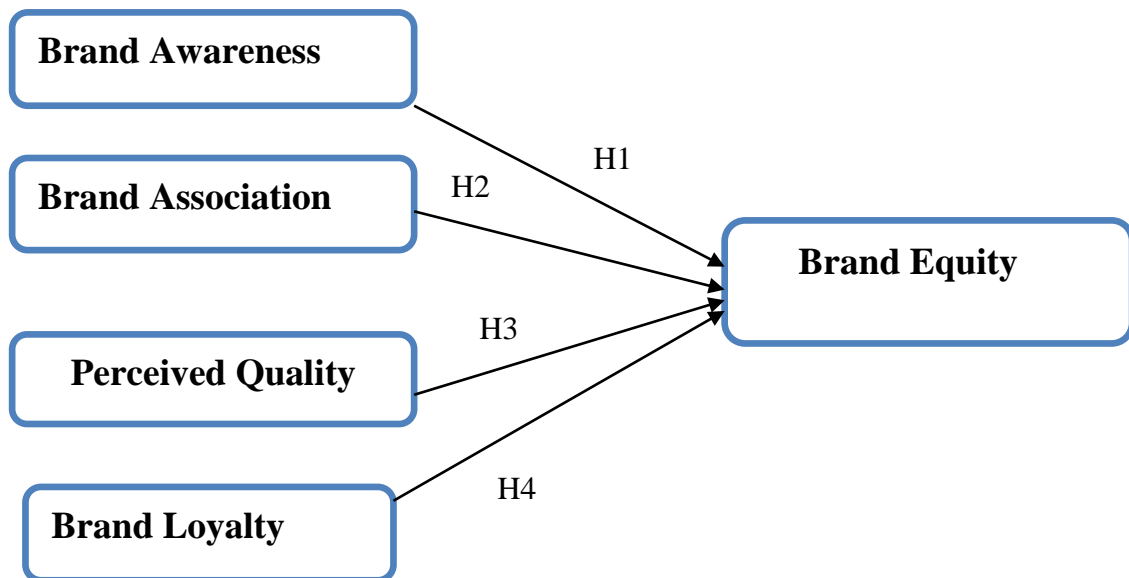


Figure 2.4: Conceptual Framework

Source: (Own compilation, 2017)

According to Aaker (1991), the consumer's perspective on brand equity can be defined as "a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and or to that firm's customers". An alternative notion of CBBE was introduced by Keller (1993), who defined "the differential effect of brand knowledge on consumer response to the marketing of the brand". Keller emphasized that brand equity should be captured in terms of Brand Awareness and in the strength, favorability and uniqueness of the brand associations that individuals hold in their memories.

2.4 Summary of Literature Review

In the detailed part of the literature review, core points with regards to Aakers (1996), Kellers (2003), Yoo and Donthu (2002) brand equity models discussed with some researchers findings and branding in manufacturing sector, significance of analyzing brand equity, empirical evidences with formulated hypotheses and the underlying conceptual framework were discussed.

To capture the concept of consumer-based brand equity, four of Aaker's five core brand equity dimensions: Brand Awareness, brand associations, perceived quality, and brand loyalty. The fifth dimension, other proprietary brand assets, is not included in the CBBE framework of this study because it is not directly related to consumers, only to firms.

CHAPTER THREE

3. STUDY METHODOLOGY

This chapter presents detailed discussion of the research methodologies which was employed in the study. Hence, the topics related to research approach and design, data type and source, target population, sampling technique and sample size determination, data collection procedure, method of data analysis, ethical issue, reliability and validity of the study were covered.

3.1 Description of the Study Area

The study was conducted from November, 2016 to May, 2017 in Addis Ababa city where bottling companies are distributing their products widely for different mini-markets, super markets, restaurants, hotels and offices that were found in the study area to analyze determinants of CBBE of bottled water industry.

3.2 Study Approach

There are three types of research approaches: the first one is qualitative research which involves studies that do not attempt to quantify their results through statistical summary or analysis. In qualitative research data are often in the form of descriptions not in numbers. The other one is quantitative research, which engages in systematic and scientific investigation of quantitative properties and phenomenon and their relationships. Quantitative research is the systematic and scientific investigation of quantitative properties and phenomena and their relationships (Kothari, 2005).

The objective of quantitative research is to develop and employ mathematical models, theories and hypothesis pertaining to natural phenomena. The process of measurement is central to quantitative research because it provide the fundamental connection between empirical observation and mathematical expression of an attribute. The third one is mixed type which consisted of both qualitative and quantitative approach. In this study, quantitative research approach was used in order to achieve the designed objectives with the use of statistical tools and numbers to address the mentioned research questions. The study was designed to explain, understand, predict and control the relationship between variables (Abiy *et al.*, 2009).

3.3 Study Design

Research design explains and justifies the type and method of data collection, source of information, sampling strategy and time-cost constraints (Saunders, 2012). There are four types of research designs based on the study purpose: exploratory, explanatory, descriptive and causal. Explanatory and descriptive research designs using cross-sectional survey were employed in the study. The explanatory research is ideal to describe the characteristics of the variables and at the same time investigate the cause effect relationship between variables (Malhotra *et al.*, 2012), where as descriptive study stems from prior knowledge and is concerned with describing a specific phenomenon (Saunders, 2012).

This research has tried to identify what bottled water brands that were preferred by consumers. Therefore descriptive study is the appropriate method of research design. The choice of cross-sectional allowed collection of quantitative data from a population is an economical way (Saunders *et al.*, 2009). Explanatory research design was representative because of its suitability in elaborating the characteristics of a particular individual or a group of individuals (Kothari, 2005). The main aim of explanatory research is to identify any causal links variables that pertain to the research problem; such research is also very structured in nature. In this study, by employing cross-sectional field surveys, independent and dependent variables were measured at the same point in time using a single questionnaire.

3.4 Source of the Data

Basically there are two types of sources of data: Primary and secondary sources of data. According to Malhotra (2005), primary data are originated by the researcher for the specific purpose of addressing the problem at hand. Secondary data are data that are collected for some purpose other than the problem at hand. Secondary data are usually collected from journals, existing reports, and statistics by government agencies and authorities. Even if obtaining them can be expensive and time consuming, primary data, being the most significant were gathered through structured questionnaire. In this study, the sources of data were primary data and collected by administering structured questionnaires purposively to select the study respondents who were regularly use bottled water in the study area.

3.5 Sample and Sampling Techniques

Sampling is the selection of a fraction of the total number of units of interest for the ultimate purpose of being able to draw general conclusions about the entire body of unit (Parasurman, 2004). There are two

main sampling methods, probability and non-probability sampling (Zikmund, 2000). In probability sample, every unit in the population has equal chances for being selected as a sample unit whereas ,non-probability sampling, units in the population have unequal or zero chances for being selected as a sample unit.

In this study, convenience sampling technique was used to describe a sample in which elements have been selected from the target population on the basis of their accessibility or convenience to the researcher and sometimes referred to as ‘accidental samples’ for the reason that elements may be drawn into the sample simply because they just happen to be situated, spatially or administratively, near to where the researcher was conducting the data collection.

3.5.1 Target population

According to Sekeran (2001), the target populations of the study were volunteer people, who consume bottled water of different brands. Population or universe represents the entire group of units which is the focus of the study. To make the samples representative of the population, the sample frame from which samples drawn from different sub-cities of Addis Ababa for bottled water consumers in the Addis Ababa city were included. Thus, the sample frame designed has made to be mainly employees of various organizations, merchants, house wife, student and very few farmers who were customers of bottled water for their consumptions on regular basis based on convenience. Since, the bottled water market has mainly characterized by its availability anywhere in offices, mini-markets, super markets, hotels and restaurants were selected as to gather data.

3.5.2 Sample size

The representative sample size was determined by using estimation method given by Cochran (1963). Equal sample size proportion was given for the sub-cities of the study area (Kothari, 2005).

$$n=Z^2pq/e^2$$

Where, n=stands for the sample size which was drawn; e = level of precision or sometimes called sampling error (is ranges in which the true value of the population would be estimated; p= population proportion; q= 1-p; Z= level of confidence (1.96). The sample was drawn from maximum variability of the population (p=0.5) with 95% level of confidence with 5% precision level.

$$n = 1.96^2 * 0.5 * 0.5 / 0.05^2 = 384$$

By considering the non-respondent rate, 5% of the calculated sample size was included that is $(5\% * 384) + 384 = 403$. Thus, the final calculated sample size to be **403**.

3.6 Research Instrument

The instrument used to collect the data was questioner. The choice of using questionnaire was based on Fisher (2007) view on structured questionnaire. Standard questionnaires adopted which was designed on commonly employed questions for different brand equity related studies and own compilation added on to get five items under all determinants. According to Fisher (2007), it is recommended to keep the questionnaire clear, brief, understandable to the respondents as well as covered the relevant aspects of the model used. Hence, the questionnaire was composed of three parts. The first part of the questionnaire consisted of socio-demographic information of respondents; the second part, questions related to bottled water brand choice and their consumption habits constructed into five Likert scale from strongly disagree (1) to strongly agree (5) for 25 items.

3.7 Data Collection Procedure

Pretested structured questionnaire was used to collect the data both in English and Amharic version (Appendix I and II). The data were collected by a self-administered face to face interview throughout offices, mini-markets, super markets, hotels and restaurants. It was managed by trained data collectors which includes distribution and collection the questionnaires in the selected areas. Since convenience sampling was employed, the researcher had selected bottled water consumers from different areas with varying backgrounds and diverse living style.

3.8 Data Management and Analysis

The collected data were entered and analyzed by using Statistical Package for Social Sciences (SPSS) version 21.0 software. Descriptive statistics (frequency, percentage, mean, standard deviation) to describe the demography part and inferential statistics (linear regression ($Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$), one way ANOVA and correlation) were used to analyze the data (Kothari, 2005).

3.9 Validity and Reliability

Validity means the validity of the results that is how well the questions measure the matters chosen to be studied. Pilot test was conducted with a small group in which the feedback to check validity and received to redefine it (Korb, 2012).

Reliability tells about stability of the results that is how accurately the study or measuring has been carried out. It refers to whether a measurement instrument is able to yield consistent results each time it was applied. It is also the property of measurement device that causes it yield similar outcomes for similar inputs. In this study, Alpha reliability was used to measure internal consistency of the mean of the items at the time of administration of the questionnaire. Cronbach's Alpha is a reliability coefficient that indicates how well the items in a set are positively related to one another (Shuttleworth, 2015).

3.10 Ethical Consideration

Ethical clearance was obtained from Research Ethical Review Board of Addis Ababa University, School of Commerce, Department of Marketing Management. In addition, full informed consent was also obtained from the study participants then the purpose of the study was clearly explained and information kept in strict confidentiality.

CHAPTER FOUR

4. RESULTS AND DISCUSSION

4.1 Results

The aim of this study was to analyze the effects of brand equity determinants towards CBBE of bottled water industry in Addis Ababa, in Ethiopia. Pretested structured close ended questionnaires used to collect the data (Appendix I and II). The choice of using questionnaire is based on Fisher (2007) view on structured questionnaire as stated before. The questionnaire designed on commonly employed questions for different brand equity related studies used. For the data analysis SPSS version 21.0 was used. The methods used in data analysis include descriptive statistics, regression, One Way ANOVA and multi-collinearity test and Cronbach's Alpha. Descriptive analysis is used to summarize the general profile of respondents while regression and One Way ANOVA analysis were applied to determine whether the proposed independent variables (Brand Awareness, brand association, brand perceived quality, brand loyalty) have effect on the dependent variable (brand equity). Cronbach's Alpha is also used to test the reliability.

Out of 403 questionnaires distributed to increase response rate based on convenience, 384 questionnaires returned and used for the analysis out of the total amount distributed with 95.3% response rate in the study area.

4.1.1 Data Cleaning and Coding

The data was cleaned and coded in order to make the collected data's suitable for the analysis; all questionnaires were screened to be complete. All returned incomplete questionnaires were therefore considered as errors and removed from the survey data. Out of the 403 distributed questionnaires, 19 were incomplete. Hence, a total of 384 complete questionnaires were being used for the study with 95.3% response rate. Coding of data is necessary for transferring and editing data in SPSS. The questions and possible answers were corresponded in the order of the actual questionnaire and coded for further analysis using SPSS.

Table 4.1 Descriptive overall Variables of CBBE of the respondents

Variables	N_o	Missing	Min	Max	Mean	St. Deviation
Brand Awareness	384	0	8	25	4.45	0.56
Brand Association	384	0	7	25	3.99	0.41
Brand Perceived Quality	384	0	10	25	4.63	0.51
Brand Loyalty	384	0	10	25	4.48	0.44
Overall Brand Equity	384	0	10	25	4.38	0.45

Source: (Own Survey Result, 2017)

Table 4.1 showed that for the analysis of the data using SPSS number items are 384 with missing of zero, min and max values within a range presented which assured no error for the data to be further analyzed.

4.1.2 Reliability Test

Reliability Test of Overall Brand Equity Determinants

Cronbach's Alpha is a single correlation coefficient that is an estimate of the average of all correlation coefficients of the items with in the test. Cronbach's Alpha is a reliability coefficient that indicates how well the items in a set are positively related to one another (Shuttleworth, 2015).

So before analyzing the collected data the reliability of the main items of the questionnaire was tested by using Cronbach's alpha on the table 4.2.

Table 4.2: Reliability Statistics

Cronbach's Alpha	N_o of Items
.894	25

Source: (Own Survey Result, 2017)

Table 4.2 indicated that the reliability of 25 items that are critical determine the effect of customer based brand equity has been tested by using cronbach's alpha. According to Hair *et al.* (2005), the reliability coefficient which are more than or equal to 70 % ($A > 0.7$) is acceptable.

So that reliability of the questions was evaluated and the result (cronbach’s Alpha) was used to test the reliability of the materials used in this study. Hence, the reliability coefficient of the above item is above 70% and/or the overall reliability test for the item is 89.4%. This implies that the items were reliable and understandable to the respondents.

Reliability test of Variables

Table 4.3: Reliability Test of Overall Variables

Variables	Cronbach's Alpha coefficient	No of Items
Brand Awareness	0.87	5
Brand Association	0.89	5
Brand Perceived Quality	0.86	5
Brand Loyalty	0.87	5
Overall Brand Equity	0.87	5
Total Variables	0.89	25

Source: (Own Survey Result, 2017)

Table 4.3 showed that the overall reliability coefficient test of the above item is above 70% which is found to be 89% and all items alpha reliability ranges between 0.86-0.87 which is within acceptable range .This implies that the items were reliable and understandable to the respondents.

4.1.3 Normality Test

Table 4.4: Skewness, Kurtosis Normality Test Analysis

Variables	Brand awareness	Brand association	Perceived quality	Brand loyalty	Overall Brand Equity
Valid	384	384	384	384	384
Missing	0	0	0	0	0
Skewness	-1.105	-1.008	-1.324	-1.944	-1.136
Std. Error of Skewness	.125	.125	.125	.125	.125
Kurtosis	2.900	6.302	1.655	6.418	2.588
Std. Error of Kurtosis	.248	.248	.248	.248	.248

Source: (Own Survey Result, 2017)

A data set with Skewness of greater than 3 and Kurtosis greater than 7 are indicators of the severe violation of data normality (Curran, West, & Finch, 1996). As the Skewness and Kurtosis of the Scale items table 4.4 depicts the largest values of skewness and Kurtosis was -1.944 and 6.418 which are associated with brand loyalty item. Therefore, the values of the current data fell within the suggested guideline and considered as fairly normal for further analysis.

4.1.4 Demographic Profile of Respondents

In this study, the questionnaire starts with demographic characteristics of respondents to assess the demographic trend of the sample population. Hence, the following variables about the respondents were summarized and described in table 4.5. These variables included sex, age, education status, occupation and income per month. To compute the result of respondents based on frequency and percent (Table 4.5).

Table 4.5: Socio-demographic Profile of the study respondents

Variables (No=384)		Frequency	Percent (%)
Sex	Male	221	57.6
	Female	163	42.4
Age	18-25	41	10.7
	26-35	154	40.1
	36-50	156	40.6
	>50	33	8.6
Education background	11-12 th Grade	68	17.7
	Certificate	71	18.5
	Diploma	78	20.3
	BA/BSc Degree	111	28.9
	MSc Degree and above	56	14.6
Occupation	Employee	199	51.8
	Merchant	149	38.8
	House Wife	17	4.4
	Farmer	2	0.5
	Student	17	4.4
Net income per month	<1000 ETB	31	8.1
	2000-3000 ETB	64	16.7
	3000-4000 ETB	83	21.6
	>4000 ETB	206	53.6

Source: (Own Survey Result, 2017)

From table 4.5, out of 384 respondents, 57.6% and 42.4% were males and females, respectively. According to age group the highest was taken by 36-50 age group (40.6%) followed by 26-35 (40.1%) and 18-25 age group (10.7%) age groups whereas, > 50 (8.6%) age group study respondents were found the

least consumer of bottled water. This reveals that the highest bottled water consumers are young aged people whose age falls between 36-50 years.

In case of educational background, BA/BSc degree holder respondents were the highest consumers with 28.9%, followed by diploma holders (20.3%), certificate (18.5%), 11-12th Grade (17.7%) and MSc degree and above (14.6%) who were the least consumers of bottled water. In the view of occupation, employees were found to be the highest consumers (51.8%) followed by merchant (38.8%), students and house wife consume the same (4.4%) and farmers found to be the least consumers (0.5%). Whereas, in view of net income per month those who gets >4000 ETB were the highest consumer (53.6%) followed by those who gets 3000-4000 ETB (21.6%) and 2000-3000ETB (16.7%) and lastly with least consumption level those who gets <1000 ETB (8.1%). This result showed that the respondents who got the highest income were the highest bottled water consumers.

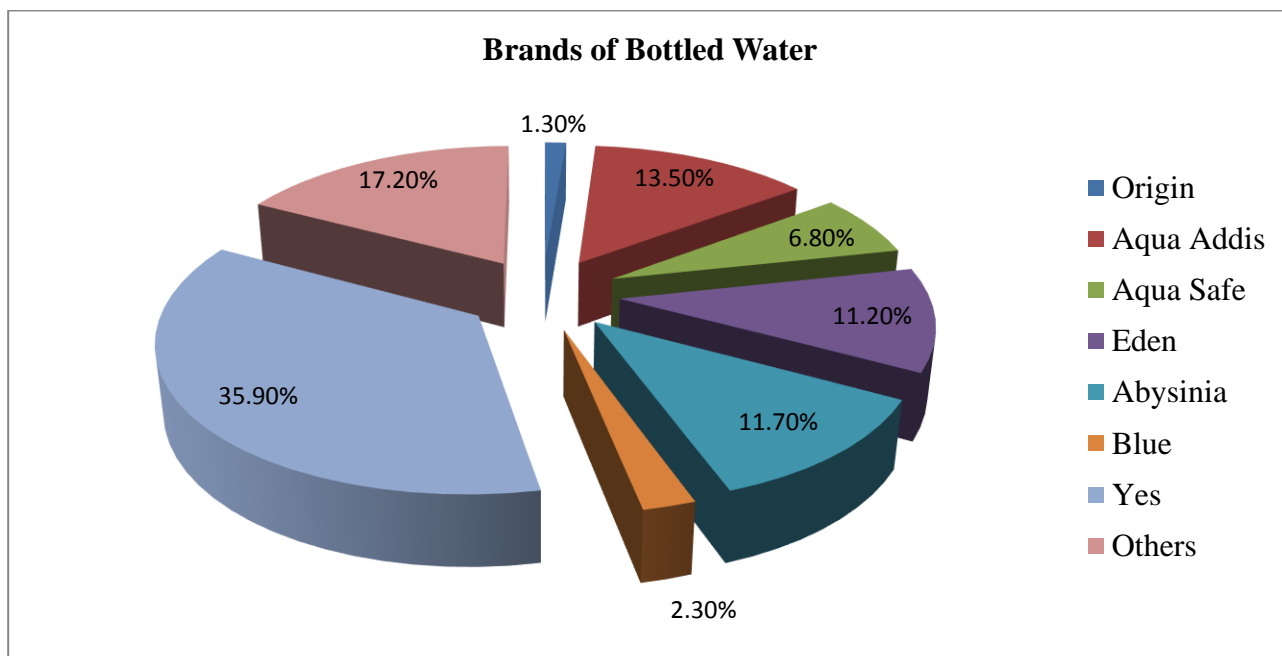


Figure 4.1: Respondents based on Brands of Bottled Water preference in Study Area

Source: (Own Survey Result, 2017)

Figure 4.5 depicted that “Yes” bottled water took the highest customer preference (35.9%) followed by others brands (17.2%) and Aqua Addis, (13.5%), as second and third brands of bottled water preferred by customers as per the result. Almost equal customer preference was found in Abyssinia (11.7%) and Eden

(11.2%) bottled water brands. The result of the study showed that Origin and Blue brands were the least preferred brands with (2.3%) and (1.3%), respectively.

Brand Awareness

Aaker (1996) defines Brand Awareness as a consumer’s ability to recognize or recall a brand in a certain product category; in other words, the brand is called to mind when a consumer thinks about the category. Brand Awareness is the customers’ ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory (Keller, 2004). Accordingly, the respondents were asked five questions related to Brand Awareness. Table below presents respondents result of Brand Awareness with mean and standard deviation of values for each variable.

Table 4.10: Brand Awareness Analysis

Brand Awareness (Variables)	Mean	Std. Deviation
I know the symbol or logo of the brand “X” bottled water.	4.40	.679
Some features of brand “X” come to my mind quickly	4.41	.607
I can recognize the brand “X” quickly among other competing brands	4.46	.603
I am familiar with the brand “X”	4.47	.573
I have no difficulty in imagining brand “X” in my mind.	4.48	.596
Brand Awareness	4.44	.679

Source: (Own Survey Result, 2017)

From the table 4.10 list of Brand Awareness comprising questions for respondents, the mean score of “I have no difficulty in imagining brand “X” in my mind is the highest with 4.48 and SD 0.56 while I know the symbol or logo of the brand “X” bottled water is the lowest in mean the score of 4.40 and S.D 0.679. The overall mean score for the Brand Awareness dimension is 4.44, which indicate that the respondents have a good Brand Awareness of the bottled water brand they consume.

Brand Association

Brand association is anything that is linked to memory in a brand (Tang and Hawley, 2009) and it is the most accepted dimensions of brand equity (Fayrene and Lee, 2011). According to Kotler and Keller,

(2006) cited in Abad (2012) and Hossein (2012), brand associations include all brand related thoughts, perceptions, feelings images, beliefs, experiences and attitudes.

Table 4.11: Brand Association Analysis

Brand Association (Variables)	Mean	Std. Deviation
Brand "X" has a very unique brand image, compared to competing brands	4.36	.614
I associate and admire people who drink Brand "X"	4.14	.598
I like and trust the company, which makes Brand "X"	3.99	.737
I like the brand image of "X"	4.15	.572
I like the brand with its involvement in corporate social responsibilities	3.31	.814
Brand Association	3.99	.614

Source: (Own Survey Result, 2017)

Table 4.11 showed that the respondents scored for the question, Brand "X" has a very unique brand image, compared to competing brands the highest mean value of 4.36 .while, “I like the brand with its involvement in corporate social responsibilities” the lowest mean value of 3.31. This shows that even if the brand has a very unique brand image, compared to competing brands its involvement in social responsibility is less. The overall brand association shows moderate value 3.99 mean value.

Brand Perceived Quality

According to Aaker (1996), Perceived Quality is the customer’s judgment about a product’s overall excellence or superiority that is different from objective quality. Perceived quality is hence formed to judge the overall quality of a product. Hence, five items related to perceived quality were placed for the respondents and the result of the analysis is shown in the table below.

Table 4.12: Brand Perceived quality Analysis

Brand Perceived quality (Variables)	Mean	Std. Deviation
I trust the quality of brand “X” products	4.58	.649
Products from brand “X” offer excellent taste	4.60	.655
I think brand “X” has a reputation of high quality	4.67	.513
Brand “X” is of good quality.	4.67	.501
Brand “X” is very reliable.	4.63	.554

Source: (Own Survey Result, 2017)

Table 4.12 revealed respondents scored for questions “I think brand “X” has a reputation of high quality and Brand “X” is of good quality” equal mean value of 4.67 which showed that they their preferred brand has high reputation with good quality than other brands. I trust the quality of brand “X” products scored mean values of 4.58 which is the least value among other perceived quality response scored. This depicts that even if the brand had high reputation and quality customers would not trust the quality of that brand.

Brand Loyalty

According to Aaker (1991), Brand Loyalty is the attachment that a customer has to a brand. Based on this definition five items related to brand loyalty was employed on questioner and the response presented on the table below.

Table 4.13: Brand Loyalty Analysis

Brand Loyalty (Variables)	Mean	Std. Deviation
I consider myself to be loyal to brand “X” bottled water	4.21	.651
When having a bottled water, brand “X” would be my first choice	4.69	.537
I will keep on buying "X" as long as its offering satisfies me	4.47	.568
I am still willing to buy brand “X” even if its price is a little higher than that of its competitor	4.37	.594
I will not buy other brands, when brand “X” is available	4.66	.658

Table 4.13 revealed the respondents scored for questions “I consider myself to be loyal to brand “X” bottled water” the mean value of 4.21 which showed that they were loyal to the brand and their first choice than other brands. I will not buy other brands, when brand “X” is available scored mean values of 4.66 which is the least value among other perceived quality response scored. This shows that customers would buy other brands when their preferred brand is not available. Hence there would a switching to other brand.

4.1.5 Descriptive Analysis of Customer Based Brand Equity Determinants

The mean scores and standard deviation of each determinants of customer based brand equity were calculated. The respondents were then asked to rate their perception, knowledge, feelings and attitudes of the determinants on a five point Likert scale ranging from one (strongly disagree) to five (strongly agree).

Table 4.14: Descriptive Analysis of CBBE Determinants

Variables	Valid	Missing	Mean	Std. Deviation
Brand Awareness	384	0	4.45	0.56
Brand Association	384	0	3.99	0.41
Brand Perceived Quality	384	0	4.63	0.51
Brand Loyalty	384	0	4.48	0.44
Overall Brand Equity	384	0	4.38	0.45

Source: (Own Survey Result, 2017)

Table 4.14 showed that the mean score values of customer based brand equity determinants in the case of bottled water industry in Ethiopia ranges between 3.99 (mean score value of Brand Association) with standard deviation of 0.41 and 4.63 (mean score value of brand perceived quality) with standard deviation of 0.51. These scores are also the minimum and maximum mean score values of customer based brand equity determinants, respectively implying an overall positive response to the all of the constructs. The standard deviations for all variables were less than one which indicates the item scores were more or less around the mean scores.

4.1.6 Correlation Matrix

In this study, the correlation matrix was created by using Pearson correlation coefficient (r). It demonstrates how each service quality dimension such as brand awareness, brand association, perceived quality, brand loyalty and overall brand equity was correlated with overall CBBE by using data reduction of customer based brand equity dimensions.

Table 4.15: Correlation matrix of Customer based brand equity Determinants

Variables	Brand Awareness	Brand Association	Perceived Quality	Brand Loyalty	Overall Brand Equity
Brand Awareness	1**				
Brand Association	.369**	1**			
Perceived Quality	.455**	.460**	1**		
Brand Loyalty	.431**	.504**	.513**	1**	
Overall Brand Equity	.334**	.373**	.492**	.494**	1**

NB. ** correlation is significant at the 0.01 level (2-tailed); Sample size =384

Source: (Own Survey Result, 2017)

Table 4.15 showed that all of the variables had positive correlation with brand equity as well as had positively correlated with each other. However, this matrix may show the causal relationship between variables and the magnitude of the association between variables. The correlation coefficient between determinants and overall CBBE had a strong direct linear relationship. Further, the correlation coefficient between perceived quality and brand equity intentions is 0.455. There was also a strong direct relationship between brand loyalty and brand equity 0.431. Similarly, the correlation coefficient between brand association and brand equity intentions is 0.369 confirming a strong direct relationship.

Thus, the analysis indicated that perceived quality was the most correlated variable with overall brand equity (0.455**) and followed by brand loyalty (0.431**) but, brand association had a weakest correlation with brand equity (0.369**). Therefore, brand perceived quality and brand loyalty have a strong relationship and vital effect on CBBE.

4.1.7 Multicollinearity Test

In this study, descriptive statistics was used to see correlation matrix of the model with its independent variables in which the value of Variance Inflation Factor (VIF) is between 1 and 10 and the tolerance level should be more than 0.2 (SPSS Inc, 2007).

Table 4.16: Multicollinearity Test: Dependent Variable: Overall brand Equity

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand Awareness	.729	1.372
Brand Association	.680	1.470
Brand Perceived Quality	.634	1.576
Brand Loyalty	.619	1.617

Source: (Own Survey Result, 2017)

As shown on table 4.16, collinearity statistics indicated that the Variance Inflation Factor (VIF) for all independent variables was found to be between 1 and 10, there was no multicollinearity problem. The independent and dependent variables have a significant relationship when the values of tolerance and VIF are greater than 0.3 and less than 3.33, respectively (UBC Real Estate Division, 2009).

4.1.8 Correlation R and R²

A multiple R of 1 represents a situation in which the model perfectly predicts the observed data. Coefficient of determination: the proportion of variance in one variable explained by a second variable. It is the Pearson correlation coefficient squared (R²). Adjusted R² is a measure of the loss of predictive power or shrinkage in regression. The adjusted R² also tells us how much variance in the outcome would be accounted for if the model had been derived from the population from which the sample was taken (Field, 2013).

Table 4.17: Model Summary

Model	R	R ²	Adjusted R Square	Std. Error of the Estimate
1	.973 ^a	.947	.821	1.888

a. Predictors: (Constant), Brand Awareness, Brand Association, Brand Perceived Quality, Brand Loyalty
 b. Dependent Variable: Overall Brand Equity
 c. R²=0.9467

Source: (Own Survey Result, 2017)

Table 4.17 gives summary of the model. This summary gives the R and R² of the model that has been derived. R has the value of 97.3% which represents the overall correlation between bottled water and the customer based brand equity determinants. R², coefficient of determination was found to be close to 94.7% which means that customer based brand equity determinants can account for 82% of the variation in using different brands of bottled water in study areas. The model used in this study includes the four CBBE determinants that explained close to 82%, but 18% of the variation didn't explained.

Table 4.18: One Way ANOVA Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	660.761	4	165.190	46.356	.000 ^b
	Residual	1350.573	379	3.564		
	Total	2011.333	383			

a. Predictors: (Constant), Brand Awareness, Brand Association, Brand Perceived Quality, Brand Loyalty; b. Dependent Variable: Overall Brand Equity; c. $p < 0.001$

Source: (Own Survey Result, 2017)

Table 4.18 showed an analysis of variance (One way ANOVA). The mean squares can be calculated by dividing the sums of squares by the associated degrees of freedom. F-ratio is a test of the null hypothesis that the regression coefficients are all equal to zero. For this data, F is 46.356 which is significant at $p < 0.001$ (the values in the column labeled *Sig.* are less than 0.001). This result tells us that there is less than a 0.1% chance that an F-ratio would happen, if the null hypothesis proposed about F-ratio were true. The result of the study indicated that regression model significantly predicts customer overall brand equity of bottled water in the study area.

Table 4.19: Coefficients of variables

Model		Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	.678	1.164		5.735	.000
	Brand Awareness (BAs)	.187	.041	.227	4.565	.000
	Brand Association (BA)	.319	.055	.289	5.813	.000
	Perceived Quality(PQ)	.258	.048	.286	5.408	.000
	Brand Loyalty (BL)	.295	.055	.286	5.338	.000

Dependent Variable: Overall Brand Equity; $p < 0.001$

Source: (Own Survey Result, 2017)

Table 4.19 indicated detail model parameters (the beta values) and the significance of the values 'a' was the Y intercept and this value is the value B for the constant. So, from the above table, a is 0.678, and this can be interpreted as meaning that if all the customer based brand equity dimensions were to be zero, the model predicts

that bottled water industry had 67.8% of their customers' preference. The value of b_1 represents 0.187, the gradient of the regression line. Even if this value is the slope of the regression line, it is more useful to think of this value as representing the change in the outcome associated with a unit change in the predictor. Therefore, if the predictor variable is increased by one unit (if respondents Brand Awareness for bottled water industry is increased by 1), the model predicts 18.7% extra customers. The same is true for brand association, perceived quality and brand loyalty for which an increase in one unit of these respective variables can result in an increase in customers' brand preference of bottled water.

Generally, the values of the regression coefficient b represent the change in the outcome, resulting from a unit change in the predictor and if a predictor is having a significant impact on our ability to predict the outcome, then, this b should be different from 0 (big, relative to its standard error). And also the t -test tells us whether the b -value is different from 0. Regression analysis provides the exact probability that the observed value of t would occur if the value of b in the population were 0 ($p < 0.05$). For all the independent variables of the present study, the probabilities are less than 0.05 and so that the probability of these t -values, if the values of b in the population were 0, is less than 0.05. Therefore, the b s are different from 0 and the result showed that the customer based brand equity dimensions make a significant contribution ($p < 0.05$) in predicting customer brand preference of bottled water in Ethiopia. The regression model of this study indicated as follows

$$Y (CR) = (0.678) \text{ constant} + (0.187) \text{ BAW} + (0.319) \text{ BAs} + (0.258) \text{ PQ} + (0.295) \text{ BL} + \varepsilon (\text{Error Term})$$

Validation of the proposed Hypotheses

Hypothesis One: Brand Awareness has a significant direct effect on CBBE of Bottled Water Industry in Ethiopia.

A multiple linear regression analysis was carried out to see whether Brand Awareness has a positive and significant relationship with CBBE, where the t -statistic value was calculated to be 4.565 at p value of 0.000. The value of the coefficient of Brand Awareness was also found to be 0.187 which means that, if bottled water industry can increase their customers' Brand Awareness, they will be able to prefer 18.7% of their customers other factors remaining constant. Therefore, H_1 is accepted.

Hypothesis Two: Brand Association has a significant direct effect on CBBE of Bottled Water Industry in Ethiopia.

In this hypothesis testing provided that the coefficient of Brand Association was calculated to be 0.319, which indicates that keeping other factors constant, a unit change in brand association causes a 31.9% increase in customer brand preference of bottled water. There was direct relationship between brand association (whose t-statistic value was found to be 5.813 at p-value of 0.000) and CBBE of bottled water Industry. Therefore, H2 is accepted.

Hypothesis Three: Perceived Quality has a significant direct effect on CBBE of Bottled Water Industry in Ethiopia.

Table 16 indicated that the coefficient of Perceived Quality was calculated to be 0.258, which indicates that keeping other factors constant, a unit change in perceived quality causes a 25.8% increase in customer brand preference of bottled water. The relationship of the independent factor, perceived quality (whose t-statistic value was found to be 5.408 at p-value of 0.000) with that of the dependent variable, CBBE of bottled water is found to be positive and statistically significant. Therefore, H3 is accepted.

Hypothesis Four: Brand Loyalty has a significant direct effect on CBBE of Bottled Water Industry in Ethiopia.

In this study, the coefficient of brand loyalty was calculated to be 0.295, which indicates that keeping other factors constant, a unit change in Brand Loyalty causes a 29.5% increase in overall brand equity of bottled water. The relationship of the independent factor, brand loyalty (whose t-statistic value was found to be 5.338 at p-value of 0.000) with that of the dependent variable, CBBE was found to be positive and statistically significant. Therefore, H4 is accepted.

4.2 Discussion

The study was carried out in order to analyze determinants of CBBE in the case of bottled water industry in the study area. According to the study findings, all determinants have found direct and significant influencing on bottled water brand equity. Perceived Quality was found highly influential with mean score 4.63 followed by brand loyalty with mean score 4.48. The majority of the respondents indicated that Yes (35.9%) and others brands (17.2%) were bottled water industry took the highest customer preference. The results showed that, the majority of the respondents consumed two liters of bottled water per day.

The finding of this study was in line with other findings (Seifu, 2016; Tewodros and Helina, 2016). Abad (2012) and Bezawit's (2014) had come to a conclusion that all the brand equity dimensions have positively influence brand equity. The study also further analyzed through the application of Pearsons coefficient of correlation and regression analysis, the test was focused on the dimensions of brand equity and how they determine the consumers' mind set towards building a customer based brand equity.

The adjusted R^2 CBBE determinants can account for 82% of the variation in using different brands of bottled water in Addis Ababa city, the model used in this study includes the four CBBE determinants that explained close to 82%, but 18% of the variation couldn't explained. The relationship of the independent factor of the four independent factors compute at p-value of 0.000) which is $p < 0.05$ with that of the dependent variable customer bottled water brand equity were found to be positive and statistically significant.

Moreover, the study findings have shown that CBBE of bottled water brands is based on the four determinants (Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty).

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter focuses on the summary, conclusions and recommendations based on the analysis and basic Findings on determinants of CBBE of bottled water industry in Addis Ababa.

5.1 Summary

The prime aim of the study was to assess determinants of CBBE of bottled water industry in Ethiopia based on Aaker's customer-based brand equity model (Aaker's four models). Currently, the industry is emerging regularly and coming to the market of competition. It is composed of privately owned companies in a rigid competition in the field of market regarding their sales volume, brand preference and popularity and customer based brand equity determinants of Aaker's four model. Hence, this study tried to answer which CBBE determinant has the greatest influence on customer based brand equity of bottled water industry in Ethiopia and tried to answer the research questions raised in the first chapter of this study.

To analyze CBBE in the bottled water industry, the study considered four determinants which are Aaker's four models: Brand Awareness, Brand association, Perceived Quality and Brand Loyalty. A sample size was selected using convenience sampling technique. Based on the theoretical frame work and objectives of the study 25 items were provided in a five point Likert scale to the respondents. The gathered data was analyzed by using SPSS version 21.0. The methods used in data analysis include descriptive statistics, regression, One Way ANOVA and multicollinearity test and Cronbach's Alpha.

Based on the analysis the finding indicated that, males consume bottles water than females and by age those respondents between 36-50 age group consumes higher than others. In the case of education background and occupation, BA/BSc degree holders consume bottled water when computed with other education level respondents and employees consumes higher when compared to other profession. Regarding net income per month, the respondents those earns >4000 ETB were consume higher bottled water. In relation to the consumption rate of the consumers, the majority of them were found to consume two liters per day. The findings also indicated that "Yes" and others brand bottled water were the top two most popular brands while Origin and Blue brands demanded at lesser rate. The result indicated that all variables had a positive influence on the overall brand equity of CBBE of bottled water industry in the study area.

5.2 Conclusion

The determinants of CBBE in the bottled water industry were analyzed by SPSS version 21.0. The methods used in data analysis include descriptive statistics, regression, One Way ANOVA and multicollinearity test and Cronbach's Alpha. The study found that all of the brand equity dimensions (Aaker's four models: Brand Awareness, Brand association, Brand perceived quality and Brand loyalty) had been found influential factors on the consumers based brand equity of bottled water industry in Addis Ababa.

The results gave a good insight for the industry managers to maximize market share, sales volume to be competent in this stiff competition market and retain customers by applying determinants of CBBE which were influential to have customers for the business.

This finding showed "Yes" brand bottled water was found to be the most dominating in the market than other brands. This might be reversed through the time since new brands are emerging and coming to the market from time to time. The coefficient alpha was used to measure the reliability of the respective variables stated to explain the dependent variable; Brand Equity. Then, the regression analysis and an independent t-test were run to test the acceptance or rejection of the hypotheses that were put forward by this work. Fitness of the model or the power of the independent variables in explaining CBBE of bottled water industry in Ethiopia has found that the dependent variable was positively explained by the four dimensions of CBBE, which are known, for all uses and purposes of this study, as independent variables. The determinants of CBBE in the bottled water industry were analyzed by testing the applicability of Aaker's CBBE model.

A multiple regression analysis was employed to verify the hypotheses of all the determinants of CBBE have a positive and significant effect. This leads to the conclusion that a one unit increase in all of the dimensions, results in a positive increase in CBBE. Therefore, all the four hypotheses proposed were accepted.

5.3 Recommendations

The findings may give some practical and theoretical inferences for marketing managers, industry players and practitioners of the bottled water market in Ethiopia.

Based on the findings, this study proposes the following recommendations

- ❖ Based on the finding, the bottled water industry should consider major CBBE determinants' of Bottled Water Industry in stiff market competition.
- ❖ Bottling companies needs to have offices and distribution areas where are accessible by customers. The existence of bottled water competitive markets offer wide range of opportunities to the customers to choose own favorite brands from anywhere in offices, super markets, hotels and restaurants.
- ❖ Brands with highest levels of equity ("Yes") are associated with outstanding performance including sustained price premiums, inelastic price sensitivity, high market shares, and successful expansion into new businesses, competitive cost structures and high profitability all contributing to companies' competitive advantage (Vazquez *et al.*, 2002; Keller and Lehmann 2003; Chieng and Goi, 2011). So, the bottled water industry should have to work its level best to be seen and accessed by customers where appropriate.
- ❖ Awareness at the recall level further affects customers choice by influencing which brands get considered and selected as the brand must first entered into consideration set before being on the purchase list. So this has to be applied by bottled water industry before customers purchase decision.
- ❖ Associate a brand name and advertisement in life style or a personality of bottled water customers and associating bottled water products with health benefits by mentioning the actual benefits that could be gained by consuming purified bottled water. Hence Bottled water brands should associate with known celebrities and prepare flyers which hold the health benefit of bottled water.
- ❖ Associations can be critical factors in differentiating and positioning, creating a reason to buy to those potential customers who are looking for specific associated physical or emotional features.
- ❖ Endorsing bottled water products with well- known celebrities who are known to have a healthy life style may also improve the perceived quality of a particular bottled water brand. A credible

brand signal generates consumer value by reducing perceived risk and cost of information search as well as by creating favorable attribute perceptions (Erdem *et al.*, 2006).

- ❖ Perceived quality can also attract channel member interest, allow extensions and support a higher price that provides resources to reinvest in the brand. Building a strong durable brand implies nevertheless an above average quality positioning or at least a minimum perceived quality when considering brands positioned as low market competitors.
- ❖ Retaining existing customers is much less costly than attracting new ones and even if there are low switching costs there is a significant inertia among customers. It is also difficult for competitors to communicate to satisfied brand users because they have little motivation to learn about alternatives. This may be obtain by knowing who are their customers, providing bundles of gift on holidays, sponsoring events, functions and aid organization to be seen by un seen eyes in the market.
- ❖ Significant relation witnessed between brand equity and brand equity determinanats.Hence, the managers of bottled water industry should see their marketing strategy in line with customer's consumption pattern and preference using this study as a bench mark.

5.4 Limitations and Further Research

- ❖ In this study, a convenience sampling technique was used in which the generalizability of the findings is limited to the study respondents and area, where the sample is taken.
- ❖ This study has mainly focused to examine the applicability of Aaker's CBBE model by using four determinates of brand equity dimensions not enough. The research would have been more conclusive if it had considered more models which were specific to the Ethiopian Bottled Water.
- ❖ This study emphasized the significance of brand equity determinants on CBBE of bottled water industry in Ethiopia. R^2 , which is the coefficient of determination was 82% which means that CBBE determinants' can account for 82% of the variation in using different brands of bottled water in study areas while the remaining 18% variation in brand equity is attributable to other factors.
- ❖ Further research is suggested to conduct in other cities of Ethiopia by using a more representative sample and other relevant dimensions in the study area.

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ANNEXES

Annex-I

Part I. Structured questionnaire on customer-based brand equity of bottled water Industry in Ethiopia (academic year 2016/17)

Dear Respondents:

I am a graduate student at Addis Ababa University, School of Commerce, Department of Marketing Management and currently conducting a research for the completion of MA thesis under the title “**Determinants of Customer Based Brand Equity: The Case of Bottled Water Industry in Ethiopia**”, **In Partial Fulfillment of Master of Art Degree in Marketing Management**. I kindly ask you to give me 10-20 minutes of your time to answer the questions here under about your personal experience with regards to consumption of bottled water. Your willingness and cooperation in giving genuine information is well appreciated and the information you provide me will be used for only academic purpose and will be kept in strict confidentiality.

Thank you for your cooperation!

Instruction: Please circle your answer on given choice

Part I: General information of Respondents'

1. **Sex:** 1. Male, 2. Female
2. **Occupation:** 1. Employed 2. Merchant 3. House Wife 4. Farmer 5. Student
3. **Age in year:** 1. 18- 25, 2. 26-35, 3. 36-50, 4. ≥ 50
4. **Educational Status:** 1. 10-12th Grade, 2. Certificate, 3. Diploma, 4. BA/BSc degree, 5. MA/MSc degree and above
5. **Income per month:** 1. ≤ 1000 ETB, 2. 2,000-3,000 ETB, 3. 3000- 4,000 ETB 4. $\geq 4,000$ ETB

Part II: Basic information on Bottled Water Consumption

6. **Do you regularly consume Bottled Water?** 1. Yes, 2. No

If you have answered ‘No’ for question No. 6 above, this is the end of the questionnaire for you. Once again, many thanks for your support!

7. **If your answer for question No. 6 is ‘Yes’, Which Bottled Water brand do you usually consume?**

1. ORIGIN’, 2. ‘AQUA ADDIS’, 3. ‘AQUA SAFE’, 4. ‘EDEN’, 5. ABYSSINIA, 6. ‘BLU’ 7. ‘YES,’ 8. Others

8. **How do you rate your consumption level in liters per day?** 1. One liter, 2. Two liters, 3. ≥ Three liters

PART III: Statements below are designed to give information on, which dimensions affect Customer-Based Brand Equity. The statements drawn (X) are referring to the brand you have selected in question No. 7 above.

Please use tick (√) mark in the table under the options given the brand you selected to reflect your rating.

Brand Equity

Brand Awareness	Strongly Disagree (1)	Disagree (2)	In different (3)	Agree (4)	Strongly Agree (5)
I know the symbol or logo of the brand “X” bottled water.					
Some features of brand “X” come to my mind quickly					
I can recognize the brand “X” quickly among other competing brands					
I am familiar with the brand “X”					
I have no difficulty in imagining brand “X” in my mind.					

Brand Association	Strongly Disagree (1)	Disagree (2)	In different (3)	Agree (4)	Strongly Agree (5)
Brand "X" has a very unique brand image, compared to competing brands					
I associate and admire people who drink Brand "X"					
I like and trust the company, which makes Brand "X"					
I like the brand image of "X"					
I like the brand with its involvement in corporate social responsibilities					
Brand Perceived Quality	Strongly Disagree (1)	Disagree (2)	In different (3)	Agree (4)	Strongly Agree (5)
I trust the quality of brand "X" products					
Products from brand "X" offer excellent taste					
I think brand "X" has a reputation of high quality					
Brand "X" is of good quality					
Brand "X" is very reliable					
Brand Loyalty	Strongly Disagree (1)	Disagree (2)	In different (3)	Agree (4)	Strongly Agree (5)
I consider myself to be loyal to					

brand "X" bottled water.					
When having a bottled water, brand "X" would be my first choice.					
I will keep on buying "X" as long as its offering satisfies me.					
I am still willing to buy brand "X" even if its price is a little higher than that of its competitor.					
I will not buy other brands, when brand "X" is available.					
Overall Brand Equity	Strongly Disagree (1)	Disagree (2)	In different (3)	Agree (4)	Strongly Agree (5)
If another brand is not different from brand "X" in any way, it seems not logical to purchase the other brand as well.					
Even if another brand has the same features as "X", I would prefer to buy brand "X"					
Brand "X" is more than a brand to me.					
Using brand "X" adds value to my experience.					
Even if another brand has the same price as brand "X" I would still buy my preferred brand "X".					

Thank You for Your Kind Response!

Annex-III

Descriptive overall Variables of customer based brand equity of the respondents

Variables	No	Missing	Min	Max	Mean	St. Deviation
Brand Awareness	384	0	8	25	4.45	0.56
Brand Association	384	0	7	25	3.99	0.41
Brand Perceived Quality	384	0	10	25	4.63	0.51
Brand Loyalty	384	0	10	25	4.48	0.44
Overall Brand Equity	384	0	10	25	4.38	0.45

Descriptive Variables of customer based brand equity of the respondents

Brand Awareness	No	Missing	Min	Max	Mean	St. Dev.
I know the symbol or logo of the brand "X" bottled water.	384	0	1	5	4.40	.679
Some features of brand "X" come to my mind quickly	384	0	2	5	4.41	.607
I can recognize the brand "X" quickly among other competing brands	384	0	2	5	4.46	.603
I am familiar with the brand "X"	384	0	2	5	4.47	.573
I have no difficulty in imagining brand "X" in my mind.	384	0	1	5	4.48	.596
Brand Association						
Brand "X" has a very unique brand image, compared to competing brands	384	0	1	5	4.36	.614
I associate and admire people who drink Brand "X"	384	0	1	5	4.14	.598
I like and trust the company, which makes Brand "X"	384	0	1	5	3.99	.737
I like the brand image of "X"	384	0	1	5	4.15	.572
I like the brand with its involvement in corporate social responsibilities	384	0	1	5	3.31	.814
Brand "X" has a very unique brand image, compared to competing brands	384	0	1	5	4.36	.614
Brand Perceived quality						
I trust the quality of brand "X" products	384	0	2	5	4.58	.649
Products from brand "X" offer excellent taste	384	0	2	5	4.60	.655

I think brand "X" has a reputation of high quality	384	0	2	5	4.67	.513
Brand "X" is of good quality.	384	0	2	5	4.67	.501
Brand "X" is very reliable.	384	0	2	5	4.63	.554
Brand Loyalty						
I consider myself to be loyal to brand "X" bottled water	384	0	1	5	4.21	.651
When having a bottled water, brand "X" would be my first choice	384	0	2	5	4.69	.537
I will keep on buying "X" as long as its offering satisfies me	384	0	2	5	4.47	.568
I am still willing to buy brand "X" even if its price is a little higher than that of its competitor	384	0	1	5	4.37	.594
I will not buy other brands, when brand "X" is available	384	0	1	5	4.66	.658
Overall Brand Equity						
If another brand is not different from brand "X" in any way, its seems not logical to purchase the other brand as well	384	0	1	5	3.67	1.086
Even if another brand has the same features as "X", I would prefer to buy brand "X"	384	0	1	5	4.65	.595
Brand "X" is more than a brand to me	384	0	1	5	4.49	.626
Using brand "X" adds value to my experience	384	0	2	5	4.31	.610
Even if another brand has the same price as brand" X," I would still buy my preferred brand "X."	384	0	2	5	4.80	.461

Statistics

Statistics							
			Statistic	Bootstrap ^a			
				Bias	Std. Error	B Ca 95% Confidence Interval	
						Lower	Upper
N	Valid	Brand awareness	384	0	0	.	.
		Brand association	384	0	0	.	.
		Brand perceived quality	384	0	0	.	.
		Brand loyalty	384	0	0	.	.
		Overall Brand Equity	384	0	0	.	.
	Missing	Brand Awareness	0	0	0	.	.
		Brand association	0	0	0	.	.
		Brand perceived quality	0	0	0	.	.
		Brand loyalty	0	0	0	.	.
		Overall Brand Equity	0	0	0	.	.
Mean	Brand Awareness		22.21	.00	.15	21.93	22.50
	Brand association		19.94	.00	.11	19.73	20.15

	Brand perceived quality	23.15	-.01	.13	22.90	23.36
	Brand loyalty	22.40	.00	.12	22.18	22.63
	Overall Brand Equity	21.92	.00	.12	21.67	22.15
Std. Deviation	Brand Awareness	2.818	-.014	.162	2.587	3.070
	Brand association	2.082	-.018	.153	1.829	2.339
	Brand perceived quality	2.542	-.015	.122	2.346	2.729
	Brand loyalty	2.222	-.015	.173	1.925	2.522
	Overall Brand Equity	2.292	-.012	.128	2.069	2.507
Minimum	Brand Awareness	8				
	Brand association	7				
	Brand perceived quality	10				
	Brand loyalty	10				
	Overall Brand Equity	10				
Maximum	Brand Awareness	25				
	Brand association	25				
	Brand perceived quality	25				
	Brand loyalty	25				
	Overall Brand Equity	25				

a. Unless otherwise noted, bootstrap results are based on 384 bootstrap samples

Statistics								
		Statistic	Bootstrap ^a					
			Bias	Std. Error	BCa 95% Confidence Interval			
					Lower	Upper	Missing	
N 0	Valid	BA1	384	0	0	.		0
		BA2	384	0	0	.		0
		BA3	384	0	0	.		0
		BA4	384	0	0	.		0
		BA5	384	0	0	.		0
		BAS1	384	0	0	.		0
		BAS2	384	0	0	.		0
		BAS3	384	0	0	.		0
		BAS4	384	0	0	.		0
		BAS5	384	0	0	.		0
		BPQ1	384	0	0	.		0
		BPQ2	384	0	0	.		0
		BPQ3	384	0	0	.		0
		BPQ4	384	0	0	.		0
		BPQ5	384	0	0	.		0
		BL1	384	0	0	.		0
		BL2	384	0	0	.		0
		BL3	384	0	0	.		0

		BL4	384	0	0	.		0
		BL5	384	0	0	.		0
		OBE1	384	0	0	.		0
		OBE2	384	0	0	.		0
		OBE3	384	0	0	.		0
		OBE4	384	0	0	.		0
		OBE5	384	0	0	.		0
Mean		BA1	4.40	.00		.04	4.32	4.48
		BA2	4.41	.00		.03	4.35	4.48
		BA3	4.46	.00		.03	4.40	4.51
		BA4	4.47	.00		.03	4.42	4.53
		BA5	4.48	.00		.03	4.42	4.54
		BAS1	4.36	.00		.03	4.30	4.42
		BAS2	4.14	.00		.03	4.07	4.19
		BAS3	3.99	.00		.04	3.92	4.06
		BAS4	4.15	.00		.03	4.09	4.21
		BAS5	3.31	.00		.04	3.23	3.38
		BPQ1	4.58	.00		.03	4.51	4.65
		BPQ2	4.60	.00		.03	4.54	4.66
		BPQ3	4.67	.00		.03	4.62	4.72
		BPQ4	4.67	.00		.03	4.62	4.72
		BPQ5	4.63	.00		.03	4.57	4.68
		BL1	4.21	.00		.03	4.16	4.27
		BL2	4.69	.00		.03	4.64	4.74
		BL3	4.47	.00		.03	4.41	4.52
		BL4	4.37	.00		.03	4.31	4.42
		BL5	4.66	.00		.03	4.60	4.73
		OBE1	3.67	.00		.06	3.58	3.77
		OBE2	4.65	.00		.03	4.58	4.70
		OBE3	4.49	.00		.03	4.42	4.55
		OBE4	4.31	.00		.03	4.25	4.37
		OBE5	4.80	.00		.02	4.76	4.84
Std. Deviation		BA1	.679	-.004		.050	.580	.768
		BA2	.607	-.002		.032	.549	.661
		BA3	.603	-.002		.031	.549	.655
		BA4	.573	-.002		.028	.522	.624
		BA5	.596	-.003		.037	.534	.662
		BAS1	.614	-.003		.036	.556	.681
		BAS2	.598	-.003		.040	.526	.668

	BAS3	.737	-.003	.041	.657	.809
	BAS4	.572	-.003	.034	.512	.628
	BAS5	.814	.000	.025	.758	.864
	BPQ1	.649	-.004	.041	.575	.713
	BPQ2	.655	-.003	.041	.571	.723
	BPQ3	.513	-.001	.025	.468	.556
	BPQ4	.501	-.002	.023	.458	.545
	BPQ5	.554	-.002	.031	.501	.606
	BL1	.651	-.001	.037	.578	.714
	BL2	.537	-.003	.035	.472	.600
	BL3	.568	-.002	.026	.521	.613
	BL4	.594	-.003	.032	.537	.652
	BL5	.658	-.003	.050	.555	.743
	OBE1	1.086	-.002	.034	1.018	1.145
	OBE2	.595	.000	.047	.510	.690
	OBE3	.626	.001	.033	.559	.697
	OBE4	.610	-.002	.029	.556	.659
	OBE5	.461	-.002	.037	.389	.525
Minimum	BA1	1				
	BA2	2				
	BA3	2				
	BA4	2				
	BA5	1				
	BAS1	1				
	BAS2	1				
	BAS3	1				
	BAS4	1				
	BAS5	1				
	BPQ1	2				
	BPQ2	2				
	BPQ3	2				
	BPQ4	2				
	BPQ5	2				
	BL1	1				
	BL2	2				
	BL3	2				
	BL4	1				
	BL5	1				
	OBE1	1				
	OBE2	1				

	OBE3	1				
	OBE4	2				
	OBE5	2				
Maximum	BA1	5				
	BA2	5				
	BA3	5				
	BA4	5				
	BA5	5				
	BAS1	5				
	BAS2	5				
	BAS3	5				
	BAS4	5				
	BAS5	5				
	BPQ1	5				
	BPQ2	5				
	BPQ3	5				
	BPQ4	5				
	BPQ5	5				
	BL1	5				
	BL2	5				
	BL3	5				
	BL4	5				
	BL5	5				
	OBE1	5				
	OBE2	5				
	OBE3	5				
	OBE4	5				
OBE5	5					

a. Unless otherwise noted, bootstrap results are based on 384 bootstrap samples