



Addis Ababa University School of Graduate Studies
Department of Marketing Management

**FACTORS UNDERLYING BRAND
CHOICE OF CONSUMERS:
THE CASE OF BEER BRANDS IN ADDIS
ABABA**

By: Ephrem Tesfaye

May, 2015

Addis Ababa, Ethiopia

**FACTORS UNDERLYING BRAND
CHOICE OF CONSUMERS:
THE CASE OF BEER BRANDS IN ADDIS
ABABA**

By: Ephrem Tesfaye

Advisor: Birhanu Denu (PhD)

**A Research Project Submitted to the School of Graduate Studies of Addis
Ababa University in Partial Fulfillment of the Requirement for the Award of
Master of Arts in Marketing Management**

May, 2015

Addis Ababa, Ethiopia

**FACTORS UNDERLYING BRAND
CHOICE OF CONSUMERS:
THE CASE OF BEER BRANDS IN ADDIS
ABABA**

By: Ephrem Tesfaye

Approved by Board of Examiners

Name

Signature

Name

Signature

Statement of Certification

This is to certify that **Ephrem Tesfaye** has carried out his research work on the topic entitled **Factors Underlying Brand Choice of Consumers: The Case OF Beer Brands in Addis Ababa** is his original work and is suitable for submission for the award of Masters Degree in Marketing Management.

Advisor: Birehanu Denu(PhD)

May, 2015

Statement of Declaration

I hereby declare that **Factors Underlying Brand Choice of Consumers: The Case of Beer Brands in Addis Ababa** project is wholly the work of **Ephrem Tesfaye** .I have carried out the present study independently with the guidance and support of the research advisor, **Dr. Birhanu Denu**. Also any other contributors or sources have either been referenced in the prescribed manner or are listed in the acknowledgements together with the nature and the scope of their contribution. And the study has not been submitted for award of any Degree or Diploma Program in this or any other Institution. It is in partial fulfillment to the requirement of the Masters Degree program in Marketing Management.

Signature_____

May,2015

ACKNOWLEDGEMENT

More knowledge and new experiences especially those acquired during this dissertation, clearly demonstrate that this work is a product of the coordinated inputs from different persons at different levels and capacities. Some of these individuals are academic and non-academic colleagues, others are outstanding professionals in the field of research and still, others are friends. It is time for me to express my sincere gratitude to them for the pleasant attitude shown unreservedly.

First, I would like to acknowledge the professionalism and academic behavior that my advisor Dr. Birehanu Denu, exhibited during the time of the development of this dissertation from proposal right to the dissertation stage.

I'm also thankful to all the course mates for the cooperation they showed during the academic seasons. Especial thanks goes to Abduselam Belete, who has been an inspiration to me.

Abstract

Every customer in the market has his/her own brand choice. Customers consider certain attributes before purchasing products. The objective of this study was to identify the underlying factors of brand choice among consumers of beer in Addis Ababa. The variables included in this study are perceived quality, price, packaging, advertisement, promotional activities, brand availability, brand name awareness and alcoholic content as dependent variable. A sample of 360 beer consumers was selected using convenience sampling technique. A semi -structured questionnaire based on likert type scale was used to elicit information from the sampled respondents in the city of Addis Ababa. The data were analyzed using descriptive statistics, one way ANOVA, independent sample t- test and multiple regressions. The findings of the study showed that most of respondents were aware of beer brands available in Ethiopia. Particularly St.george, Walia and Meta beers are found to be a top of mind and mostly preferred brands of all brands available in Ethiopia. The study revealed that product quality, brand name awareness, package design, advertisement, brand availability and promotional activities make a significant contribution to beer brand choice of consumers in Addis Ababa. Moreover, the study

finding shows that, there is a difference among consumers of the different age groups with regard to advertisement as a factor for brand choice. Regarding the difference between educational level of respondents on the factors they consider in brand choice, advertisement, promotional activities and brand availability were found to have a significant difference. However, the test result for variation on brand preference based on respondent's gender and income level was found to be insignificant.

Key Words: Brand choice, Beer, Brand Preference, Brand Awareness, Model of Buying Behavior

Table of content

	Page
Abstract.....	I
Table of contents.....	II
Index of Tables	III
Index of Figures	IV
Chapter One: Introduction	1
1.1. Background of study.....	1
1.2. Statement of the Problem.....	5
1.3. Objectives of the Study	7
1.3. Research Hypotheses	8
1.4. Conceptual Definition.....	9
1.5. Significance of the Study	9
1.6. Scope of the study.....	10
1.7. Limitation of the Study	10
1.8. Organaization of the Study	11
Chapter Two: Review of Literature	12
2.1. Concept of Branding.....	12
2.2. Brand Equity	16
2.3. Brand Preference.....	18
2.4. Distinctions Between Brand Preference and other Constructs	19
2.5. Consumer Buying Behaviour.....	22
2.6. Model Of Consumer Behaviour.....	23
2.7. Brand And Consumer Buying Decision process	26
2.8. Consumers' Brand Choice	31
2.9. Underlying Factors of Brand Choice	34
2.9.1. Product Quality	34
2.9.2. Packaging.....	35
2.9.3. Brand Availability	36
2.9.4. Price	37

2.9.5. Advertisemnet	<u>38</u>
2.9.6. Other Promotional Activities	<u>39</u>
2.9.7. Brand Awareness	<u>40</u>
2.9.8. Alcohol Content	<u>41</u>
2.10. Conceptual Framework.....	<u>42</u>
Chapter Three: Research Methodology	<u>43</u>
3.1. Research Design.....	<u>43</u>
3.2. Sources of Data	<u>44</u>
3.3. Method of Data Collection.....	<u>44</u>
3.4. Sampling Techniques and Procedure.....	<u>46</u>
3.4.1. Target Population.....	<u>46</u>
3.4.2. Sample size and Sampling Technique	<u>46</u>
3.5. Reliability Analysis.....	<u>47</u>
3.6. Validity Test.....	<u>49</u>
3.7. Data Analysis	<u>49</u>
3.8. Ethical Considerations	<u>49</u>
Chapter- Four: Data Analysis and Discussion	<u>50</u>
4.1. Data Preparation	<u>50</u>
4.2. Descriptive Anaysis	<u>50</u>
4.2.1. Demographic Profile of Respondents	<u>50</u>
4.2.2. Level of Brand Awareness and Source of Information	<u>52</u>
4.2.3. Consumers' Brand Preference Reasons	<u>54</u>
4.2.4. Underlying Factors of Brand Choice	<u>55</u>
4.3. Correlation Analysis	<u>58</u>
4.4. Regression Analysis.....	<u>59</u>
4.5. Underlying Factors of Brand Choice Based on Respondents' Profile.....	<u>63</u>
4.5.1. Underlying Factors of Brand Choice Based on Gender.....	<u>63</u>
4.5.2. Underlying Factors of Brand Choice Based on Income Level	<u>64</u>
4.5.3. Underlying Factors of Brand Choice Based on Age.....	<u>65</u>
4.5.4. Underlying Factors of Brand Choice Based on Educational Level.....	<u>66</u>
4.6. Discussion of Findings.....	<u>68</u>

Chapter Five: Conclusion and Recommendations	<u>70</u>
5.1. Conclusion	<u>70</u>
5.2. Recommendations.....	<u>72</u>
5.3. Recommendations for the future Research.....	<u>73</u>

References

Appendix 1: Questionnaire used in the main survey

Appendix 2: Regression model summary

Appendix 3: T-Test (Underlying factors of Brand choice Based on Gender)

Appendix 4: One-way ANOVA (Underlying Factors of Brand Choice Based on Income Levels)

Appendix 5: One-way ANOVA (Underlying Factors of Brand Choice Based on Age)

Appendix 6: One Way ANOVA (Underlying Factors of Brand Choice Based on Education Level)

Index of Tables

	<i>Page</i>
Table 3.1: Reliability Test	<u>45</u>
Table 4.1: Demographic Profile of Respondents.....	<u>50</u>
Table 4.2: Top of Mind Brand Recall.....	<u>51</u>
Table 4.3: Information source of Brand awareness	<u>51</u>
Table 4.4: Reasons for Brand Preference	<u>54</u>
Table 4.5: Descriptive Statistics of variables.....	<u>55</u>
Table 4.6: Correlation Analysis.....	<u>57</u>
Table 4.7: Model Summary of Brand Choice Dimension	<u>58</u>
Table 4.8: Regressions for Consumers Brand Choice	<u>59</u>
Table 4.9: Summary of the overall outcome of the Research hypothesis	<u>60</u>
Table 4.10:Independent Sample T-test Between Gender and underlying Factors of Brand Choice	<u>62</u>
Table 4.11: One Way ANOVA Between Income Level and Underlying Factors of Brand Choice	<u>63</u>
Table 4.12: One Way ANOVA Between Age and Underlying Factors of Brand Choice.....	<u>64</u>
Table 4.13: One Way ANOVA Between Educational Level and Underlying Factors of Brand Choice	<u>65</u>

Index of Figures

	<i>Page</i>
Figure 2.1: Model of Buying Behaviour.....	<u>23</u>
Figure 2.2: Typology of Consumer Decision making	<u>25</u>
Figure 2.3: Limited Problem Solving Brand Purchase.....	<u>28</u>
Figure 2.4: Conceptual Framework	<u>40</u>

Abstract

Every customer in the market has his/her own brand choice. Customers consider certain attributes before purchasing products. The objective of this study was to identify the underlying factors of brand choice among consumers of beer in Addis Ababa. The variables included in this study are perceived quality, price, packaging, advertisement, promotional activities, brand availability, brand name awareness and alcoholic content as dependent variable. A sample of 360 beer consumers was selected using convenience sampling technique. A semi -structured questionnaire based on likert type scale was used to elicit information from the sampled respondents in the city of Addis Ababa. The data were analyzed using descriptive statistics, one way ANOVA, independent sample t- test and multiple regressions. The findings of the study showed that most of respondents were aware of beer brands available in Ethiopia. Particularly St.george, Walia and Meta beers are found to be a top of mind and mostly preferred brands of all brands available in Ethiopia. The study revealed that product quality, brand name awareness, package design, advertisement, brand availability and promotional activities make a significant contribution to beer brand choice of consumers in Addis Ababa. Moreover, the study finding shows that, there is a difference among consumers of the different age groups with regard to advertisement as a factor for brand choice. Regarding the difference between educational level of respondents on the factors they consider in brand choice, advertisement, promotional activities and brand availability were found to have a significant difference. However, the test result for variation on brand preference based on respondent's gender and income level was found to be insignificant.

Key Words: Brand choice, Beer, Brand Preference, Brand Awareness, Model of Buying Behavior

Table of content

	Page
Abstract.....	I
Table of contents.....	II
Index of Tables	V
Index of Figures	VI
Chapter One: Introduction	1
1.1. Background of study.....	1
1.2. Statement of the Problem.....	5
1.3. Objectives of the Study	7
1.4. Research Hypotheses	7
1.5. Conceptual Definition.....	8
1.6. Significance of the Study	8
1.7. Scope of the study.....	9
1.8. Limitation of the Study	9
1.9. Organaization of the Study	10
Chapter Two: Review of Literature	11
2.1. Concept of Branding.....	11
2.2. Brand Equity	14
2.3. Brand Preference.....	17
2.4. Distinctions Between Brand Preference and other Constructs	18
2.5. Consumer Buying Behaviour.....	20
2.6. Model Of Consumer Behaviour.....	22
2.7. Brand And Consumer Buying Decision process	24
2.8. Consumers' Brand Choice	29
2.9. Underlying Factors of Brand Choice	31
2.9.1. Product Quality	31
2.9.2. Packaging.....	32
2.9.3. Brand Availability	33
2.9.4. Price	34

2.9.5. Advertisemnet	35
2.9.6. Other Promotional Activities	36
2.9.7. Brand Awareness	37
2.9.8. Alcohol Content	38
2.10. Conceptual Framework.....	39
Chapter Three: Research Methodology	40
3.1. Research Design.....	40
3.2. Sources of Data	41
3.3. Method of Data Collection.....	41
3.4. Sampling Techniques and Procedure.....	42
3.4.1. Target Population.....	43
3.4.2. Sample size and Sampling Technique	43
3.5. Reliability Analysis.....	44
3.6. Validity Test.....	45
3.7. Data Analysis	46
3.8. Ethical Considerations	46
Chapter- Four: Data Analysis and Discussion	47
4.1. Data Preparation	47
4.2. Descriptive Anaysis	47
4.2.1. Demographic Profile of Respondents	47
4.2.2. Level of Brand Awareness and Source of Information	49
4.2.3. Consumers' Brand Preference Reasons	51
4.2.4. Underlying Factors of Brand Choice	52
4.3. Correlation Analysis	55
4.4. Regression Analysis.....	56
4.5. Underlying Factors of Brand Choice Based on Respondents' Profile.....	60
4.5.1. Underlying Factors of Brand Choice Based on Gender.....	60
4.5.2. Underlying Factors of Brand Choice Based on Income Level	61
4.5.3. Underlying Factors of Brand Choice Based on Age.....	62
4.5.4. Underlying Factors of Brand Choice Based on Educational Level.....	63
4.6. Discussion of Findings.....	65

Chapter Five: Conclusion and Recommendations	67
5.1. Conclusion	67
5.2. Recommendations.....	69
5.3. Recommendations for the future Research.....	70
References	
Appendix 1: Amharic Questionnaire used in the main survey	
Appendix 2: English Questionnaire used in the main survey	
Appendix 3: Regression model summary	
Appendix 4: T-Test (Underlying factors of Brand choice Based on Gender)	
Appendix 5: One-way ANOVA (Underlying Factors of Brand Choice Based on Income Levels)	
Appendix 6: One-way ANOVA (Underlying Factors of Brand Choice Based on Age)	
Appendix 7: One Way ANOVA (Underlying Factors of Brand Choice Based on Education Level)	

Index of Tables

	<i>Page</i>
Table 3.1: Reliability Test	45
Table 4.1: Demographic Profile of Respondents.....	49
Table 4.2: Top of Mind Brand Recall.....	50
Table 4.3: Information source of Brand awareness	50
Table 4.4: Reasons for Brand Preference	52
Table 4.5. Descriptive Statistics of variables.....	54
Table 4.6: Correlation Analysis.....	56
Table 4.7: Model Summary of Brand Choice Dimension	57
Table 4.8: Regressions for Consumers Brand Choice	58
Table 4.9: Summary of the overall outcome of the Research hypothesis	59
Table 4.10:Independent Sample T-test Between Gender and underlying Factors of Brand Choice	61
Table 4.11: One Way ANOVA Between Income Level and Underlying Factors of Brand Choice	62
Table 4.12: One Way ANOVA Between Age and Underlying Factors of Brand Choice.....	63
Table 4.13: One Way ANOVA Between Educational Level and Underlying Factors of Brand Choice	64

Index of Figures

	<i>Page</i>
Figure 2.1: Model of Buying Behaviour.....	<u>23</u>
Figure 2.2: Typology of Consumer Decision making	<u>24</u>
Figure 2.3: Limited Problem Solving Brand Purchase.....	<u>27</u>
Figure 2.4: Conceptual Framework	<u>39</u>

Chapter One: Introduction

1.1. Background of the Study

Companies with superior information can choose their markets better, develop better offerings, and execute better marketing planning (Kotler and Keller, 2012). Since customers are, the start and end of marketing, marketers should collect information about their customers' preference and act in a way that can satisfy their needs. A marketing program could not be successful without considering and understanding of customers' needs.

Moreover, as Keller (2004) explains, the strength of a brand (according to AMA, brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.) depends on how consumers think, feel and act with respect to that brand. In particular, the strongest brands will be those brands for which consumers become so attached and passionate that they, in effect, become missionaries and attempt to share their belief and spread the word about the brand. Although, marketers must take responsibility for designing and implementing the most effective and efficient brand building marketing programs possible, the success of those marketing efforts ultimately depends on how consumer respond.

In order to obtain a favorable consumer response to a company's offering, understanding and predicting brand choice decisions of customers is necessary. American Marketing Association defines brand choice as the selection of one brand from a set of alternative brands

Nowadays customers have a number of alternative brands within a particular product category and they make their own evaluation to choose from a large set of brands available in their consideration set. Thus, marketers should focus on identifying the factors that consumers consider to choose a particular brand from a set of alternative brands.

Consumer brand preference is an essential step in understanding consumer brand choice; has therefore always received great attention from marketers. In the marketplace, consumers often

face situations of selecting from several options (Dhar, 1999). Brand preferences represent consumer dispositions to favor a particular brand (Overby and Lee, 2006). It refers to the behavioral tendencies reflecting the extent to which consumers' favors one brand over another (Hellier, P.K., Geursen, G.M., Carr, R.A. and Rickard, J.A.2003; Zajonc and Markus, 1980). Brand preference is close to reality in terms of reflecting consumer evaluation of brands.

Consumer preferences for brands reflect three responses: cognitive, affective and conative or behavioral (Grimm, 2005). The cognitive components encompass the utilitarian beliefs of brand elements (Grimm, 2005). The affective responses refer to the degree of liking or favoring that reflects consumer feelings towards the brand (Grimm, 2005). The conative or behavioral tendencies are denoted by Zajonc and Markus (1982) as the consumers' predicted or approached act towards the object. It is the revealed preference exhibited in consumers' choices (Hsee et al., 2009). Chernev, A., Hamilton, R. and Gal, D. (2011) assume that the association of behavioral outcome, such as willingness to pay and brand preference with the behavioral tendencies.

Purchasing decisions are the behavioral outcome that precede differentiation between several alternatives in the purchasing decision; a subsequent outcome of consumer preferences (Dhar et al., 1999). Preferences facilitate consumers' choice by enhancing their intentions towards the favored brand. Actual purchasing behavior is likely to correspond to intentions; the mechanism of intention formation provides evidence of persistent consumer preferences (Van Kerckhove et al., 2012).

Moreover, belief in the flexibility of consumer preferences to contextual factors (e.g. Bettman, J.R., Luce, M.F. and Payne, J.W. (2008); Payne, J.W., Bettman, J., R. and Schkade.D.A. (1999). have been argued by recent researchers (e.g. Amir and Levav, 2008), suggesting the stability of preferences across different contexts. Carpenter and Nakamoto (1994) report the difficulty of altering consumer preferences once they are developed, even if consumers discover the irrelevance of differentiating attributes to the brand.

The bias position consumers constitute toward a certain brand, created from comparative judgment between alternatives, reflects the brand strength (Biel, 1992). Thus, changes in

consumer brand preferences are reflected on the brand performance and market shares (Sriram, S., Chintagunta, P.K. and Neelamegham, R. (2006). In addition, brand preference combines the desired attributes and consumer perceptions; thus, it offers an indirect and unobtrusive way to assess salient attributes (Keller, 1993). Therefore, uncovering consumer brand preferences are considered critical input to design successful brand strategy, brand positioning, and gives insights to product development (Alamroand Rowley, 2011). Consequently, understanding brand preferences contributes in building strong brands able to build long-term relationship with consumers

Beer is a commodity like item, which has been differentiated through marketers' effort of building a brand. A commodity is a product presumable so basic that it cannot be physically differentiated in the minds of consumers (Keller, 2004). It is believed that consumers may not perceive any difference among various brands of beer, however, the effort of marketers make them to choose one brand over another. Furthermore, in their decision-making consumers may employ various choice criteria. Therefore, in order to develop a successful marketing strategy that can prove the existence of difference among various brands, identifying and understanding consumers' choice criteria is indispensable.

Currently in Ethiopia, growth in beer consumption has been a surprisingly 24 percent per year according to Access Capital estimates, roughly double the average annual growth rate in real GDP. This is propelled by economic recovery, expanding population, rising disposable income, improvement in beer quality and improving distribution systems. A gradual shift is taking place away from home brewed beer or other traditional drinks towards commercially produced brews, reflecting aggressive advertising campaigns by major brewers, rising urbanization and the growing prevalence of drinking society activity. (Access Capital: 2010)

Ethiopia's beer industry has seen much activity in recent years, from a level of just 1.0 million hectoliters in 2003/2004; beer production has risen to nearly 3.1 billion hectoliters by 2008/2009, giving an estimated average growth of around 24 percent per year (Access Capital: 2010).

Looking ahead, beer demand is expected to continue its rapid growth, in line with population levels, favorable demographics, continued economic growth, and a gradual convergence of national consumption levels towards those of neighboring countries. According to Access Capital projection (2010), beer consumption in Ethiopia will rise by around 15 percent per year in the coming years, a volume growth that can comfortably support several new beer producing factories in the next five year period even after accounting for the expansion plans of existing firms. This rapidly growing market will make the competition among companies stiffer than before. In this competitive environment, the way by which companies win the competition is through differentiation, building strong brand. To build a strong brand understanding what consumers expect from a certain beer brand or what factors they consider to choose a brand of beer is important.

According to (Mokhils S. and Yaakop,2012),there are countless factors that influence the way a consumer perceives a particular brand and prefer it over the other.(Meyer R. and Kahn, 1991), describes that extensive attention has been paid to understanding the relative influence of factors which affects the choice of consumer between various substitute brands of product and service that are purchased frequently. Preference is believed to influence future consumption outcomes including intention, willingness to buy and word of mouth.

The relative importance of each factor, which has been identified by researchers, depends on the nature of industry or product category under consideration, location and social characteristics of the consumers of different brands. Although, many studies have been conducted in various product categories, literature on brand choice in the beer product category is relatively insignificant. Thus, the consideration of relevant variables/factors for this research, in the case of beer brand choice was primarily guided by literature (similar studies conducted in different product categories and books). Moreover, the extent to which those factors are applicable to the beer product category and Ethiopian market was tested.

Keeping in view the importance of understanding consumer behavior, taste and preference, the present study was conducted with the objective of identifying the various factors responsible for determining the brand choice among consumers.

1.2.Statement of the problem

In every product category, consumers have more choices, more information and higher expectations than ever before. To move consumer from trial to preference, brands need to deliver on their value proposition, as well as dislodge someone else from the consumer's existing preference set.

It is very well understood that information on consumer behavior and brand preference are key factors which creates efficiency in business management (Bytiqi, 2008). Having more information on customer's needs, wants and behavior will help business to choose their target market(s) and tailored marketing programs. Interest in consumer brand choice has grown among marketing practitioners' and scholars in the process of understanding consumer brand selection (Kotler, 2002). It is very critical for companies to understand the customer's requirement and provide the products that satisfy their needs. Consumers brand preference represents a fundamental step in understanding consumer choice.

The consumer preference toward the brand transforms into motivation to continually repurchase the product. Consumers are faced with the task of differentiation and choosing among products and brands. Formation of preference represents a fundamental step in understanding consumer choice and consideration as a direct antecedent of the purchase intention.

A deep understanding of such choice dynamics can help managers design marketing programs that evolve with their customers. Such knowledge may also help marketing managers accurately evaluate the lifetime value of customers.

Many studies showed that various factors influence the consumer when they are making a choice among alternative brands. When competition is keen and the consumers are faced with brand choice in the market, it becomes imperative for the manufacturers to understand the major factors that can attract the attention of buyers to his own brand.

Due to various reasons, consumers' choice is limited to few brands from a range of brands available in the market. As various studies explained, the brand preference of consumers might

be affected by marketing strategy of firms. Moreover, consumers may have their own choice criteria in selection of a particular brand from a set of brands in a given product category.

Understanding what consumers consider in choosing a particular beer brand is important for beer companies; it will lead them to formulate a better marketing programs. However, failure to do so may result in losing a substantial market share. Thus, it is worthy to study the factors that consumers consider to select one brand from a set of alternative brands available in the market. The motivation behind this study is the fact that in recent years the competitiveness in the beer industry has enormously increased after the privatization of government breweries. The privatization resulted in new brand development, high standards, quality and wide assortment. However, it has not been clear which factors consumers consider in their choice of beer brands. Many important elements might have strong influence on buying decisions, which need to be considered to understand the consumers buying decision-making. Further, it seems highly essential to differentiate between buyer's brand choice and the factors affecting it.

Moreover, as Alamro and Rowley, (2011) state conducting a research in various sectors might explore the extent to which the determinants of brand preference and their relative influence varies between different contexts. Hence, although many studies have been conducted in various product categories, factors applicable to one sector/product category might not fit the other. Furthermore, published researches regarding the Ethiopian beer industry are scarce. Thus, this study is conducted to identify the underlying factors of consumers brand choice in a beer product category and the main research question of the study is —What factors determine the brand choice of beer in Addis Ababa? Under this main research question, the following specific research questions were addressed.

- What factors determine the brand choice of beer?
- Do the determinant factors of brand choice vary across demographic profile of respondents?
- Which brands have high awareness among customers?
- What are the most preferred brands of beer?

1.3.Objectives of the Study

The general objective of the study is to identify underlying factors of brand choice among consumers of beer in Addis Ababa. The specific objectives of the study are:

- To identify the factors that consumers consider when choosing a brand of beer.
- To examine if there is a difference among the demographic profile of consumers and the factors they consider in their purchase/brand choice decision.
- To examine the level of brand awareness towards various beer brands available in Addis Ababa.
- To identify the most preferred brand among the set of brands available in the city.

1.4 . Research Hypothesis

Based on the literature review and the hypothesized connections presented in the conceptual framework the following hypotheses were tested:

- Ho: Packaging does not contribute significantly favorable to brand choice

H1: Packaging contribute significantly favorable to brand choice

- Ho: Product quality does not contribute significantly favorable to brand choice

H1: Product quality contribute significantly favorable to brand choice

- Ho: Price does not contribute significantly favorable to brand choice

H1: Price contribute significantly favorable to brand choice

- Ho: Advertisement does not contribute significantly favorable to brand choice

H1: Advertisement contribute significantly favorable to brand choice

- Ho: Promotional activities does not contribute significantly favorable to brand choice

H1: Promotional activities contribute significantly favorable to brand choice

- Ho: Brand name awareness does not contribute significantly favorable to brand choice

H1: Brand name awareness contribute significantly favorable to brand choice

- Ho: Brand availability does not contribute significantly favorable to brand choice

H1: Brand availability contribute significantly favorable to brand choice

- H0: Alcoholic content does not contribute significantly favorable to brand choice.

H1: Alcoholic content contribute significantly favorable to brand choice.

1.5. Conceptual Definition

Brand choice is concerned with the selection and consumption of the brand (Bettman et al., 1998).

Brand preference: is the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available. Dibb S., Simikin L., Pride W.M., and Ferrell O.C. (2006).

Brand Awareness: is related to the strength of the brand trace in memory as reflected by consumers' ability to recall or recognize the brand under different conditions. Keller (2004)

1.6. Significance of the Study

The beer market in Ethiopia is growing rapidly. Different companies are introducing new brands to the market and at the same time, demand is increasing. The introduction of various brands will lead to tight competition, which in turn make consumers to face brand choice decision in the market. In such a situation, it becomes necessary for manufacturers to understand the major factors attracting buyers to one's own brand, so that they can succeed in the market and win the competition. A clear understanding of the factors that influence brand choice is critical to ensure that a company's branding and marketing efforts are matched with the needs of consumers. Therefore, this study can help marketers to design a better marketing strategy by identifying the factors that determine consumers brand choice. Even though information regarding buying

behavior may be helpful to marketers, research about this issue in beer market and Ethiopian context is scarce. Thus, this study will have a theoretical contribution in the area of product purchase decision and consumers brand choice criteria in the context of Ethiopian market. Furthermore, the study will give insight for other researchers to explore and investigate more in the area, in a broader scope and wider context.

1.7. Scope of the Study

This study aims to understand factors that determine consumer beer brand preference, their relationship with the brand preference and if consumer preference for a particular beer brand varies or changes with the consumer profile. To achieve this aim, the scope of the study is to identify different factors, i.e. packaging, price, brand awareness, advertisement, promotion, alcoholic content, product quality and brand availability that influence a brand preference of a particular beer brand in Addis Ababa.

The population of the study is limited to Addis Ababa, capital city of Ethiopia. This geographical limitation is not only chosen because of time, access and cost restriction, but also it is believed that a considerable number of beer consumers are available in Addis Ababa.

More specifically data were collected from consumers of beer in hotels, restaurants, and recreation centers which are assumed to constitute a potentially large group of beer consumer. Furthermore this research focus only on the factors that consumer consider in choice of locally produced bottled beer brands.

1.8. Limitation of the study

The current study was aimed to study the underlying factors of beer brand choice and the relationship of these factors with their beer brand choice. There are two types of beer in the market bottled beer and draught beer, and this research studied only bottled beer and the result and recommendation may not be applied to the draught beer. In addition, this research has only focused on eight variables. A study incorporating a range of factors, which are related with companies marketing strategy and other extraneous variables, might have yielded a better understanding of consumers brand choice.

1.9. Organization of the Research Report

The content of this research will have five chapters. The first chapter includes the research background, problem statement and research questions, objective of the study, significance of the study, scope of the study, limitation of the study and definition of terms. This will be followed by the discussion of concepts and theories related to the area of study (chapter two, literature review). The third chapter describes the research design, participants of the study, the data source, data collection and analysis techniques and procedures. The fourth chapter deals with the interpretation and discussion of the findings. Finally, in the last chapter, conclusion and recommendations will be included.

CHAPTER TWO

Review of Related Literature

This chapter provides an insight to readers about the theoretical view of the topics under study. In line with the objectives of the study, the chapter covers topics related to brand, brand equity, brand awareness, brand preference, and consumers buying behavior. In addition to this, the present chapter includes issues related with consumers' decision-making, consumers' behavior with low involvement products and consumers brand choice. Furthermore, the conceptual framework of the study is presented at the end of this chapter.

2.1. Concept of Branding

Brands are not new to marketing. Historically, the concept of brand was first used by the ancient Egyptian brick-makers who drew symbols on bricks for identification (Farquhar, 1990). Other examples of the use of brands were found in Greek and Roman times; at this time, due to illiteracy shopkeepers identified their shops using symbols. Moreover, in the Middle-Ages, craftsmen marked their goods with stamps as a trademark by which to differentiate their skills. The next milestone of brand evolved in North America with the growth of cattle farming as a kind of legal protection, proof of ownership and quality signals (De Chernatony and McDonald, 2003).

However, in today modern world concept of branding has come to include much more than just creating a way to identify a product or company. As DeChernatony and McDonald (2003) clarification, brands have also been viewed to go beyond the physical components of what they stand for to encompass additional attributes, which are important considerations for consumers 'buying decisions.

Brand definitions are numerous; different authors provide their own explanation towards the meaning of a brand. The definitions are useful to understand a brand from different perspectives.

According to Kotler (1999), a brand can deliver the following meaning:

- **Attributes-** A brand first brings to mind certain product attributes. For example, Mercedes suggests such attributes as 'well engineered', 'well built', 'durable', 'high prestige', 'fast', 'expensive' and 'high resale value'. The company may use one or more of these attributes in its advertising for the car. For years, Mercedes advertised 'Engineered like no other car in the world'. This provided a positioning platform for other attributes of the car.
- **Benefits-** Customers do not buy attributes, they buy benefits. Therefore, attributes must be translated into functional and emotional benefits. For example, the attribute 'durable' could translate into the functional benefit, 'I won't have to buy a new car every few years.' The attribute 'expensive' might translate into the emotional benefit, 'The car makes me feel important and admired.' The attribute 'well built' might translate into the functional and emotional benefit; 'I am safe in the event of an accident.'
- **Values-** A brand also says something about the buyers' values. Thus Mercedes buyers value high performance, safety and prestige. A brand marketer must identify the specific groups of car buyers whose values coincide with the delivered benefit package.
- **Personality-** A brand also projects a personality. Motivation researchers sometimes ask, 'If this brand were a person, what kind of person would it be?' Consumers might visualize a Mercedes automobile as being a wealthy, middle-aged business executive. The brand will attract people whose actual or desired self-images match the brand's image.

Keller (2004), define brand as a perceptual entity rooted in reality, but it is also more than that reflecting the perceptions and perhaps even the idiosyncrasies of consumers. This definition states that brand is what resides in the minds of consumers and the ultimate goal of all efforts in creating a brand is creating a perceived value of products and services in the minds of consumers. Kapferer (2008), support Keller's definition by explaining a brand as a set of mental associations, held by the customer, which add to the perceived value of a product or service. These associations should be unique (exclusive), strong (salient), and positive (desirable).

American Marketing Association definition of brand is the one that is supported by many authors and found in various literatures. This definition explain a brand as —a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.

The above definitions have something in common which explain what a brand is. Brand is an added value, which identify and differentiate a product from other brands/products. Moreover, brand will be meaningful when consumers able to create a mental association in their mind. DeChernatory and McDonald (2003) offer a definition that incorporates many scholars view. —A successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely. Furthermore, its success results from being able to sustain those added values in the face of competition.

Branding play many roles to both consumers and companies. As Kotler and Keller (2012) asserts, branding creates mental structures that help consumers organize their knowledge about products and services in a way that clarifies their decision making and, in the process, provides value to the firm.

According to Keller (2004), brands used to identify the source of a product and allow consumers to assign responsibility to a particular manufacturer or distributor. Brands play a significant role by signaling quality and other important characteristics of a product. In effect, they can reduce the risk associated with a product purchase decisions.

Ultimately, a brand is a source of competitive advantage. Although manufacturing processes and product designs may be easily duplicated, last impression in the minds of individuals and organizations from years of marketing activity and product experience may not be so easily reproduced. In this sense, branding can be seen as a powerful means of securing a competitive advantage (Keller, 2004). Similarly Kapferer (2008), states that a brand is one of the very few strategic assets available to a company, which can provide a long-lasting competitive advantage.

In order to get competitive advantage, companies should create a benefit to consumers through employing effective brand strategy. A strong brand undoubtedly does differentiate the product from similar products, differentiating device but having a strong brand name is not enough. The product itself also needs to be different in some way (Blythe, 2005). A strong brand is a brand with indispensable products or with strong intangible added value (Kapferer, 2008).

For branding strategies to be successful and brand value to be created, consumers must be convinced there are meaningful differences among brands in the product or service category (Kotler and Keller, 2012). Furthermore, Keller (2004) states that differences in outcomes arise from the —added value endowed to a product as a result of past marketing activity for the brand. In order to convince consumers and achieve the objectives sought companies should focus on creating the added values based on consumers needs. The brand's added values are those that are relevant and appreciated by consumers and which are over and above the basic functional role of the product (DeChernatory and McDonald, 2003).

As Peter and Donnelly (2007) state for some companies, the primary focus of strategy development is placed on brand building, developing, and nurturing activities. Thus, firms should give a due consideration for the development of a strong brand. If marketers can create a strong brand, consumers 'can easily be attracted to a company's offering. Moreover, branding results in more product variety and choice for consumers. It helps shoppers by providing much more information about products and facilitates their purchase decision.

2.2. Brand Equity

Owing to it being critical for firms to develop successful brand marketing strategies, brand equity has been a notable research topic for several decades (Keller, 1993, 2003). However, as

noted by Kayaman and Arasli (2007), there continues to be no widely accepted definition of brand equity.

Aaker (1991) defined brand equity as “a set of five categories of brand assets (liabilities) linked to a brand’s name or symbol that add to (subtract from) the value provided by a product or service.” He identified five brand equity constructs:

- 1 brand awareness;
- 2 brand perceived quality;
- 3 brand associations;
- 4 brand loyalty; and
- 5 Other proprietary brands assets, such as patents, trademarks, and channel relationships.

According to Kapferer, (2008) there are two perspectives from which brand equity can be viewed. One is customer-based, it 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, brand equity is viewed as a financial asset. It aims at producing measures in monetary values.

Both approaches have their own champions. Interestingly, regardless of one’s perspective, literature appears to be consistent in the opinion that brand equity is generated by consumers, who base their (re)purchase behaviors on the judgment of a brand’s value to themselves (Keller, 2004).

For example, as per Kotler and Keller (2006), brand equity is the customer's subjective and intangible assessment of the brand, beyond its objectively perceived value. Similarly, Kotler et al., (2005), define brand equity as the positive outcome that the customers show to the product or service. Moreover, as per the Official Marketing Science definition, brand equity is 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 (Kapferer, 2008).

Furthermore Keller (2004), develop a model that helps to understand brand equity from customers perspective, how consumers react to marketing of a brand product compared to a product without a special brand. The model is based on the premise that the power of a brand lies in what customers have learned, felt, seen and heard about the brand as a result of their experiences over time. He defines CBBE —as the differential effect that brand knowledge has on consumer response to the marketing of that brand.

According to Keller (2004), the differentiation effect is determined by comparing consumers' reactions to the marketing of a brand with their reactions to same marketing of an unnamed version of the product. Keller highlighted two brand equity constructs: brand knowledge and brand response. Brand knowledge has been defined in terms of brand awareness and image, while brand response to marketing has been conceptualized in terms of consumer perceptions, preferences, and behavior arising from marketing mix activities.

Keller (2004) put brand awareness and brand image as a source of brand equity. He emphasize that CBBE occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand association in memory. For brand equity to be created both brand awareness and image are very important. However, in some cases as in low involvement product purchase brand awareness alone is sufficient. As Keller (2004) explain in a low involvement decision setting where consumers are willing to base their choices merely on familiar brands, awareness is nearly sufficient to create brand equity.

In general, Keller (2004) states that a key to branding is that consumers must not think that all brands in the category are the same. Thus, establishing a high level of brand awareness and a positive brand image in consumer memory produces the knowledge structure that can affect consumers' response and produce different types of customers based brand equity.

Keller (2004) stress the fact that understanding the needs and wants of consumers and devising products and programs to satisfy them are at the heart of successful marketing. Furthermore, he clarifies that the challenge in building a strong brand is ensuring that customers have the right type of experiences with products and services and their accompanying marketing programs, so that the desired thoughts, feelings, images, perceptions etc become linked to the brand.

Therefore, in order to ensure customers are getting what they want and respond favorably to the marketing efforts of a company, first identifying what they need is necessary.

A thorough understanding of brand equity from the customer's point of view is essential for successful brand management. As Keller (1993, p. 8) explains, positive customer-based brand equity "can lead to greater revenue, lower cost, and higher profit; it has direct implications for the firm's ability to command higher prices, a customer's willingness to seek out new distribution channels, the effectiveness of marketing communications, and the success of brand extensions and licensing opportunities."

2.3. Brand Preference

Because brand preference is indispensable in highly competitive businesses, practitioners and researchers have long spotlighted the concept. The term brand preference refers to the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available (Dibb et al., 2006). However, if the brand is not available, the customer will accept a substitute brand rather than expending additional effort finding and purchasing the preferred brand (Dibb et al., 2006). Customers form brand preferences to reduce the complexity of the purchase decision process (Gensch, 1987). The process of forming brand preference involves, first, being exposed to many brands, followed by a complex purchase decision process. Customers often delete some product brands from their memory; then, among remaining brands of products, customers memorize the brands of products they would consider purchasing in the future (Roberts & Lattin, 1991).

Brand preference is important for business as a component of brand loyalty (Rundle-Thiele & Mackay, 2001). For that reason, brand preference is a way to enhance sales. From a business standpoint, the challenge is that customers could change their favorite brands by trying products of other brands (Mathur, Moschis, & Lee, 2003) because they are exposed to a variety of attractive brands. That is, customers tend to seek better brands of products or services, so their brand preference can change. For businesses to reduce that risk, they must identify what affects brand preference and how to build brand preference.

According to Alamro and Rowley (2011) brand preference is an essential pre-requisite to brand equity. Moreover Keller (2004), views brand preference as an antecedent of brand loyalty and

brand equity. In order to gain brand loyalty and high market share or obtain the outcomes of brand equity, creating consumers brand preference or effort to be the preferred brand should be at the heart of marketing activities.

2.4. Distinctions between Brand Preference and other Brand Constructs

Brand preference can be related to, but remain conceptually distinct from, other brand constructs. Differentiating brand preference from other branding constructs can provide better understanding of its meaning. In particular, brand preference is different from brand loyalty, brand choice, brand attachment and brand awareness/liking.

Brand preference and Brand loyalty - in the dictionary brand preference means “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.” Whereas, brand loyalty means “extent of the faithfulness of consumers to a particular brand, expressed through their repeat purchases, irrespective of the marketing pressure generated by the competing brands. ” (www.businessdictionary.com). In the marketing literature, Oliver, (1999, p.34) defines brand loyalty as: “*A deeply held commitment to rebuy or repatronise a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior.*”

This definition identifies two basic dimensions of brand loyalty: behavioral loyalty or purchase loyalty, related to the repeated purchases of the brand; and attitudinal loyalty, the psychological commitment toward the brand in terms of the consumer’s disposition (Chaudhuri and Holbrook, 2001). Consumers pass through four phases to become loyal: cognitive loyalty, affective loyalty, conative loyalty and action loyalty. In the first phase, consumers are rational and focused on the brand attributes and other features. The second phase is that of emotional development due to satisfaction with the brand performance enhanced by positive experiences. At the third level, affective loyalty is transformed into behavioral intentions of buying the brand. The final level at which consumers are loyal involves the action of purchasing and the repeat purchase of the brand, and overcoming barriers (Oliver, 1999).

The first three decision-making phases of brand loyalty constitute the focal point of brand preference. It describes the stated preference toward certain brands over time, accompanied by behavioral consistency (Moschiset *al.*, 1984). Brand preference is distinct from attitudinal loyalty (Mattila, 2001); however, both assume that consumers' strong beliefs about the brand cognitive structure enhance brand loyalty (Kim *et al.*, 2011). Consumers' brand preference does not exhibit the action of purchasing; however, this behavior will be expressed later with the persistent of strong preference (Mellenset *al.*, 1996). Heilmanet *al.* (2000) postulate that consumers are likely to be loyal to their preferred brands. Therefore, the main theme is that brand preference is related to brand loyalty. However, brand loyalty is depicted more consistent by long-term repeat purchasing behavior.

Rossiter and Bellman, (2005) suggest different levels of preferences and their corresponding states of loyalty. There is strong brand preference for single or multiple brands; the state at which consumers can be loyal to a certain brand. Moderate brand preference refers to the state of brand switching, where there is no inclination towards a certain brand and consumers are more likely to switch from one brand to another. Neutral preference refers to how consumers can be unaware of the brand or loyal to other brands. Negative brand preference occurs when consumers are not, and will not become, loyal. Each brand preference level represents a market segment; therefore, marketing managers design strategies, targeting consumers at each segment, based on the level of preference. Consumers' moderate or neutral brand preferences can be stimulated to become strong. However, consumers with a negative brand preference cannot be loyal; rather, they can end up with a weak or moderate preference level.

Brand preference precedes consumer loyalty and influence attitudinal (Kim *et al.*, 2011) and behavioral loyalty (Tolba and Hassan, 2009). Thus, loyalty can be perceived as a true measure of brand preference (Gupta, 1988; Hardieet *al.*, 1993). However, the reverse relationship; assuming the influence of loyalty; measured by frequency of consumer past purchases on brand preference was not supported (Hellieret *al.*, 2003). In addition, Horskyet *al.*, (2006) state that the omission of brand preference from the brand choice model leads to the overestimation of brand loyalty and systematic bias within loyalty parameters.

Brand Preference and Brand Choice – choice is the process of preference consolidation facilitating the choice task (Beach 1993). Brand choice is concerned with the selection and

consumption of the brand (Bettman *et al.*, 1998). Brand preference can be viewed as a motivator of brand choice. Consumer choices are based on well-defined preferences through which consumers can determine the set of alternatives from which they will make their choices (Louviere, 2000). Consumer preferences and choices tend to be more consistent; therefore, preference provides a more accurate prediction of consumer choices comparing to attitude (Bither and Wright, 1977). Economically, the main target of the consumer in the choice task is to satisfy his preference and select the alternative with maximum utility (Rizvi, 2001). If a consumer does not select the optimal alternative to maximize his utility, he is compromised by conflicting preferences (Yoon and Simonson, 2008). Hansen (1976) identifies the confliction between alternatives preceding choices among the aspects that characterize choice.

Sagoff (2003) suggests that the relationship between brand choice and brand preference is subject to market conditions. In perfect market conditions, consumers will choose from their preferred alternatives. While in the imperfect market, choice is subject to situational factors, such as availability; whereby, consumers' brand choices can be inconsistent with their preferences. Surprisingly, marketing managers are more interested in brand preference than brand choice to signal repeated purchases, since consumer preferences tend to be constant across the different contexts, rather than choice-limited to a specific context (Amir and Levav, 2008).

Brand preference and Brand Attachment/ Affect/Commitment and Attitude - Brand attachment exists at a higher level of emotional response than brand preference; including passion, connection and affection. It measures the strength of the bond between the consumer and the brand (Thomson *et al.*, 2005). Therefore, brand attachment reflects the long-term relationship and predicts current and future purchases based on past purchases (Eschet *et al.*, 2006).

2.5. Consumer Buying Behavior

The modern market consists of a big variety and diversity of packages, designs, products, goods, and services. It develops and innovates daily and makes improvements in strategies permanently. However, it would not put so much effort into the development if the consumer and the overall society would not need and require new products, product ideas and functions. The market is the dependable sector of industry and the consumers are only one indispensable element of market performance which allows the industries to exist and grow. In order to create an appropriate

product or service, companies need to understand the consumers, their behavior and perception, and to meet their needs and requirements.

Consumer behavior is the process involved when individuals or groups of people select, purchase, use or dispose of products, services, ideas or experiences to satisfy their needs and desires (Solomon & Bamossy & Askegaard & Hogg 2010). There are different people with different roles who are involved in this process: the purchaser, whose function is to buy the product or service; the user who uses the actual product or service; and the influencer who provides information and recommendations for or against the product or service without buying or using it. (Solomon & Bamossy & Askegaard & Hogg 2010, pp.6 - 7.)

Consumer behavior is important from a number of different points of view. From the perspective of marketing, the study of consumer behavior is important as it helps forecast and understand consumer demand for products as well as brand preferences. To better understand the choice of brand from consumers' perspective it is important to have an idea of consumers' behavior and be familiar with consumer buying behavior theories.

Understanding consumer behavior is not simple. However, studying consumer behavior is crucial factor for companies' success. Marketers, considering that, dedicate a lot of efforts in trying to specify the exact needs and wants for their customers and target markets, they also try to determine the best product characteristics that can satisfy the target market from the consumers own perspective.

A number of different factors influence consumers' buying behavior or purchase process, such as cultural, social, personal, and psychological factors. The consumer's choice results from the complex interplay of these factors. Although the marketer cannot influence many of these factors, they can be useful in identifying interested buyers and in shaping products and appeals to serve their needs better (Kotler et al., 2005). Furthermore, though, marketers cannot control some of these factors, the factors must be taken into consideration in order to reach target consumers effectively (Kotler, 2002).

2.6. Model of Consumer Behavior

The consumer market is not only large it is dynamic Etzel et al. (2006). Thus, buyer behavior within markets has to be understood before marketing strategies can be developed. However, constructing a standard model of consumer buyer behavior can be somewhat problematic. While the inputs and the outputs of decision-making can readily be identified and, to a certain extent, measured, the intangible element, which concerns buyer characteristics and choice determinants is often more elusive (McDonald and Christopher, 2003).

According to Kotler et al. (2005), often, consumers themselves do not know exactly what influence their purchase. The idea that the mind is a computer with storage compartments where brands or logos or recognizable packages are stored in clearly marked folders that can be accessed by cleverly written ads or commercials simply doesn't exist. Instead, the mind is a whirling, swirling, jumbled mass of neurons bouncing around, colliding and continuously creating new concepts and thoughts and relationships inside every single person's brain all over the world. Therefore, the central question for marketers is; how do consumers respond to various marketing efforts the company might use?

Even though, predicting consumer buyer behavior may be an imprecise science, some simple models have been created to assist marketers in gaining a deeper understanding of consumers in order to acquire and retain their customers (McDonald and Christopher, 2003). At best consumer's characteristics and choice determinants can be explained by consumer's —black box or stimulus-response model of buyer behavior.

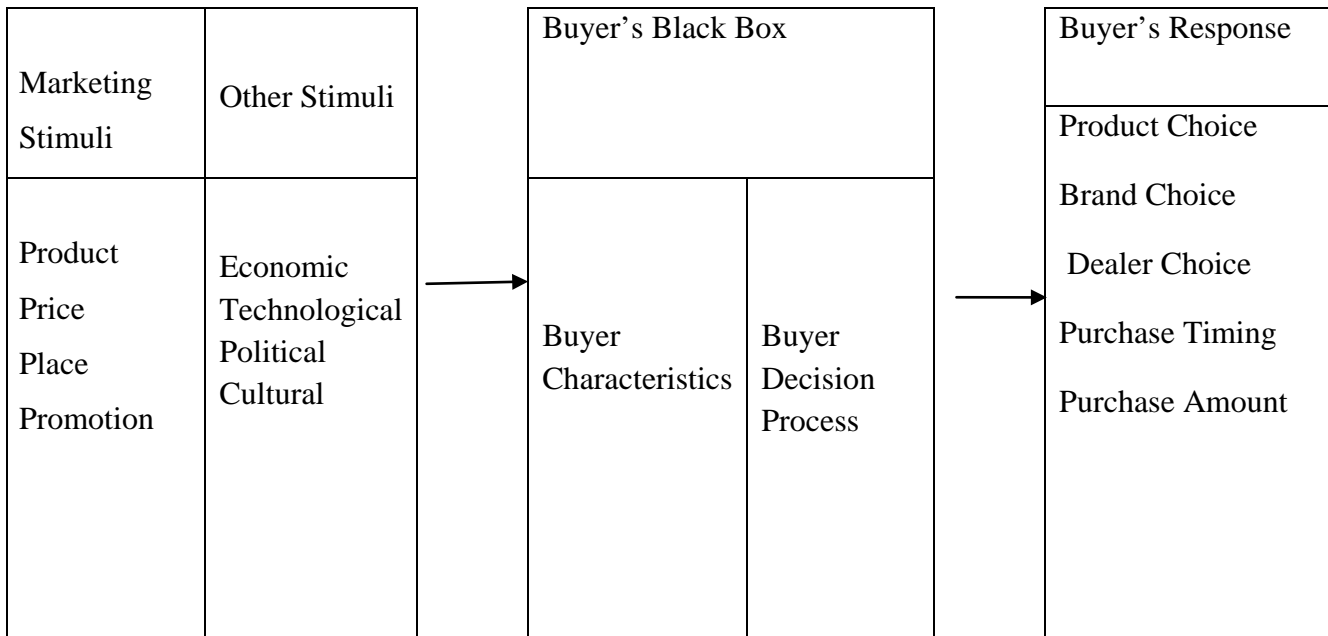


Fig 2.1.: Model of Buying Behavior (Source: Kotler et. al, (2005))

Figure 2.1 shows that marketing and other stimuli enter the consumer's "black box" and produce certain responses. Marketers must figure out what is in the buyer's black box. Marketing stimuli consist of the four Ps: product, price, place, and promotion. Other stimuli include major forces and events in the buyer's environment: economic, technological, political, and cultural. All these inputs enter the buyer's black box, where they are turned into a set of buyer responses: product choice, brand choice, dealer choice, purchase timing and purchase (Kotler et al., 2005).

In making a purchase decision, consumers respond to the stimuli deployed by the selling company. The greater the company's knowledge is about the reactions these stimuli elicit, the greater the competitive advantage for that company (McDonald and Christopher, 2003). Moreover, a comparison of inputs and outputs raises questions about who buys and how they buy.

Thus, examining buyer characteristics and identifying the critical drivers of purchase decision will help marketers to frame their strategy in a manner that can result in a favorable consumer response.

2.7. Brand and Consumer Buying Decision Process

Consumer decision making varies with the type of buying decision. Complex decisions usually involve more buying participants and more buyer deliberation (Kotler et al., 2005). Thus, depending on the number of individuals involved and the extent to which they are actively engaged in the purchase their decision might vary.

According to DeChernatory and McDonald (2003), the stages in the buying process, when consumers seek information about brands and the extent of the information search, are influenced by an array of factors. However, two factors are particularly useful in explaining how consumers decide. One is the extent of their involvement in the brand purchase and their perceptions of any differences between competing brands. As per McDonald and Christopher (2003), involvement is a term used to describe how personally meaningful the purchase is to the consumer.

When the degree of consumer involvement is combined with knowledge of whether consumers perceive many or few differences between brands, it becomes possible to identify four distinctive types of buying behavior (McDonald and Christopher, 2003). DeChernatory and McDonald (2003) shows the four types of consumer buying behavior based on the degree of involvement and the extent of the differences among brands.

Significant perceived brand difference	Extended problem solving	Tendency to limited problem solving
Minor perceived Brand difference	Dissonance reduction	Limited problem solving
	High consumer involvement	Low consumer involvement

Fig. 2.2. Typology of consumer decision making

Source: McDonald and Christopher (2003)

Extended problem solving occurs when consumers are involved in the purchase and where they perceive significant differences between competing brands in the same product field (DeChernatory and McDonald, 2003). In some other literatures (McDonald and Christopher, 2003, Kotler et al., 2005, Kotler 2002) the extended problem solving is named as Complex buying behavior.

According to Kotler and Armstrong (2012), Consumers undertake complex buying behavior when they are highly involved in a purchase and perceive significant differences among brands. Consumers may be highly involved when the product is expensive, risky, purchased infrequently, and highly self-expressive. Typically, the consumer has much to learn about the product category. For example, a PC buyer may not know what attributes to consider. Many product features carry no real meaning: a “3.2GHz Intel Core i7 processor,” “WUXGA active matrix screen,” or “8GB dual-channel DDR2 SDRAM memory.”

This buyer will pass through a learning process, first developing beliefs about the product, then attitudes, and then making a thoughtful purchase choice. Marketers of high involvement products must understand the information-gathering and evaluation behavior of high-involvement consumers. They need to help buyers learn about product-class attributes and their relative importance. They need to differentiate their brand’s features, perhaps by describing the brand’s benefits using print media with long copy. They must motivate store salespeople and the buyer’s acquaintances to influence the final brand choice.

Dissonance-reducing buying behavior occurs when consumers are highly involved with an expensive, infrequent, or risky purchase but see little difference among brands (Kotler and Armstrong, 2012). For example, consumers buying carpeting may face a high-involvement decision because carpeting is expensive and self-expressive. Yet buyers may consider most carpet brands in a given price range to be the same. In this case, because perceived brand differences are not large, buyers may shop around to learn what is available but buy relatively quickly. They may respond primarily to a good price or purchase convenience.

After the purchase, consumers might experience *post purchase dissonance* (after-sale discomfort) when they notice certain disadvantages of the purchased carpet brand or hear favorable things about brands not purchased. To counter such dissonance, the marketer’s after-

sale communications should provide evidence and support to help consumers feel good about their brand choices.

According to DeChernatory and McDonald (2003), in this type of brand decision, the consumer makes a choice without firm brand beliefs, and then changes his attitude after that purchase-often based on experience with the chosen brand. Finally, learning occurs on a selective basis to support the original brand choice by the consumer being attentive to positive information and ignoring negative information. In order to address this type of behavior, marketers need to concentrate their efforts on before- and after-sales communications to ensure that consumers feel confident about their choice of brand (McDonald and Christopher, 2003).

Tendency to limited problem solving describe low involvement brand purchasing when the consumer perceives significant differences. When consumer feels minimal involvement, they are unlikely to be sufficiently motivated to undertake an extensive search for information (DeChernatory and McDonald, 2003). Therefore, even though there may be notable differences between brands, because of the consumer's low involvement they are less likely to be concerned about any such differences. In such cases, consumers often do a lot of brand switching. Brand switching occurs for the sake of variety rather than because of dissatisfaction (Kotler et al., 2005). Because of this reason, this particular buying situation is also called variety-seeking behavior.

According to Kotler et al. (2005), in such buying situation the marketing strategy may differ for the market leader and minor brands. In order to be successful, market leaders need to encourage habitual buying by ensuring that target brands or products dominate the shelf space, that distribution strategies minimize stock outs, and that communications and promotional activities constantly provide reminders and reinforcements. Challenger firms will encourage variety seeking by offering lower prices, coupons, free samples and advertising that presents reasons for trying something new (Kotler et al., 2005).

Limited problem solving decision making happens when we do not regard the buying of certain products as important issues, and when we perceive only minor differences between competing brands in these product fields, e.g., pens, packaged groceries, etc. (DeChernatory and McDonald, 2003). This behavior tends to be associated with low-cost, frequently purchased products, such

as flour. Consumers simply make their choice by reaching out for the same product and more out of habit than loyalty (McDonald and Christopher, 2003). As a result, such buying behavior is also called habitual buying behavior.

Consumers do not search extensively for information about the brands, evaluate brand characteristics, and make weighty decisions about which brands to buy. Instead, they passively receive information as they watch television or read magazines. Ad repetition creates *brand familiarity* rather than *brand conviction*. Consumers do not form strong attitudes toward a brand; they select the brand because it is familiar. Because they are not highly involved with the product, consumers may not evaluate the choice, even after purchase. Thus, the buying process involves brand beliefs formed by passive learning, followed by purchase behavior, which may or may not be followed by evaluation (Kotler and Armstrong, 2012). The stages that the consumer passes through can be explained well by figure 2.3.

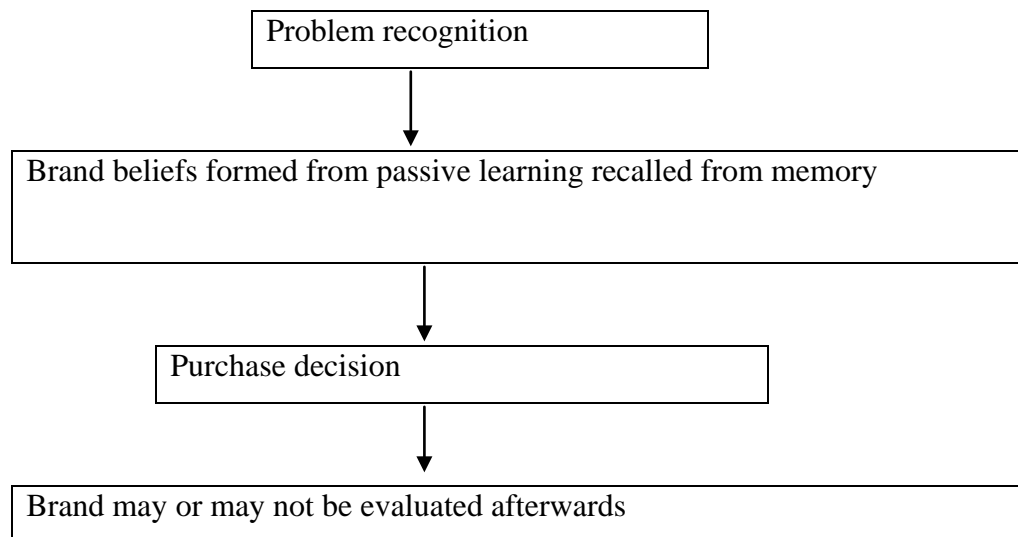


Fig.2.3. Limited problem solving brand purchase

Source: DeChernatory & McDonald (2003)

According to DeChernatory and McDonald (2003), problem recognition will be straightforward issue. For example, an item in the household may be running low. Therefore, consumers would not be particularly interested in seeking information from different sources. They might have received the message passively through television commercial. Alternative evaluation, if any takes place after the purchase. In effect, fully formed beliefs, attitudes and intentions are the outcomes of purchase and not the cause. We are likely to regard the cost of information search

and evaluation as outweighing the benefits. In these cases, we passively receive information and process it in such a way that it is stored in our memories without making much of an impact on our existing mental structure.

Limited problem solving is also called routine problem solving. Problem solving purchasing situation is one that the consumer is likely to experience on a regular basis. Most grocery shopping falls into this category, where particular brands are purchased habitually without recourse to any lengthy decision making process (Pettitt and Brassington, 2005). Moreover, the majority of fast moving consumer goods (FMCG) brands evoke limited consumer interest and involvement, due to their relatively low prices and their high frequency of purchases (Thomas and Egan, 2003). When we regularly purchase these kinds of brands, we establish buying strategies that reduce the effort in decision making like routine problem solving (DeChernatory and McDonald, 2003).

According to Pettitt and Brassington (2005), the items that fall into the routine problem solving category do tend to be low risk, low priced, frequently purchased products. The consumer is happy that a particular brand satisfies their requirements and there is not enough benefit to be gained from switching brands, to make the effort of information search and evaluation of alternatives worthwhile. These so called low involvement purchases simply do not carry enough risk, whether measured in terms of financial loss, personal disappointment or damage to social status, for the consumer to get excited about the importance of making the right decision.

Because buyers are not highly committed to any brands, marketers of low-involvement products with few brand differences often use price and sales promotions to stimulate product trial (Kotler et al., 2005). Opportunities for relationship building may be perceived to be small, but the shrewd marketer will focus on promotions which serve to build a sense of brand familiarity and which stimulate trial usage of the product (McDonald and Christopher, 2003). In these circumstances, it is important that the brand is always displayed prominently on the shop shelf, and that out-of-stock situations are avoided. Visibility and availability are the vital elements in managing habitual buyers (McDonald and Christopher, 2003).

In advertising for a low-involvement product, ad copy should stress only a few key points. Visual symbols and imagery are important because they can be remembered easily and

associated with the brand (Kotler et al., 2005). Emphasis should be laid on brands as functional problem solvers, (detergent as effective cleaner) rather than as less tangible benefit deliverers (detergent as smelling fresh). Moreover, Packaging should be eye-catching and simple (DeChernatory& McDonald, 2003).

With an appreciation of the appropriate buying process, marketers are able to identify how marketing resources can best be employed. A further benefit of appreciating consumer's buying processes is that brands can be developed and presented in such a way that consumers perceive them as having added values over and above the basic commodity represented by the brand.

2.8. Consumers' Brand Choice

Understanding and predicting brand choice decisions by consumers has been a topic of interest to both marketers and researchers. Brand choice investigation involves understanding consumer behaviors in their selection of brands among various product categories (Bentz and Merunka, 2000). In the past, brands have been perceived as products with different attributes; however, brands are now viewed as personalities, identities, and have special meanings intrinsic to consumers (Ballantyne et al. 2006). Brand choice research has been investigated for many years and has intensified as product categories have become more proliferated. For example, 30 years ago there were only a handful of beer brands in grocery stores. Now, there are several brands of beer with brand extensions featuring light beers, imports, ice beers, as well as many others. Consumers have more options and many different brands to choose from (Léger and Scholz, 2004).

Much of brand choice research has been through probability models to test the impact of marketing mix variables as a predictor of brand choice (Wagner and Taudes, 1986; Chib et al. 2004; Bentz and Merunka, 2000). These variables (referred in most research studies as the 4 P's) are elements such as product features, displays (i.e. advertising, sales promotions), availability (stock of inventory), and price (Chib et al. 2004, May; Bentz and Merunka, 2000; Wager and Taudes, 1986). When used in probability modeling, marketing mix variables are considered non stationary and heterogeneous among the population (Wagner and Taudes, 1986).

There are other areas that have been researched with brand choice as well. Researchers have examined the casual effects of brand related variables on brand choice. These variables include

situational factors, consumer personality, social benefits, emotions, quality, brand credibility, product attributes, seasonality, and trends. The studies used within brand choice researches have involved experiments and surveys of key marketing variables to measure impact on brand choice (Charlton and Ehrenberg, 1973; Simonson et al. 1994; Erdem and Swait, 2004; Wagner and Taudes, 1986; Orth, 2005).

Among specific marketing mix variables, pricing appears to have the most consistent impact in studies. Promotions such as sales promotions have shown influence on brand choice which ultimately effect bottom-line prices for consumers. For example, pricing promotions could involve coupons or simply a reduction of price within the product category (Singh et al. 2005; Papatla and Krishnamurthi, 1996; Wagner and Taudes, 1986; Orth, 2005). In probability modeling studies, it has been shown that displays and features have some impact on brand choice, but this evidence is not as overwhelming or as consistent as other factors among brand choice research studies (Chib et al. 2004; Papatla and Krishnamurthi, 1996; Alvarez and Casielles, 2005). Product attributes have high importance on discovering what areas of the product can be altered in order to make their brand more appealing to the consumer. According to current research, it has been found that the greater the number of brand attributes for a product, then the more likely the consumer is to make that particular brand choice (Greenwald et al. 1986; Romaniuk, 2003). Product attributes are important to marketers in order to differentiate products from their competitors (Aaker et al. 1992; Belch and Belch, 1995).

Non-marketing mix variables have been researched in order to discover external factors that impact brand choice. Seasonality and trends have been researched with brand choice. However, their outcomes depend upon the product category. For example, a product such as laundry detergent will most likely have better sales figures in the summertime when the weather is more favorable and people are outside more (Wagner and Taudes, 1986). Personality factors have shown an impact based on what brands consumers buy. Brand credibility has shown significance in determining brand choice as well (Erdem and Swait, 2004; Fry, 1971). Other areas such as purchase time, purchase order, and product name have been researched but have-not been deemed to be main factors in determining a brand choice decision (Charlton and Ehrenberg, 1973). These studies allow marketers to understand consumer switching behaviors and allow for

market share penetration, which give marketers a better understanding of what elements effect a particular brand or product category (Chib et al. 2004; Wagner and Taudes, 1986).

Several product categories have been used in order to study brand choice. The majority of product categories include low consumer involvement retail products. Some examples of products studied in the past with brand choice are laundry detergent, soda, athletic shoes, ketchup, coffee, snack foods, and bar soaps.

Among previous brand choice literature, there have been very few studies involving the product category of beer. Woodside and Fleck Jr. (1979) conducted a qualitative study regarding brand choice of beer drinkers. The methodology for this study consisted of two in-depth personal interviews with two beer drinkers. The researchers concluded that involvement, normative, situational, and product attributes all influenced brand choice in the study. Charlton and Ehrenberg (1973) conducted an experiment with the product category of beer where variables manipulated were price, purchase time, purchase order, product name, and brand name. More recently a study was conducted (Orth et al. 2004) which examined craft beer preference and the relationship of brand benefits with consumer demographics. Brand benefits were considered to be significant drivers of consumer preferences in this product category. Brand benefits were shown to be an effective predictor in the product category of beer for brand choice.

2.9. Underlying Factors of Brand Choice

Although, many studies have been conducted in various product categories, literature on brand choice in the beer product category is relatively insignificant. Thus, the above studies conducted in different product categories are considered for the selection of relevant variables/factors for this research. Therefore, in this study, eight variables are considered. These include product quality, price, packaging, brand availability, advertisement, other promotional activities, brand name awareness and alcohol content.

2.9.1. Product Quality

A product quality has a significant impact towards the product or service performance, thus it is linked to a customers' value and satisfaction (Kotler& Armstrong, 2010). Kotler et al. (2006) define quality as “the set of aspects and characteristics of a product and service that maintain a

relationship with their capacity to satisfy consumers' expressed or latent needs". It can also be determined by the way customers perceive product quality in the market (Wankhade&Dabade, 2006). In the context of alcoholic beverage marketing, a consumer may view quality of alcoholic beverage in terms of its foam, color, clarity and "sharpness" when consumed. Each of these parameters is important in its own right, and can influence a consumers' choice of brand of alcoholic beverage.

Product quality can be dichotomized into two perspectives: objective and perceived quality (Brunso,Bredahl, Grunert, &Scholderer, 2005). Perceived quality can be described as the consumers' judgment about a product's overall excellence or superiority. The interpretation may be consumption situation-dependent. Conversely, objective quality is a term widely used in the literature to describe the actual technical superiority or excellence of the products that is measurable or verifiable according to some pre-determined standards as judged from intrinsic cues (Monroe & Krishnan, 1985).

Bauer and Herrmann (as cited in Shaharudin et al., 2011) argue that subjective perceptions are in a better position to determine the consumers' purchasing choices as compared to the objective determinants themselves. Perceived quality is a major factor by which consumers make distinction in the market place as quality arguably lies in the eye of the beholder.

Quality is important for impacting brand choice because it is the portion of personal risk that a consumer takes on the decision making process in evaluating the purchase of a product (Hoyer and MacInnis, 2010). Moreover, Bornmark et al. (2005) found out that perceived quality help consumers to reduce the risk; the consumers trust the brand and know what they will get. Thus, it is argued here that perceived quality of the brand influences consumer choice. Consumers therefore will ultimately choose a particular brand if they perceive that brand to be quality.

2.9.2. Packaging

Jahre and Hatteland (2004) defined packaging as the technology and art of preparing a commodity for convenient transport, storage and sale. Packaging provides many pertinent marketing and managerial functions such as protection, promotion and user convenience. Packaging may be viewed as an integral part of the product and is the first point of contact with the brand especially consumer product (Rundh, 2005). Packaging may likely influence and

smoothly lead consumers to form associations on the first sight of a package which may trigger favorable or unfavorable purchase intention about a brand of alcoholic beverage at the point of sale and/or consumption. Viewed through this lens, the package's overall characteristics can underline the uniqueness and overall originality of the product. Estiri, Hasangholipour, Yazdani, Nejad and Rayej (2010) argue that product quality judgments are largely influenced by product characteristics reflected by packaging between different stages of decision making process. If it communicates high, consumers tend to assume that the product is of high quality. If the package represents low quality, consumers associate this low perception to the product itself. Indeed, the critical importance of packaging design is growing in such competitive market conditions as package becomes a primary vehicle for communication and branding (Rettie & Brewer, 2000). Packaging in the context of alcoholic beverage marketing comprises the plastic case, the bottle and bottle shape, size, label (front, back and neck), and cork standing on the distributor/retailer shop or on the shelf in the alcoholic beverage parlour, affects the consumer decision process. Packaging design must therefore ensure that consumer response is favorable since consumers seem to view packaging holistically to ensure that it conforms to his social identity before he purchases a brand of alcoholic beverage.

Research has been conducted focusing on packaging shape and size, the visual attractiveness of the package and how it ultimately affects consumers brand preference. Attractive packaging and convenience of a brand package found to be determinants for purchase decision (Chimboza and Edward (2007) and Sumathy and Kumar (2011)). As per Silayoi and Speece (2004), Visual package elements play a major role in consumers brand choice, especially in purchase of low involvement products, and when consumers are in a rush.

2.9.3. Brand Availability or Accessibility

Consistency of supply and availability at convenient locations are vital for choosing a brand. According to Lin and Chang (2003), convenience of a brand has a significant impact on consumers' brand choice. In other words, easy access to brands is vital when buying any product. Certainly, distribution channels and location are important to brand accessibility. Moreover, DeChernatory & McDonald (2003) states that consumers are not motivated to search out low involvement brands, manufacturers should ensure wide availability. Any out of stock situations would probably result in consumers switching to an alternative brand.

Within the context of consumer decision making, especially when evaluating potential alternative brands during the pre-purchase stages, the evoked set refers to the specific brands a consumer considers when making a purchase within a specific product category (Lin and Chang, 2003).

Furthermore, once consumers are inside a store, little evaluation will be made of competing brands, therefore locating a brand at eye level or very close to the checkout counter is an important facilitator of brand selection (DeChernatory & McDonald, 2003). Products that are convenient to buy in a variety of stores increase the chance of consumers finding and buying them. When consumers are seeking low-involvement product they are unlikely to engage in extensive search, therefore readily availability is important (Peter and Donnelly, 2007).

2.9.4. Price

Price is one of the most investigated elements of the traditional marketing mix largely because it generates revenue to organizations (Keller, 2003); represents what is sacrificed by consumers to obtain a product (Zeithaml, 1988). Dodds and Monroe (1985) found that price is an important cue to quality when other cues available are limited, when the product cannot be evaluated before purchase, and when there is some degree of risk inherent in making wrong choice; a key variable that influences consumers' purchase intention (Zeinab & Seyedeh, 2012).

The price elasticity of demand for a particular brand from a consumer's perspective is one of the main determinants of the purchase decision as it is an easy way to compare alternative product and services. Generally, consumers are willing to pay higher prices for brands that they perceive to have high value (Erdem & Swait, 1998 as cited by Henry and Quansah (2013)) as the brand reflects the product/service quality. As a result, it could be concluded that the price of the brand represents a source of information about the product/service; hence, it affects and simplifies the consumer's brand selection process (Teas & Grapentine, 1996 as cited by Henry and Quansah (2013)).

According to Peter and Donnelly (2007), the price of products and services often influences, whether consumers will purchase them at all and if so, which competitive offering is selected. For some offerings, higher prices may not deter purchase because consumers believe that the products or services are highly quality or more prestigious. However, many of today's quality

conscious consumers may buy products based on price than other attributes. Therefore, a better understanding of how customers use price information in choosing among alternative brands within frequently bought product categories helps to evaluate it and knowing the intensity as compared to other factors or reasons.

McDonald and Sharp (2000) stated that price can be used as a reason for brand choice in two ways; either by going for the lowest price in order to escape financial risk or the highest price in order to achieve product quality. Cadogan and Foster (2000) argued that price is probably the most important consideration for the average consumer.

2.9.5. Advertisement

Traditionally, advertising appears to be one of the veritable tools of marketing communications employed by firms to connect seamlessly with its various target consumers. The use of advertising to create perhaps positive brand association may be gaining increased attention due to decreasing levels of brand differentiation, proliferation, consumer education (Kotler & Keller, 2006); and the need to enhance customer traffic towards a brand (Clark, Ulrich, & Draganska, 2009). According to Shimp (2000), there is a positive correlation between a brand's share of voice (SOV) and share of market (SOM). A share of voice may be described as a firm's advertising expenditure expressed as a percentage of the total expenditure in a product category over a given period of time in a given locality. Perhaps, brands that dominate or has higher SOV may most likely control higher SOM. This heavy advertisement on some brands of alcoholic beverage may most likely lead some consumer towards choosing a particular brand in preference to the others. Schrorer (as cited in Fill, 2009) argues that firms can use advertising spending to maintain or destabilize demand equilibrium in a market; influence brand awareness and consumer traffic towards a brand (Clark, Ulrich & Draganska, 2009).

In market-based economies, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decisions (Belch and Belch, 2003). Advertising typically provides a reason to buy (Keller, 2004). According to Aynawale, Alimi and Ayanbimipe (2005), advertising helps in projecting product quality and value before the consumers. Hence, it has a major influence on consumers' brand preference.

2.9.6. Other Promotional Activities

Promotion can influence what consumers think about products, what emotions they experience in purchasing and using them and what behaviors they perform including shopping in particular store and purchasing specific brands (Peter and Donnelly, 2007). The four main elements of promotion mix are advertising, sales promotion, public relations & personal selling.

Sales promotions include sampling operations, free-banded issues, money-offs and games among consumers, etc. These activities will uplift the sales volumes Keller (2004). According to Belch and Belch (2003), Point-of purchase materials and promotional techniques such as in-store sampling, end-aisle displays, or shelf tags touting special prices encourage consumers to consider brands that may not have initially been in their evoked set. Brand managers use sales promotion because its effects are quicker and more visible to their superiors; but excessive sales promotion activity can hurt the brand's image and long-run profit performance (Kotler and Keller, 2006).

Publicity and public relations all have promotional program elements that may be of great benefit to marketers. They are integral parts of the overall promotional, which must be managed and coordinated with the other elements of the promotional mix (Belch and Belch, 2003).

Personal selling involves selling through a person-to-person communications Process (Belch and Belch, 2003). The sales person acts on behalf of the organization. They tend to be well trained in the approaches and techniques of personal selling. However sales people are very expensive and should only be used where there is a genuine return on investment.

Advertizing is a 'Paid form' of communication. It is used to develop attitudes, create awareness and transmit information in order to gain a response from the target market, Armstrong and Kotler (2003). There are many advertizing 'media' such as newspapers (local, national, free trade), magazine and journals, television (Local, national, Terrestrial, Satellite) cinema, outdoor advertizing (Such as posters, Billboards bus sides).

2.9.7. Brand Awareness

Researchers such as Narteh et al (2012) and Jiang (2004) agree that brand awareness is an element that plays a vital role in consumer brand choice. Keller (2009) views brand awareness as related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions. Thus, brand name awareness regards the extent to which a brand comes to mind and the ease at which it does so. Thus, in simple terms, brand awareness is about how easy it is for the brand to be remembered (Narteh et al., 2012). Kotler (2009) intimate that brand awareness comprises brand recall and brand recognition. Brand recall he defined as consumer's ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe as a cue. Regarding brand recognition, he defined it as consumers' ability to confirm prior exposure to the brand when given the brand as a **cue (Keller, 2008, 2009).**

Esch et al. (2006) assert that customer - based brand equity occurs when the consumer is aware and familiar with the brand and holds positive associations about the brand in memory. Keller (2009) extends this argument by stating that consumers attribute certain associations with a brand only when they have high level of brand awareness and familiarity with the brand. He further posits that since consumers spend little time or effort on the consumption decision of low involvement products, brand awareness alone is sufficient to decide consumer brand choice and determine purchase as consumers are willing to base their choices merely on familiar brands. Laverie et al. (2008) also argued that brand awareness is an important component of brand equity across all conceptualizations of the construct for products (Keller, 1993) and for services (Kayaman&Arasli, 2007).

According to Keller (2004), brand awareness can be created by increasing familiarity of the brand through repeated exposure, although this is generally more effective for brand recognition than for brand recall. That is the more a consumer experiences the brand by seeing it hearing it or thinking about it, the more likely is that the brand will become strongly registered in memory. The source of awareness can be a wide range of communication option such as advertising and promotion, sponsorship and event marketing, publicity and public relation, point of sale displays

and outdoor advertising. However, as Sundar and Panden (2012) explain, other uncontrollable factors such as word of mouth can help to maintain and enhance brand awareness.

Furthermore, Dibb et al. (2006) state that being aware of brand leads to brand familiarity, which in turn results in a level of comfort with the brand. A familiar brand is more likely to be selected than an unfamiliar brand because often the familiar brand is viewed as reliable and acceptable quality compared to the unknown brand. The familiar brand is likely to be in a customer's evoked set (consideration set), whereas the unfamiliar brand is not.

2.9.8. Alcohol content

Alcohol content may be described as a measure of the amount of alcohol (ethanol) contained in a beverage expressed as a percentage of the total volume of the beverage. The alcohol strength of alcoholic beverage is usually 4% to 6% alcohol by volume (ABV), but it may be less than 2% or as much as 12%. The amount of alcohol contained in a bottle of alcoholic beverage may be a critical and often ignored dimension of alcohol consumption assessment (William, Deidre Patterson, Mary Albert Koenen, & Thomas, 2009). Alcohol content seems to be a key determinant of alcoholic beverage brand preference, especially among the youth in their effort to achieve the desired inebriated state. According to Smith (2009), low alcoholic beverages are predominantly consumed by consumers who have low level of alcohol consumption.

2.10 Conceptual Framework

Based on the related literature review the conceptual frame work was developed which includes packaging, price, brand awareness, advertisement, promotion, alcohol content, product quality and brand availability as the independent variable that influence a brand choice(dependent variable) of a particular beer brand .

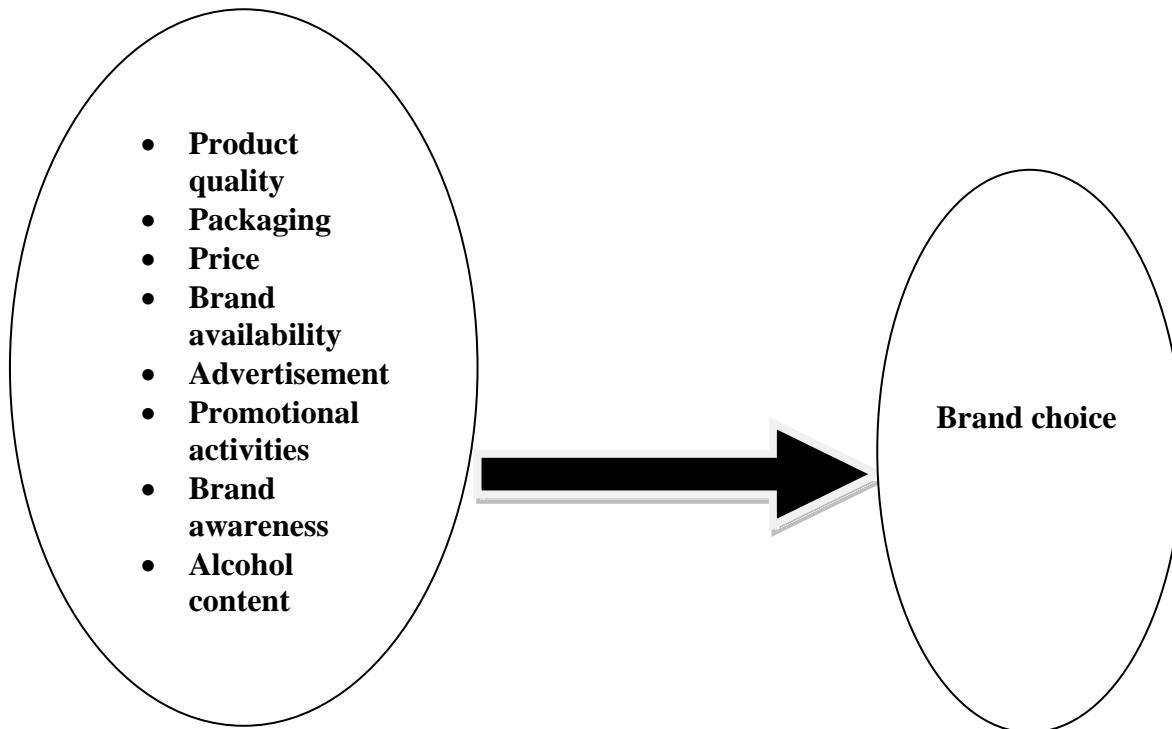


Fig 2.4: Conceptual Framework

Chapter Three

Research Methodology

3.1. Research Design

Research design represents the major methodology driving the study, being distinctive and specific research approaches which are best suited to answer the research question (Comack,1996).It explains and justifies the type and method of data collection,, source of information, sampling strategy and time-cost constraints(Saunders, 2012). The research methodology can be classified using the variety of ways, such as methods of data collection, time dimensions, researcher participation and the purpose of the study (Blumberg, 2008). There are three types of research design based on the study purpose: exploratory, descriptive and causal (David, 1987).

This study is trying to identify or explore factors that determine brand choice. Therefore for this purpose mixed research design method is used to understand about factors affecting consumer preference. This research uses both exploratory and descriptive research designs. The exploratory research provides with insight and ideas to discuss the real nature of the brand choice for a particular brand by reviewing different literature. Descriptive study stems from prior knowledge and is concerned with describing a specific phenomenon (Saunders,2012). This research will try to identify what beer brands are preferred by consumers and the reasons behind that. Therefore descriptive study is the appropriate method of research design.

Quantitative research design examines the relationship between variables and tests the hypothesis. It places greater emphasis on the numerical data and statistical test to achieve conclusion that can be generalized (Saunders, 2012). Even though quantitative research criticized for arbitrary definition of variables away from the context setting and failure to generate hypothesis from the data (Silverman, 2006), to achieve this research objective statistical analysis will be applied to obtain the findings, therefore the design for this research is quantitative research design.

3.2. Sources of Data

The sources of data used in this research comprised both primary and secondary data. According to Malhotra (2005), primary data are originated by the researcher for the specific purpose of addressing the problem at hand. Even if obtaining them can be expensive and time consuming, primary data, being the most significant were gathered through structured questionnaires.

Secondary data are data that are collected for some purpose other than the problem at hand (Malhotra, 2005). Secondary data are usually collected from journals, existing reports, and statistics by government agencies and authorities. The secondary data for this particular study were collected from marketing journals and other existing reports such as government agencies and authorities. These data help to create better comprehension for the title study. As a general rule stated by Malhotra(2005), “examination of available secondary data is a prerequisite to the collection of primary data. Start with secondary data and proceed to primary data only when the secondary data sources have been exhausted or yield managerial returns. ”The secondary data helped the student researcher as specific reference and explore different construct important to this study.

3.3. Method of Data Collection

There are two methods of data collection for quantitative study, experimental and survey. Experiments are used in different researches studying consumer preference (i.e., Nordgren and Djiksterhvis (2009)). However it is used to examine cause and effect between two variables in controlling setting. It is often conducted in laboratory settings with a limited number of variables which impedes the generalization of the result (Saunders, 2012).

A survey is used for descriptive study. Several studies in marketing research studying consumer brand preference uses the survey method (i.e Jamal and Al-Mari (2007)). Survey studies ask large numbers of people questions about their behaviors, attitudes, and opinions. Because the number of population is very large, cross sectional survey design with questionnaire technique is used to collect data at a single point in order to collect quantitative data and examine the pattern of association of variables. There are many techniques used to conduct survey. However, questionnaire is common technique for survey (Saunders, 2012).

The primary instrument for data collection in this research was semi-structured questionnaire, which contained a mixture of closed ended and open-ended questions. The questionnaire has three parts. The main part of the questionnaire (part 3) measure the factors consumers considered in making brand choice decision. Eight variables were considered to see the factors that consumers use to make their brand choice decision. The main questions in the questionnaire measured attitudes towards brand choice and its determinants. Item statements for these variables were taken from previous researches. In responding to these statements, respondents were invited to reflect on the brand of their current preference. Categorical questions were used for demographic variables, such as gender, age, and education. These used five -point Likert scale statements (1 “strongly disagree”; 5 “strongly agree”). The reliability in such scale is higher compared to a two- scale system. Five is an effective choice since the reliability decreases if the number of response options is greater than five (Hayes, 1992).

Pilot survey was conducted on a small group (46 respondents) of beer consumers prior to the field survey. The pilot study sample profile has 39 male and 7 female respondents, with a percentage of 84.8% and 15.2% respectively. The age of respondents range from 18 to 45 years, with the majority 90% ranging from 18-35 years. 90% of the respondents hold a college diploma or higher. The pilot test was used to check if there are inconsistencies in the questions and confirm the suitability of the content of the questions. Based on the feedback received from pretest participants, few changes were made on the questionnaire before it was administered to the sample.

The actual data collection was made by using a self-administered face-to-face survey. The researcher personally distributes and collects questionnaires by approaching respondents in hotels, restaurants and bars and groceries, during the month of April (April 15-30, 2015), where the researcher approach and illustrate the aim of the research and kindly ask for their participation. In order to make sure that the questionnaire is understandable by an average person of the study participants, the English version of the questionnaire were translated to the national language, Amharic. Moreover, participants of the study were informed about the objective of the study. They were also notified about the confidentiality of their response.

3.4. Sampling Techniques and procedure

3.4.1. Target population

People, products, firms, markets that are of interest to the researcher are called population. The elements that make up the population are called the sampling units. The target populations for this study are the residents of Addis Ababa who are occasional and regular users of beer, have at least a foundation education and are eighteen years or older. Since it is hardly impossible to list all the people with above-mentioned characteristics, the sample frame is the same as the population of concern. The sample frame is a set of items from which the sample is drawn.

3.4.2. Sample Size and Sampling Techniques

Judgmental sampling were used to select some parts of the city in which the researcher believe that consumer of beer will be available. The specific places in which the researcher collected the data were hotels, restaurants and bars and groceries.

The current study will depend on non-probability sampling; namely, convenience sampling because the sampling frame is unavailable (Saunders *et al.*, 2012). Non probability sampling is a sampling technique in which some parts of the population have zero chance of selection or where the probability of selection cannot be accurately determined (Bhattacharjee, 2012). According to Kothari (2004) when the population element were selected for inclusion in the sample based on the easiest of access, it can be called convenience sampling. This is a technique in which a sample is drawn from that part of the population that is close to hand, readily available, or convenient (Bhattacharjee, 2012). It is an easy, quick, and cost-effective technique, but the main drawback is that it is unrepresentative of the population (Churchill, 1995; Saunders *et al.*, 2012). Thus, the two non-probability techniques i.e. judgmental and convenience were used to select the sample from the targeted population.

There is always the danger of bias entering into this type of sampling technique. But if the investigators are impartial, work without bias and have the necessary experience so as to take sound judgment, the results obtained from an analysis of deliberately selected sample may be tolerably reliable. However, in such a sampling, there is no assurance that every element has some specific chance of being included. Sampling error in this type of sampling cannot be

estimated and the element of bias, great or small, is always there. As such this sampling design is rarely adopted in large inquiries of importance. However, in small inquiries and researches by individuals, this design may be adopted because of the relative advantage of time and money inherent in this method of sampling (Kothari, 2004)

The sample size for this study was 400. In order to develop accurate sample size researchers use default statistical techniques. However, as Stevens et al. (2006) explain, statistical methods of establishing sample size are only applied to probability samples. In the case of non-probability samples, the choice of sample size was determined by the insight, judgment, experience or financial resource of the researcher.

The appropriateness of the 400 respondents is justified by Neuman (2007) who asserts that when it comes to sampling size selection the researcher should use his discretion. In addition, this decision is consistent with Tabacknick and Fidell (1996) who suggested that, for a regression analysis, the minimum sample size (N) should be $N > 50 + 8M$, where M is the number of predictors (independent variables). In this study, there are 8 main predictors of beer brand choice as contained in the conceptual framework adapted for this study (i.e. **packaging, price, brand awareness, advertisement, promotion, alcoholic content, product quality and brand availability**), thus the sample size based on their recommendation should be greater than 114.

Thus, the researcher considers available fund and time, sample size used by similar past studies and own judgment to determine the sample size. Hence, a sample of 400 participants was drawn from the targeted population. However, after data collection the sample size was reduced to 360 due to missing data, incomplete surveys, and indifferent answer patterns.

3.5. Reliability Analysis

In order to test the internal consistency of variables in the research instrument Cronbach's alpha coefficient were calculated. As Zikmund, Babin and Griffin (2010) state scales with coefficient alpha between 0.6 and 0.7 indicates fair reliability. Thus, for this study, a Cronbach's Alpha score of 0.60 or higher is considered adequate to determine reliability. The reliability in this study as assessed by coefficient alpha, was found to be 0.758 (table 3.1), as indication of acceptability of the scale for further analysis.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.759	.758	26

Table3.1.reliability test

Source: Survey data (2015)

3.6. Validity Analysis

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested,(Kothari,2004).In other words, Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. In order to ensure the quality the research design content and construct validity of the research were checked.

According to Kothari (2004), content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined by using panel of persons who judge how well the measuring instrument meets the standards, but there is no numerical way to express it. Based on this definition the content validity was verified by the advisor of this research ,who looked into the appropriateness of the question and the scales of measurement .In addition ,discussions with fellow researchers as well as the feedback from the pilot survey were another way of checking the appropriateness of the question.

A measure is said to possess construct validity to the degree that it confirms to predicted correlations with other theoretical propositions. Construct validity is the degree to which scores on a test can be accounted for by the explanatory construct of a sound theory. For determining construct validity, we associate a set of other propositions with the results received from using our measurement instrument. If measurement on our devised scale correlate in predicted way with those other propositions, we can conclude that there is some construct

validity(Kothari,2004).Therefore ,in order to test the construct validity ,correlation coefficient for the independent and dependent variables were calculated. Based on the result of the correlation analysis, all the eight factors of brand choice were positively related with brand choice. Since the independent variables are positively related with the dependent variables, the independent variable therefore can be considered as a good measure of brand choice.

3.7. Data Analysis

The data analysis was made by using both descriptive and inferential statistics. Descriptive statistics such as frequencies, percentages, means and standard deviations were used to summarize and present the data. In addition to this, Pearson correlation coefficient was used to show the interdependence between the independent and dependent variables.

With regard to inferential statistics, regression analysis was used to test the significance contribution of each independent variable to the dependent variable brand choice. Moreover, one way ANOVA and independent sample-test were used to see the mean difference among demographic profile of respondents on the factor they consider to make a brand choice decision.

3.8. Ethical Considerations

Ethics in business research refers to the set of behavioral principles and norms beginning with the research from the first phase of the study (Sekaran, 2003). The ethical code of conduct should reflect the behavior of everyone participating in the research project; researcher, participants or moderator (Sekaran, 2003). In this research, in order to keep the confidentiality of the data given by respondents, the respondents were not required to write their name and assured that their responses will be treated in strict confidentiality. The purpose of the study was disclosed in the introductory part of the questionnaire. Furthermore, the researcher tried to avoid misleading or deceptive statements in the questionnaire. Lastly, the questionnaires were distributed only to voluntary participants who are 18years and more.

CHAPTERFOUR

DATA ANALYSIS AND DISCUSSION

This chapter presents the data analysis and discussion of the research findings. The data analysis was made with the help of Statistical Package for Social Science (SPSSv.21). The demographic profile of the study sample, consumers brand awareness, source of information, brand preference and reasons for brand preference have been described using descriptive statistics. Furthermore, descriptive statistics were used to analyze variables of brand choice. To test hypothesis and achieve the study objectives, different inferential statistics were employed. By using T-test and ANOVA the mean difference between demographic profile of respondents and underlying factors of brand choice were analyzed. Multiple linear regressions were also employed to test hypothesis and achieve the study objective that focuses on identifying the most important underlying factors of brand choice. Pearson correlation coefficient and Cronbach's alpha were used to test goodness and internal consistency of the measure.

4.1. Data preparation

In order to make all the collected data suitable for the analysis, all questionnaires are screened to be complete. All returned incomplete questionnaires are therefore considered as errors and removed from the survey data. Out of the 400 distributed questionnaires, 40 are incomplete. Hence, a total of 360 complete questionnaires are being used for this research.

Each question and possible answer of the questionnaire has a code, since coding of data is necessary for transferring and editing data in SPSS. The questions and possible answers are corresponded in the order of the actual questionnaire.

4.2. Descriptive Analysis

4.2.1. Demographic Profile of Respondents

The demographic details of the main survey sample show that the majority of the respondents were males, forming 73.9% of the whole sample, while females are represented by 26.1%.

The classification of the sample based on age seems to be quite appropriate, because the test and

consumption pattern of people of different age groups vary from moderately to significant from one another. The respondents are of different ages, and are categorized into four main groups. The sample population is largely dominated by the age group of 26-35 (47.2%) followed by the group comprising the age group of 18-25 (28.1%). This indicates that most of the sample populations are below the age of 35. The rest of the respondents consist of the age group of 45 and above (8.6%) and the group between the ages of 36 and 44 which is 16.1% of the sample population.

Education plays important role in influencing human action, the impulse and motives that sustain and regulate all mental activity and behavior of individual (Bytqi, 2008). Based on the educational classification 10.3% of the respondents have master's degree and above, 29.4% of respondents hold a bachelor degree, 35.6% of the population represents diploma holders, 16.4% are high school graduates, and 8.3% of the total sample represent respondents with primary education.

In terms of income, majority of the respondents (44.2%) earn a monthly income that is more than 5000 ETB. This might be explained by the fact that a great part of the population is highly educated and therefore probably earns a better income than less educated ones. Those respondents who earn less than 2500 ETB are only 29.7% of the population, away below half of the respondents.

Regarding beer usage, respondents were asked how frequently they drink beer. The purpose of this particular question was to know whether the respondents are the real representative of beer users, and as table 4.1 shows, more or less, participants of the study regularly drinks beer. Out of the total respondents, 20.8% reported that they drink beer everyday, 30% once in a week, 29.2% more than once in a week, and the rest 20% reported that they are occasional drinkers of beer.

Table 4.1: Demographic Profile of Respondents

No.		Frequency	Percentage
1	Gender		
	Female	94	26.1
	Male	266	73.1
2	Age(in years)		
	18-25	101	28.1
	26-35	170	47.2
	36-44	58	16.1
	45 and above	31	8.6
3	Education Level		
	Primary Education	30	8.3
	Secondary Education	59	16.4
	Diploma	128	35.6
	First Degree	106	29.4
	Masters and above	37	10.3
4	Monthly Income(in Eth. Birr)		
	0-1000	25	6.9
	1001-2500	82	22.8
	2501-5000	94	26.1
	5001 and above	159	44.2
5	Beer usage		
	Everyday	75	20.8
	Once in a week	108	30
	More than once in a week	105	29.2
	Other	72	20

Source: Survey data (2015)

4.2.2. Level of Brand Awareness and Source of Information

Brand recall and brand recognition are the two measures of brand awareness. Based on the brand recall concept respondents were asked to name the first brand that came to their mind when they think of or hear about a beer brand. As shown in table 4.2, 30.8% of the respondents recall St. George as the first brand that came to their mind.

Although, Walia beer is a new brand to the market, it is the second beer brand to be recalled by most respondents (23.3%), followed by Meta beer (18.1%). Based on this finding St. George,

Walia and Meta can be regarded as the top-of-mind brands for most consumers of beer in Addis Ababa.

Table 4.2: Top of mind brand recall

	Frequency	Percent	Valid Percent	Cumulative Percent
Amber	19	5.3	5.3	5.3
Bedele special	15	4.2	4.2	9.4
Bedele	16	4.4	4.4	13.9
Castle	6	1.7	1.7	15.6
Dashen	22	6.1	6.1	21.7
Valid Walia	84	23.3	23.3	45.0
Zemen	8	2.2	2.2	47.2
Harar	7	1.9	1.9	49.2
Meta	65	18.1	18.1	67.2
Meta premium	7	1.9	1.9	69.2
St.george	111	30.8	30.8	100.0
Total	360	100.0	100.0	

Source: Survey data (2015)

Respondents were asked to specify how they become aware of different brands of beer .The sources of information about different brands of beer are presented in table4.3.

Table 4.3: Information source of brand awareness

Information source for brand awareness	frequency	percentage
Billboard and banner	73	20.3
Newspaper and magazine advertisement	21	5.8
Sales person advice	18	5
TV/Radio advertisement	185	51.4
Repeated exposure to different brands in bars, groceries, hotels	88	24.4
Word of mouth	122	33.9
Other source	15	5.5

Source: Survey Data (2015)

Table 4.3 shows that most consumers (185, 51.4%) were aware of different brands of beer through TV/Radio advertisement. Next to advertisement, consumers (122, 33.9%) came to know about different brands of beer while they are being recommended by different individuals/consumers to buy a certain brand.

Next to advertisement and word of mouth communication, consumers (88, 24.4%) believed that they came to know about different brands of beer because of the repeated exposure they face in bars, groceries or hotels while they are purchasing or drinking beer.

From the different source of information listed in the table4.3 personal selling is not playing much role in creating awareness. From the total of respondents only 18 are convinced that sales person advice is the main reason for being aware of the different beer brands available in the market. Thus, we can say that the theoretical view that makes personal selling most important for high involvement durable products than that of low involvement commodity items is convincing or can be supported by this study.

Moreover, 5.5% of respondents mention that there is another source that makes them to be aware of different brands of beer. As per the answer given to the open ended questions, almost all respondents believed that personal past experience is the major source for their brand awareness.

4.2.3. Consumers' Brand Preference Reasons

Related with the question that inquires respondents to mention their preferred brand, consumers were asked about the reason that makes them to choose their preferred brand. As table4.5 show consumers reason for brand preference range from good taste (73.6 %) to repeated exposure to different brand advertisement (3.1%). It was revealed that 73.6% of respondents purchased their preferred brand for its good taste, 48.9% and 18.6% of respondents mention product quality and price or affordability of the brand respectively, for preferring a particular brand. From this finding, we can understand that good taste, product quality and price or affordability of a brand are the three most important reasons for beer brand preference, good taste being the most influential one. Although the price of most beer brands is almost similar, consumer consider price affordability as the third most important factor.

Following the three most important reasons, package attractiveness (16.7%), wide availability

(14.2%), sales promotion (10.8%) and alcoholic content (8.6%) are explained as reason for brand preference, package attractiveness being the fourth most important reason of all.

On the other hand, other consumers influence (5%), sales person advice or opinion (4.2%) and repeated exposure to different brand advertisement (3.1%), are the least important reasons for preferring a particular brand.

Table 4.4: Reasons for brand preference

Consumers reason for brand preference	Frequency	Percentage
Good taste	265	73.6
Package attractiveness	60	16.7
Affordability or price	67	18.6
Product quality	176	48.9
sales person advice/opinion	15	4.2
Wide availability of the brand	51	14.2
Sales promotion	39	10.8
Repeated exposure to brand advertisement	11	3.1
Recommended by other individuals/groups	18	5
Alcoholic content	31	8.6

Source: Survey Data (2015)

4.2.4. Underlying Factors of Brand choice

One statistical approach for determining equivalence between groups is to use simple analyses of means and standard deviations for the variables of interest for each group in the study (Marczyk, Dematteo and Festinger, 2005). The mean indicates to what extent the sample group averagely agrees or does not agree with the different statement. The lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement. On the other hand, standard deviation shows the variability of an observed response from a single sample. The mean values are presented in table 4.6, together with standard deviation of values for each variable.

The mean score for product quality was relatively high (**4.1975**). This indicates that respondents consider the product quality of a brand when they purchase beer. Consumers make brand choice decision depending on the perceptions they have about the test of the beer, acceptability of the

production process and consistency of the quality. All the four items that measure product quality contributes almost equally to the overall mean.

Next to product quality, the mean score of brand name awareness is higher (3.58). This implies that most respondents are influenced by brand awareness and the more they are aware of a brand their intention to choose that brand will increase. Specifically, consumers prefer to buy a familiar brand, as it has the highest mean score (3.98). The item with the lowest mean score (3.06) refers to respondents distrust to new brands.

Next to product quality and brand name awareness, the mean score of packaging is higher (3.36). This indicates that packaging is the most important factor among consumers of beer. Although, the product information of the package scores a higher mean, the other items that measure packaging contributes significantly to the grand mean.

Advertisement with mean score of 3.34 implies that it is the most significant factor among respondents. This result shows the influence of advertisement to choose a certain brand of beer was the most important determinant of brand choice.

Price with mean score of 3.03 implies that it is the most significant factor among respondents. This result shows that the price variation among different brands of beer affect consumer brand choice. Consumers might seek information about the price of different brands before they make brand choice decision. The two items, which are related with affordability and reasonable price, contributes more to the grand mean.

The relatively low mean score for promotional activities (2.74), brand availability (2.79) and alcohol content (2.55) indicates that the influence of these variables in the purchase of beer is less among respondents.

Table 4.5: Descriptive statistics of variables

Variables	Mean	Std.Deviation
Price affordability	3.61	1.010
Reasonable price	4.00	.799
Low price as a priority	2.31	1.077
Willing to pay higher price for the preferred brand	2.21	1.190
Price	3.03	1.019
I buy a beer brand, which I perceive as a high quality	4.23	.705
I buy beer brand that is produced as per acceptable quality standard	4.06	.759
I buy beer that I consider it has a consistence quality.	4.19	.702
I prefer beer brand that tastes good.	4.31	.745
Product Quality	4.1975	.7278
I choose a beer brand, which has my preferred package size	3.42	.964
I prefer beer brand with a convenient package shape	3.47	1.001
Visual appeal of packaging influence my brand choice	3.05	1.113
When I buy beer, I consider the product information of the package	3.53	1.105
Packaging	3.36	1.0458
Advertisements have influence over the types of beer I buy	3.13	1.156
I buy a brand of beer that I frequently exposed through advertisement	3.80	1.127
I buy a beer brand, which has attractive and recognizable advertisement	3.09	1.151
Advertisement	3.34	1.1445
I prefer to buy a beer brand with some kind of prize or free sample.	2.83	1.177
I buy a beer brand that a sales person has recommended	2.61	1.021
I prefer to buy a brand, which I usually see while it has been used in Various occasions	2.78	1.122
Promotional activities	2.74	1.106
I prefer a brand of beer ,which is widely available	3.32	1.112
I buy the first brand of beer I recognize in a grocery store display	2.38	1.191
I will buy any kind of beer brand if my preferred brand is not available	2.69	1.164
Brand availability	2.796	1.155
I trust old brand names of beer only	3.06	1.223
I feel more secure when I buy beer with a well-known brand	3.71	1.029
I prefer to buy a brand of beer I am familiar with	3.98	.872
Brand name awareness	3.58	1.041
I beer with higher alcohol content makes me feel relaxed	2.19	1.281
I beer with higher alcohol content soothes me quickly	2.92	1.259
Alcohol content	2.55	1.27

Source: Survey Data (2015)

4.3. Correlation Analysis

Correlation analysis helps to gain insight into the direction and strength of correlation between variables. Correlation coefficients take values between -1 and 1 ranging from being negatively correlated (-1) to uncorrelated (0) to positively correlated (+). Pearson correlation analysis was used to provide evidence of convergent validity. Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (-1.0 to +1.0). Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005). As per Marczyk, Dematteo and Festinger, (2005) general guidelines correlations of .01 to .30 are considered small, correlations of .30 to .70 are considered moderate, correlations of .70 to .90 are considered large, and correlations of .90 to 1.00 are considered very large. Depending on this assumption, all basic constructs were included into the correlation analysis and a bivariate two-tailed correlation analysis was done.

As per table 4.7 the coefficients show that all the eight factors measuring brand choice were all positively related with brand choice within the range of 0.048 to 0.490, all were significant at $p < 0.01$ level. Five independent variables i.e. package design, advertisement, price, perceived quality, and brand name awareness show a moderate level of positive relation with the dependent variable (consumer brand choice). The rest three variables brand availability, promotional activities and alcohol content show a small positive relation (0.255, 0.271 and 0.48 respectively).

Table 4.6: Correlation analysis

	Brand choice	price	Perceived quality	packaging	advertisement	promotion	availability	Brand name awareness	Alcohol content
Brand choice	1								
price		1							
Perceived quality			1						
packaging				1					
advertisement					1				
promotion						1			
availability							1		
Brand name								1	
Alcohol									1

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

Source: Survey Data

4.4. Regression Analysis

In order to see contribution of factors that consumers consider in choosing a brand of beer, multiple linear regression analysis was employed. Brand choice was used as the dependent variable while the underlying factors of brand choice were used as the independent variables.

The regression model (see table 4.12) presents how much of the variance in the measure of brand choice of consumers is explained by the underlying factors of brand choice. Based on this, model coefficient of determination or R^2 obtained indicates that 60.2% of the variation in the measurement (Consumer beer brand choice) function can be explained by perceived quality, price, packaging, advertisement, promotional activities, brand availability, brand name awareness and alcoholic content of a particular beer brand. The remaining 39.8% of variations on beer brand choice are explained by other variables out of this model or variables which are not

incorporated in this study such as lifestyle, personality, emotional benefit, situational variation ...etc.

Table 4.7:- Model Summary Brand choice Dimensions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.602	.593	.74266

a. Predictors :(Constant), brand name awareness, quality, promotional activities, packaging, price, advertisement, wide availability, alcohol content

b. Dependent Variable: consumers brand choice decision

Similarly, the ANOVA table (see appendix3) shows the overall significance/acceptability of the model from a statistical perspective. As the significance value of F Statistics shows a value (.000), which is less than $p < 0.05$, the model is significant. This indicates that the variation explained by the model is not due to chance.

As it is stated in the objective of this paper, this study aims to identify the most contributing independent variables in the prediction of the dependent variable. Thus, the strength of each predictor (independent) variable influence on the criterion (dependent) variable can be investigated via standardized Beta coefficient. The regression coefficient explain the average amount of change independent variable that caused by a unit of change in the independent variable. The larger value of Beta coefficient that an independent variable has, brings the more support to the independent variable as the more important determinant in predicting the dependent variable.

Table 4.8: Regressions for Consumers Brand Choice

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.
	B	Std. error	Beta		
(Constant)	-.427	.152		-2.80	.005
Packaging	.187	.043	.180	4.341	.000
Brand availability	.097	.043	.092	2.253	.025
price	.078	.042	.074	1.840	.067
Advertisement	.159	.047	.162	3.421	.001
Promotional activities	.199	.048	.082	1.912	.042
Brand name awareness	.185	.051	.182	3.636	.000
Product quality	.197	.039	.214	4.991	.000
Alcohol content	.009	.033	.014	.277	.782
Dependent Variable: consumers brand choice					

Source: Survey Data (2015)

From table 4.8, we can see the extent to which each independent variables influence the dependent variable, product quality, brand name awareness, package design, advertisement, brand availability and promotional activities were found to be the determinant of brand choice, in their descending order referring product quality as the most important underlying factor of brand choice.

According to Table 4.8, the regression standardized coefficients for the six independent variables, i.e. product quality, brand name awareness; package design, advertisement, brand availability and promotional activities are 0.214, 0.182, 0.180, 0.162, 0.092 and 0.082 respectively. Their significance levels are 0.000, 0.000, 0.000, 0.001, 0.025, and 0.042 respectively, which are less than 0.05. This indicates significant relationship between them and the dependent variable (consumers brand choice). Since, coefficients of the predictor variables are statistically significant at less than five percent; alternative hypotheses related with .product quality, brand name awareness, package design, advertisement ,brand availability and promotional activities were accepted and the remaining two alternative hypotheses(which are related with price and alcohol content)were rejected.

Table 4.9: Summary of the Overall Outcome of the Research Hypotheses

Hypothesis	Result	Reason
Ho: Price does not contribute significantly favorable to brand choice H1: Price contributes significantly favorable to brand choice	Ho: Accepted H1: Rejected	$\beta = 0.074$, $p > 0.05$
Ho: Product quality does not contribute significantly favorable to brand choice H1: Product quality contributes significantly favorable to brand choice	Ho: Rejected H1: Accepted	$\beta = 0.214$, $p < 0.05$
Ho: Advertisement does not contribute significantly favorable to brand choice H1: Advertisement contributes significantly favorable to brand choice	Ho: Rejected H1: Accepted	$\beta = 0.162$, $p < 0.05$
Ho: Packaging does not contribute significantly favorable to brand choice H1: Packaging contributes significantly favorable to brand choice	Ho: Rejected H1: Accepted	$\beta = 0.180$, $p < 0.05$
Ho: Brand name awareness does not contribute significantly favorable to brand choice H1: Brand name awareness contributes significantly favorable to brand choice	Ho: Rejected H1: Accepted	$\beta = 0.182$, $p < 0.05$
Ho: Brand availability does not contribute significantly favorable to brand choice H1: Brand availability contributes significantly favorable to brand choice	Ho: Rejected H1: Accepted	$\beta = 0.092$, $p < 0.05$
Ho: promotional activities does not contribute significantly favorable to brand choice H1: promotional activities contributes significantly favorable to brand choice	Ho: Rejected H1: Accepted	$\beta = 0.082$, $p < 0.05$
Ho: Alcohol content does not contribute significantly favorable to brand choice H1: Alcohol content contributes significantly favorable to brand choice	Ho: Accepted H1: Rejected	$\beta = 0.014$, $p > 0.05$

Source: Survey Data (2015)

In general as table 4.9 clearly shows, among the eight predictors, multiple linear regressions (Beta coefficients) analysis revealed that, product quality is the first most significant variable for consumers brand choice decision followed by brand name awareness. Package design, advertisement, brand availability and promotional activities ranks 3rd, 4th, 5th and 6th

respectively. On the other hand, price and alcohol content have no significant effect on brand choice of consumers as it is explained by the significance level >0.05 .

This indicates that, consumers of beer do not significantly consider the price of a beer brand in their purchase decisions. Moreover, alcohol content of a beer brand is not a major determinant of consumers' brand choice decision among the sample considered for the study.

4.5. Underlying Factors of Brand Choice Based on Respondents' Profile

One element of the research question is "do the preference of consumers and the factors they consider in their purchase/brand choice decision vary across the demographic profile of consumers?" To answer this research question, two inferential statistical techniques were employed.

The independent t- test and one-way ANOVA were applied to compare demographic characteristics and investigate how they are related with price, package design, product quality, advertisement, promotional activities, brand availability, brand name awareness and alcohol content.

T-test is used to test mean differences between two groups. In general, t-test require a single dichotomous independent variable and a single continuous dependent variable (Marczyk, Dematteo and Festinger, 2005). Thus, t-test were used to compare mean difference between gender and underlying factors of brand choice. Similarly, ANOVA is a test of mean comparisons. In fact, one of the only differences between a t-test and an ANOVA is that the ANOVA can compare means across more than two groups or conditions (Marczyk, Dematteo and Festinger, 2005). Hence, One-Way ANOVA analysis between the factors of brand choice and four income levels, five education levels, and four age groups were carried out.

4.5.1. Underlying Factors of Brand Choice Based on Gender

The result of independent sample t-test from table 4.10 shows that the mean difference between male and female subjects with all variables is not significant as their p values are greater than 0.05. This shows that the variables influence on brand choice of female and male subjects is almost similar.

Table4.10: Independent sample t-test between gender and underlying factors of brand choice

	Gender	N	Mean	Std. Deviation	Mean Difference	t-value	Sig.(p)
Price	Female	94	3.2925	.944	0.0185	.807	0.472
	Male	266	3.2725	1.0445		.912	
Product quality	Female	94	4.2175	.6635	0.027	-.3107	0.546
	Male	266	4.1925	.7505		-.3355	
package	Female	94	3.335	1.0253	-.0452	-.421	0.401
	Male	266	3.38	1.0513		-0.4335	
Advertisement	Female	94	3.0933	1.1463	.1116	.831	0.416
	Male	266	2.9867	1.1363		.8526	
promotional activities	Female	94	2.8533	1.0013	.1183	.9346	0.333
	Male	266	2.7333	1.1343		1.1012	
Brand availability	Female	94	2.78	1.1630	.0293	-.224	0.597
	Male	266	2.81	1.1507		-.2276	
Brand name awareness	Female	94	3.6533	0.9853	.097	0.83	0.066
	Male	266	3.56	1.0587		0.9083	
Alcohol content	Female	94	2.82	1.197	-.1245	-.8175	0.325
	Male	266	2.945	1.292		-.85	

*significant at $p < 0.05$

Source: Survey Data (2015)

4.5.2. Underlying Factors of Brand Choice Based on Income Level

A one-way ANOVA tests whether the means of all the groups are the same. The test whether the groups' mean between different age groups are the same is represented by the F-ratio. For all variables in table 4.11 and the significant value for F-ratio (.000) is greater than 0.05. Therefore there is no significant mean difference between different income groups with regard to all the underlying factors of beer brand choice. This indicates that the consideration of the eight variables as brand choice criteria by different income groups is the same.

Table 4.11: One Way ANOVA between Income Level and Underlying Factors of Brand Choice

		Sum of Squares	Df	Mean square	F	Sig.
Price	Between Groups	13.1265	3	4.3755	4.3313	.213
	Within Groups	366.9145	356	1.0307		
	Total	380.041	359			
Product quality	Between Groups	4.585	3	1.5282	2.9487	.075
	Within Groups	185.8147	356	.522		
	Total	190.3997	359			
Package design	Between Groups	4.9682	3	1.656	1.4365	.390
	Within Groups	388.9972	356	1.0935		
	Total	393.9654	359			
Advertisement	Between Groups	11.865	3	2.9662	3.129	.081
	Within Groups	458.5266	356	1.288		
	Total	470.3916	359			
promotional activities	Between Groups	9.706	3	3.2356	2.9116	.028
	Within Groups	431.3773	356	1.212		
	Total	441.0833	359			
Brand availability	Between Groups	4.1486	3	1.383	1.0926	.516
	Within Groups	475.69	356	1.336		
	Total	479.8386	359			
Brand name awareness	Between Groups	9.672	3	3.224	2.4616	.284
	Within Groups	386.9593	356	1.0866		
	Total	396.6313	359			
Alcohol content	Between Groups	10.4475	3	3.4825	2.175	.098
	Within Groups	568.662	356	1.5975		
	Total	579.1095	359			

* Significant at $p < 0.05$

Source: Survey Data (2015)

4.5.3. Underlying Factors of Brand Choice Based on Age

The result of the analysis shows that there is a significance difference between age group of respondents with regard to one variable i.e. advertisement. As table 4.12 shows there is significant difference between different age groups and advertisement as a brand choice criteria at $F=3.422$, significant level 0.043, which is less than 0.05.

The beer brand choice of respondents who are indifferent age groups is affected by the way companies advertise their brand. Respondents who are in the age category of 18-25 and 26-35 give more attention for advertisement activities of a brand, as their mean score shows 3.136 and 3.08, respectively (See Appendix 6). For the remaining seven variables, result from the ANOVA

table shows that the influence is the same among different age groups of respondents.

Table4.12: One Way ANOVA between Age and Underlying Factors of Brand Choice

		Sum of Squares	Df	Mean Square	F	Sig.
price	Between Groups	5.9988	3	1.9995	1.8397	.349
	Within Groups	374.042	356	1.0507		
	Total	380.041	359			
Perceived quality	Between Groups	7.6285	3	2.543	5.0102	.215
	Within Groups	182.772	356	0.5132		
	Total	190.401	359			
Package design	Between Groups	4.9601	3	1.6535	1.469	.279
	Within Groups	389.005	356	1.0935		
	Total	393.965	359			
Advertisement	Between Groups	13.0433	3	4.3476	3.422	.043
	Within Groups	457.3483	356	1.2846		
	Total	235.196	359			
Promotional activities	Between Groups	9.9686	3	3.323	3.046	.177
	Within Groups	431.115	356	1.211		
	Total	441.083	359			
Brand availability	Between Groups	9.2263	3	3.0753	2.2886	.123
	Within Groups	470.613	356	1.322		
	Total	479.839	359			
Brand name awareness	Between Groups	7.567	3	2.5223	1.908	.355
	Within Groups	389.065	356	1.0926		
	Total	396.632	359			
Alcohol content	Between Groups	6.1605	3	2.5223	1.294	.756
	Within Groups	572.949	356	1.0926		
	Total	579.109	359			

Source: Survey Data (2015)

4.5.4. Underlying Factors of Brand Choice Based on Education Level

Table 4.13 shows that advertisement; promotional activities and brand availability as a factor of beer brand choice are perceived differently among consumers who are in different educational group. The three variables have a significance level of .000, .005 and .036, respectively, which is less than 0.05.

Those respondents with a college diploma give more attention to advertisement, promotional

activities and brand availability when compared to other group of respondents, as their highest mean score shows 3.27, 2.99, 2.89, respectively (See Appendix 7). On the other hand, respondents with a primary education have the lowest mean score with regard to the three variables. The remaining five variables are perceived similarly among different educational groups of respondents.

Table 4.13: One Way ANOVA between Education and Underlying Factors of Brand Choice

		Sum of Squares	Df	Mean Square	F	Sig.
price	Between Groups	10.3718	4	2.5927	2.6412	.091
	Within Groups	369.669	355	1.0415		
	Total	380.041	359			
Quality	Between Groups	2.3452	4	.586	1.0652	.489
	Within Groups	188.055	355	.529		
	Total	190.400	359			
packaging	Between Groups	9.27	4	2.3175	2.019	.277
	Within Groups	384.696	355	1.0845		
	Total	393.966	359			
Advertisement	Between Groups	37.058	4	9.2646	7.6303	.000
	Within Groups	433.334	355	1.2206		
	Total	470.392	359			
Promotional activities	Between Groups	20.963	4	5.241	4.352	.005
	Within Groups	420.12	355	1.183		
	Total	441.083	359			
Brand availability	Between Groups	20.494	4	5.1236	4.145	.036
	Within Groups	459.345	355	1.1833		
	Total	479.839	359			
Brand name awareness	Between Groups	7.6916	4	1.923	1.6978	.152
	Within Groups	388.939	355	1.0956		
	Total	396.631	359			
Alcohol content	Between Groups	8.692	4	2.173	1.351	.251
	Within Groups	570.419	355	1.607		
	Total	579.111	359			

Source: Survey Data (2015)

4.6. Discussion of Findings

This study is designed and carried out in order to identify underlying factors of brand choice among consumers of beer in Addis Ababa. According to the study findings, six factors: product quality, brand name awareness, package design, advertisement, brand availability and promotional activities were identified as critical to brand choice decision.

Even though most of beer brands in Ethiopia exhibits almost similar product attributes (test, alcoholic content, color and packaging), the data analysis in this chapter of the study found out that quality is important factor considered by most respondents in setting their brand choice. . And this result support the finding of other researchers who found that product quality of a particular brand is important factors in decision-making (Sarwade and Ambedkar(2011),Vikkramanand Dineshkumar(2012),Orth(2005)) .

Brand name awareness was found to be the second significant factor that respondents consider to make a brand choice decision when consuming beer. This finding is similar to the works of Narteh et al (2012) and Jiang (2004) who agree that brand awareness is an element that plays a vital role in consumer brand choice. Moreover Keller (2009) posits that since consumers spend little time or effort on the consumption decision of low involvement products, brand awareness alone is sufficient to decide consumer brand choice and determine purchase as consumers are willing to base their choices merely on familiar brands.

Package design is the third important factor consumers of beer consider in their decision-making. As Solomon et al, (2006) explain when making a brand choice decision consumers may use short cut to infer hidden dimensions of products from observable attributes. The aspect of the product that is visible acts as a product signal that communicates some underlying product quality. Moreover, studies (Sarwade and Ambedkar(2011),Deliya and Parmar(2012)) conducted in different low involvement products revealed that the aesthetic appeal of a brand usually influence consumers decision making.

The research findings rank advertisement as the fourth important factor consumers of beer consider in their decision-making while they consume beer. This finding is supported by Clark et al. (2009) who maintain that advertising is a key determiner of customer traffic towards a brand. Furthermore, as per the result of the study the influence of advertisement on brand choice differ across respondents in different age and educational group.

The current study has proven the importance of brand availability in determining consumer choice of beer brands. This result is consistent with the finding of Peter and Donnelly (2007) who explain that products that are convenient to buy in a variety of stores increase the chance of consumers finding and buying them. When consumers are seeking low-involvement products, they are unlikely to engage in extensive search. Therefore, ready availability of brands is important for decision-making. In addition to this, brand availability was found to be perceived differently by respondents across different educational groups the study considers.

Promotional activities of beer companies were found to be not significantly related with brand choice decision among consumers of beer in Addis Ababa. The result of the study also revealed the influence of promotional activities on brand choice differs across respondents in the different educational group the study considers.

The statistical test shows that price is insignificant ($p > 0.05$) predictor of beer brand choice ($\beta = 0.074$, $p = 0.067$) and therefore consumers do not consider the price as one factor in setting their brand choice. This could be due to the fact that in Addis Ababa beer market price is very close across different outlets and most of them charge the same price for different brands that are equal in quantity and alcohol content.

The statistical test shows that alcohol content is insignificant $p > 0.05$ predictor of beer brand choice ($\beta = 0.014$, $p = 0.782$) and therefore consumers do not consider alcohol content as one factor in setting their brand **this could be due to the fact that most beer brands have alcoholic content similar to each other.**

In general, although it seems that consumers purchase any kind of beer, the findings of the study show that consumers consider a variety of factors to make brand choice decision.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1. Conclusion

The primary purpose of this study was to empirically investigate the underlying factors of brand choice among consumers of beer in Addis Ababa. More specifically, in this study the brand awareness level of consumers, information source for brand awareness, brand preference of consumers and the associated reasons have been assessed.

The results of regression analysis indicated that there is a positive effect of product quality, brand name awareness, package design, advertisement, brand availability and promotional activities depending on their order of importance from most determinant factor to the least. From this finding, it can be seen that most of respondents believe that their preferred beer is produced per acceptable quality standard, has consistent quality and has a good taste. The statistical test also support that quality is the significant variable in determining consumers beer brand choice ($\beta=0.214$, $p=0.000$). From the finding it is concluded that the perception of beer consumer regarding the brand quality is important factor in shaping their brand choice.

Brand name awareness was found to be the second significant factor that respondents consider to make a brand choice decision when consuming beer. Consumers believe that being aware of a brand would create a change in their brand choice. The statistical test also support that brand name awareness is the significant variable in determining consumers beer brand choice ($\beta=0.182$, $p=0.000$).

Packaging was found to be the third significant predictors of consumer beer brand choice with multiple regression test result of $\beta=0.180$, $p=.000$. Respondents believe that the size, shape, visual appeal and product information of the package of beer brand have influence on their buying decision.

From the findings of this research, it can also be concluded that the more consumers exposed to brand advertisements, their tendency to choose the advertised brand will increase. Consumers prefer a company that advertises its beer brand. The advertisement persuasion effect could be the

reason for consumers' preference for the advertised brand. The result from the statistical test revealed that advertisement is the fourth significant variable in determining consumers beer brand choice ($\beta=0.162$, $p=0.001$).

Ease of brand availability can affect brand choice of consumers. Since most of beer brands in Ethiopia exhibits almost similar product attributes (test, alcoholic content, color...), the brand, which is distributed intensively can get the chance to be chosen by many consumers who look for ease of availability. The statistical test also indicate that brand availability is the fifth significant variable in determining consumers beer brand choice ($\beta=0.092$, $p=0.025$).

Promotional activities were find to be the sixth significant predictors of consumer beer brand choice with multiple regression test results of $\beta=0.082$, $p=0.042$. This indicates the various promotional activities, which include publicity and public relation, sales promotion and personal selling, practiced by beer companies have significant influence over consumer buying decision.

On the other hand, Price and alcohol content were found to be insignificant predictors of consumer beer brand choice with multiple regression test results, price ($\beta=0.074$, $p=0.67$) and alcohol content ($\beta=0.014$, $p=0.782$). This could because of the fact that beer companies charge almost similar price and produce beer with almost similar alcohol content.

The Finding of the study shows that consumers of beer who belongs to different educational groups perceive advertisement, promotional activities and brand availability differently. Advertisement is the only factor, which is perceived differently by consumers who are indifferent age groups. Moreover, the test result for variation on brand preference based on respondent's gender and income level was insignificant.

Regarding the brand awareness level, the finding of the study shows that consumers of beer are highly aware of different brands available in Addis Ababa and advertisements are found to be the most influential source of brand awareness. Moreover, ST.George, Walia and Meta beers, respectively are found to be top of mind and most preferred beer brands by majority of consumers in Addis Ababa.

5.2. Recommendation

Based on the findings of the study and conclusions made, the following possible recommendations are drawn:

- From different prior researches we know that consumers are unable to identify their preferred beer in blind tests and attributes of beer are almost identical. Perception of quality of beer therefore comes from the extrinsic marketing communication and breweries should use different positioning strategies that put their brand unique in the eyes of the consumer or creates the point of difference. Breweries can use process of manufacturing or the quality of ingredients used in the process of brewing to position their beer as having quality.
- Keller (2009) posits that since consumers spend little time or effort on the consumption decision of low involvement products, brand awareness alone is sufficient to decide consumer brand choice and determine purchase as consumers are willing to base their choices merely on familiar brands. Hence, it is recommended that beer companies should embark on intensive campaign to create stronger brand awareness and brand image.
- The effort of companies on the creativity of packaging is not this much impressive. Instead of actively engaging in creating their own package, they focus on adopting packaging attributes from others; and hence they should change this culture and give more attention for the creativity on their packaging attributes.
- Beer companies should develop more effective advertising campaign that attracts consumer's attention and capture their interest. At this stage of competition in the beer industry, the company's advertising messages should both be persuasive and reminder-oriented. The messages must be strong and appealing enough to persuade and build brand preferences, encourage switching to the company's brand by changing the perception of the consumers of rival brands. However, the advertisement objective should emerge from the analysis of the current marketing situations of a company. For example, if a brand is new to a market obviously the advertisement objective should be informative.

- With regards to the advertising media, this study revealed that Radio and Television are currently the most potent of all media used in advertising a beer product. In view of this, more consideration should be given to television/radio as a medium of advertising. However, this is not saying that other media should not be used. In fact, the company should continue to employ integrated advertising of their product.
- Sine beer is a low-involvement product, consumers are unlikely to engage in extensive search and hence ready availability of the brand is important for decision-making. Therefore, companies should consider their distribution networks, to guarantee a high level of product availability throughout the country, as this is, apparently, a key factor in consumer brand choice decision.
- Breweries should give much emphasis and use non price sales promotional activities such as giving free samples, premiums (t-shirt, capes, key holders, agendas and etc.), and different contest prizes, in unconventional way by centering on end consumers and making brands as active and engaging as possible.

5.3. Recommendations for Future Research

The present study was conducted to investigate the underlying factors of beer brand choice in Addis Ababa, Ethiopia. Therefore, there is scope for other researchers to study consumers brand choice decision in other product categories and in the context of other cities in the country where consumers may have different perceptions, cultures and characteristics. Similarly, future researcher may use more time, resource and sample size in order to make all-round assessment in this area. Besides that, this study used the eight variables that are perceived quality, price, packaging, advertisement, promotional activities, brand availability, brand name awareness and alcoholic content of a particular beer brand, which explain or influence only 60.2 percent of the variance in consumer beer brand choice. Therefore, future researcher may investigate other variables which have a potential to influence the variance in consumer beer brand choice.

REFERENCES

- Aaker, D.A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, New York: The Free Press .
- Aaker, D. A., Batra, R. and Myers, J. G. (1992), *Advertising Management*, 4th ed, Prentice Hall, Englewood Cliffs, NJ.
- Access capital, (2010). sector report, Addis Ababa, Ethiopia
- Alamro, A. and Rowley, J. (2011). Antecedents of Brand Preference for Mobile Telecommunications Services, *Journal of Product & Brand Management*, Vol. 20 Iss: 6 pp. 475 – 486.
- .
- Alvarez, B. A. and Casielles, R. V. (2005), Consumer evaluations of sales promotion: the effect on brand choice, *European Journal of Marketing*, Vol. 39, No. ½, pp. 54-70. .
- Amir, O. and Levav, J. (2008). Choice construction versus preference construction: The instability of preferences learned in context, *Journal of Marketing Research*, 45(2), 145-158.
- Auger, P., Burke, P., Devinney, T. M., and Louviere, J. J. (2003), What will consumers pay for social product features?, *Journal of Business Ethics*, Vol. 42, No. 3, pp. 281-304.
- Ayanwale, A.B., Alimi, T., and Ayanbimipe M.A. (2005), The Influence of Advertising on Consumer Brand Preference, *Journal of Social Science*, Vol. 10, No. 1, pp9-16.
- Ballantyne, R., Warren, A., and Nobbs, K. (2006), The evolution of brand choice, *Brand Management*, Vol. 13, No. 4/5, pp. 339-352.
- Beach, L.R. (1993). Broadening the definition of decision making: The role of prochoice screening of options, *Psychological Science* (Wiley-Blackwell), 4(4), 215-220.

- Biel, A.L. (1992). How brand images drives brand equity, *Journal of Advertising Research*, 32(6), 6-12.
- Belch, G. E. and Belch, M. A. (1995), *Introduction to Advertising and Promotion: An Integrated Marketing Communications Perspective*, 3rd ed., Boston, MA: Irvin.
- Bentz, Y. and Merunka, D. (2000), Neural networks and the multinomial logit for brandchoicemodelling: a hybrid approach, *Journal of Forecasting*, Vol. 19, pp. 177-200.
- Berné, C., Contiñas, M., Elorz, M., and Múgica, J. M. (2004), The use of retail storedatabase for brand choice analysis, *Int. Rev. of Retail, Distribution and ConsumerResearch*, Vol. 14, No. 1, pp. 19-29.
- Bettman, J.R. M., Luce, M.F., and Payne, J.W. (1998).Constructive consumer choice process, *Journalof Consumer Research*, 25(3), 187-217.
- Bhattacharjee,A.(2012).SocialScienceResearch:Principles,Methods,andPractices,2nde d., Zurich, Switzerland: Jacobs Foundation,
- Bither, S.W. and Wright, P. (1977). Preferences between product consultants: choices vs. preference.functions, *Journal of Consumer Research*, 4(1), 39-47
- Blythe, J. (2005). *Essentials of Marketing*, 3rd ed., Pearson Education Limited, Prentice hall.
- Blumberg, B. C. (2008). *Business research methods* (2nd European Edition ed.). McGraw-Hill.
- Bornmark, H., Goransson, A., and SvenssonC. (2005). Astudy to Indicate the Importance ofBrandAwarenessinBrandchoice:ACulturalPerspective,Bachelor DegreeDissertation, KristianstadUniversity
- Brunso, K., Bredahl, L., Grunert, K.G., and Scholderer, J. (2005).Consumer perception of the qualityofbeef resulting from various fattening regimes. *Livestock Production Science*, Vol. 94(2), 83-93.

- Bytiqi, H. M. (2008). *Analysis of Consumer Behavior in regards to dairy products in kosovo*. journal of agriculture
- Cadogan, J.W, and Foster, B.D., (2000) Relationship Selling and Customer Loyalty: An Empirical Investigation, *Journal of Marketing Intelligence and Planning*, Vol 18, pp185-199.
- Carpenter, G.S. and Nakamoto, K. (1994). Reflections on consumer preference formation and pioneering advantage, *Journal of Marketing Research*, 31(4), 570-573.
- Charlton, P. and Ehrenberg, A. S. C. (1973), McConnell's experimental brand choicedata, *Journal of Marketing Research*, Vol. X, pp. 302-307.
- Chaudhuri, A. and Holbrook, M.B. (2001). The chain of effects from brand trust and brand affect to brand performance: The role of brand loyalty, *Journal of Marketing*, 65(2), 81-93.
- Chib, S., Seetharaman, P. B., and Strijnev, A. (2004), Model of brand choice with a no purchase option calibrated to scanner-panel data, *Journal of Marketing Research*, Vol.XLI, pp. 184-196.
- Chimboza D. and Edward M. E. (2007). Measuring the Determinants of Brand Preference in a Dairy Product Market, *African Journal of Business Management*, Vol. 1 (9), pp. 230-237, ISSN 1993-8233
- Chirchil, G. (1995). *Marketing Research Methodological Foundation* (6th ed.). The Dryden Press.
- Clark, R.C., Ulrich, D., and Draganska, M. (2009). The effect of advertising on brand awareness and perceived quality: An empirical investigation using panel data.
- Comack, P. (1996). *Constructions of the adolescents in newspaper and policy documents: implications for middle schooling*. South Australian Education Leader 7(6).

- Dahr, R. N. (1999). *Comparison Effects on Preference Construction*. *Journal of consumer Research*, 26(3), 293-306.
- David, J. a. (1987). *Marketing Research*. (7, Ed.) New Jersey: Prentice-Hall inc.
- DeChernatony L. and McDonald M., (2003), *Creating Powerful Brands: In Consumer, Service and Industrial Markets*, 3rd ed., Butterworth-Heinemann.
- Deliya M.M. and Parmar B.J., (2012), *Role of Packaging on Consumer Buying Behavior: Pata n District, Global Journal of Marketing Management and Business Research*, Volume XII, Iss X, pp 49-65
- Dibb S., Simikin L., Pride W.M., and Ferrell O.C. (2006). *Marketing: Concepts and Strategies*, 5ed, Houghton Mifflin Company Charles Hartford.
- Dodds, W., and Monroe, K.B. (1985). The effect of brand choice information on subjective product evaluations, in Hirschman, E.C., & Holbrook, M.R. (Eds.), *Advances in consumer research*, Association for consumer research, Prero, UT, 12, 85-90.
- Erdem, T. and Swait, J. (1998). Brand equity as a signalling phenomenon, *Journal of Consumer Psychology*, 7(2), 131-157.
- Erdem, T. and Swait, J. (2004), Brand credibility, brand consideration, and choice, *Journal of Consumer Research*, Vol. 31, pp. 191-198.
- Esch, Franz-Rudolf., Langner, T., Schmitt, B.H. and Geus, P. (2006). Are brands forever? How brand knowledge and relationships affect current and future purchases, *Journal of Product and Brand Management*, 15(2), 98-105.
- Estiri, M., Hasangholipour, T., Yazdani, H., Nejad, H.J., and Rayej, H. (2010). Food products consumer behaviour: The role of packaging elements. *Journal of Applied Sciences*, Vol. 10(7), 535-543.

Etzel M.J., Walker B.J., Stanton W.J. and Pandit A., (2006), *Marketing: Concepts and Cases*, 13th ed., Tata McGraw Hill.

Farquhar, P. H. (1990). Managing brand equity, *Journal of Advertising Research*, 30(4), 7-12.

Gensch, D. H. (1987). A two-stage disaggregate attribute choice model. *Marketing Science*, 6(3), 223-231.

Grimm, P.E. (2005). Ab components impact on brand preference, *Journal of Business Research*, 58(4), 508-517.

Gupta, S. (1988). Impact of sales promotions on when, what, and how much to buy, *Journal of Marketing Research*, 25(4), 1-15.

Hansen, F. (1976). Psychological theories of consumer choice, *Journal of Consumer Research*, 3(3), 117-142.

Hardesty, D.M. and Bearden, W.O. (2004). The use of experts judges in scale development implications for improving face validity of measures of unobservable constructs, *Journal of Business Research*, 57(2), 98-107.

Hardie, B.G.S., Eric, J.J. and Peter, S.F. (1993). Modeling loss aversion and reference dependence effects on brand choice, *Marketing Science*, 12(4), 378-394.

Hayes B. E, (1992), *Measuring Customer Satisfaction: Development and Use of Questionnaires*, ASQC, and Milwaukee, Wisconsin, USA.

Heilman, C.M., Bowman, D. and Wright, G.P. (2000). The evolution of brand preferences and choice behaviors of consumers new to a market, *Journal of Marketing Research*, 37(2), 139-155.

- Hellier, P.K., Geursen, G.M., Carr, R.A. and Rickard, J.A. (2003). Customer repurchase intention: A general structural equation model, *European Journal of Marketing*, 37(11/12), 1763.
- Hsee, C.K., Yang, Y., Gu, Y. and Chen, J. (2009). Specification seeking: How product specifications influence consumer preference, *Journal of Consumer Research*, 35, 952-966.
- Horsky, D., Misra, S. and Nelson, P. (2006). Observed and unobserved preference heterogeneity in brand-choice models, *Marketing Science*, 25(4), 322-335.
- Jacoby & J. Olson (eds). Perceived quality, 209-232. Lexington MA: Lexington Books.
- Jahre, M., and Hatteland, C.J. (2004). Packages and physical distribution: Implications for integration and standardization. *International Journal of Physical Distribution and Logistics Management*, Vol. 34, 123-139.
- Jamal, A. and Al-Marri, M. (2007). Exploring the effect of self-image congruence and brand preference on satisfaction: the role of expertise, *Journal of Marketing Management*, 23(7/8), 613-629.
- Jiang, P. (2004). The role of brand name in customization decisions: a search vs experience perspective. *Journal of Product & Brand Management*, 13(2), 73-83.
- Kayaman, R., & Arasli, H. (2007). Customer-based brand equity: Evidence from the hotel industry. *Managing Service Quality*, 17(1), 92-109.
- Kapferer J. N., (2008) *The New Strategic Brand Management: Creating and Sustaining Brand Equity Long Term*, 4th ed., Great Britain: MPG books Ltd,
- Keller, K. L. (1993), Conceptualizing, measuring, and managing customer-based brand equity, *Journal of Marketing*, Vol. 57, No. 1, pp. 1-22.
- Keller K.L., (2004), *Strategic Brand Management: Building, Measuring and Managing Brand equity*, 2nd ed, New Delhi: Prentice Hall of India private limited

- Kim, D., Magnini, V. P. and Singal, M. (2011). The effects of customers' perceptions of brand personality in casual theme restaurants, *International Journal of Hospitality Management*, 30(2), 448-458.
- Kotler P., (2002), Marketing management, Millennium Edition, 10th ed., USA: Pearson education.
- Kotler P. and Keller K.L., (2006), Marketing Management, 12th ed., Pearson Prentice Hall.
- Kotler P. and Keller k. L., (2012), Marketing Management, 14th ed , Pearson Prentice Hall.
- Kotler, P., and Armstrong, G. (2010). Principles of marketing, 3ed., New Jersey, N.J: Pearson Prentice Hall.
- Kotler P., Wong V., Saunders J., and Armstrong G., (2005), Principles of Marketing, 4th European edition, Pearson education limited.
- Léger, J. and Scholz, D. (2004), The fickle beer consumer, *Marketing Magazine*, Vol. 109, No.17.
- Lin M.Y., and Chang L.H., (2003), Determinants of Habitual Behavior for National and Leading Brands in China, *Journal of Product and Brand Management*, Vol. 12, No. 2, pp 94-107.
- Louviere, J.J., Hensher, D.A. and Swait, J.D. (2000). *Stated Choice Methods: Analysis and Applications*, Cambridge University Press.
- Macdonald E.K and Sharp B.M., (2000) Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication, *Journal of Business Research*, 48, 5-15.

- Malhotra, N.K., Agarwal, J. and Peterson, M. (1996). Methodological issues in cross-cultural marketing research: a state-of-the-art review, *International Marketing Review*, 13(5), 7-43.
- Malhotra N. and Peterson M., (2006), *Basic Marketing Research: A Decision Making Approach*, 2nd ed., New Jersey: Pearson Education Inc, Upper Saddle River,
- Marczyk G., Dematteo D. and Festinger D, (2005), *Essentials of Research Design and Methodology*, New Jersey: John Wiley and Sons Inc
- Mathur, A., Moschis, G.P., and Lee, E. (2006). Life events and brand preference changes. *Journal of Consumer Behaviour*, 3(2), 129-141.
- Mattila, A. (2001). Emotional bonding and restaurant loyalty, *Cornell Hotel and Restaurant Administration Quarterly*, 42(6), 73-79.
- McDonald M. and Christopher M. (2003), *Marketing A Complete Guide*, 1st ed., Palgrave Macmillan.
- Mellens, M., Dekimpe, M.G and Steenkamp, J.B.E.M. (1996). A review of brand-loyalty measures in marketing, *Tijdschrift voor Economie en Management*, 41(4), 507-533.
- Meyer R. and Kahn, B. (1991). *Probabilistic Models of Consumer Choice Behavior*. New Jersey, Englewood Cliffs: Prentice Hall.
- Mokhils S. and Yaakop, Y. (2012). *Consumer Choice Criteria in mobile phone Selection: An investigation of Malaysian University Students*. *International Review of Social Sciences and Humanities*(2), 203-212.
- Monroe, K.B., and Krishnan, R. (1985). The effect of price on subjective product evaluations. In J.
- Moschis, G.P., Moore, R.L., and Stanley, T. J. (1984). An exploratory study of brand loyalty development, *Advances in Consumer Research*, 11(1), 412-417.

Narteh B., Odoom R., Braimah M. and Buame S., (2012), Key Drivers of Automobile Brand Choice in Sub-Saharan Africa: The Case of Ghana, *Journal of Product and Brand Management*, vol. 21 No.7, pp 516-528.

Nordgren, L.F. and Dijksterhuis, A. (2009). The devil is in the deliberation: Thinking too much reduces preference consistency, *Journal of Consumer Research*, 36(1), 39-46.

Oliver, R.L. (1999). Whence consumer loyalty?, *Journal of Marketing*, 63(4), 33-44.

Orth, U. R. (2005), Consumer personality and other factors in situational brand choice variation, *Brand Management*, Vol. 13, No. 2, pp. 115-133.

Overby, J. W. and Lee, Eun-Ju. (2006). The effect of utilitarian and hedonic online shopping value on consumer preference and intentions, *Journal of Business Research*, 59(10), 1160-1166.

Papatla, P. and Krishnamurthi, L. (1996), Measuring the dynamic effects of promotions on brand choice, *Journal of Marketing Research*, Vol. XXXIII, pp. 20-35.

Peter J. P. and Donnelly J.H., (2007), *Marketing Management: knowledge and skills*, 8th ed., McGraw-Hill Irwin.

Pettitt S. and Brassington, (2005), *Essentials of marketing*, Pearson education limited.

Rettie, R., and Brewer, C. (2000). The verbal visual components of package design. *Journal of Product and Brand Management*, Vol. 9, 56-70.

Rettie, R., and Brewer, C. (2000). The verbal visual components of package design. *Journal of Product and Brand Management*, Vol. 9, 56-70.

- Rizvi, S.A.T. (2001). Preference formation and the axioms of choice, *Review of Political Economy*, 13(2), 141-159.
- Romaniuk, J. (2003), Brand attributes – ‘distribution outlets’ in the mind, *Journal of Marketing Communications*, Vol. 9, pp. 73-92.
- Romaniuk, J. and Sharp, B. (2003). Measuring brand perceptions: Testing quantity and quality, *Journal of Targeting, Measurement and Analysis for Marketing*, 11(3), 218-229.
- Rossiter, J.R., and Bellman, S. (2005). *Marketing Communications: theory and applications*, Pearson.
- Rundh, B. (2005). The multi-faceted dimensions of packaging: Marketing logistics or marketing tools? *British Food Journal*, Vol. 107, 670-684.
- Rundle-Thiele, S. R., & Mackay, M. M. (2001). Assessing the performance of brand loyalty measures. *Journal of Services Marketing*, 15(7), 529-546.
- Sagoff, M. (2003). On the relation between preference and choice, *Journal of Socio-Economics*, 31, 587-598.
- Sarwade W.K and Ambedkar B., (2011) Brand Preferences and Consumption Pattern of Edible Oils in Maharashtra State, International Conference on Economics and Finance Research IPEDR vol.4
- Saunders, M., Lewis, P. and Thornhill, A. (2012). *Research methods for business students*, 6th edn. London: Prentice Hall.
- Sekaran, U. (2003). *Research methods for business: A skill-building approach*, 4th ed., New York, NY: Wiley.
- Shimp, T.A. (2000). *Advertising and promotion: Supplemental aspects of integrated marketing communications* 5ed., Orlando: Harcourt College Publishers.
- Silverman, D. (2006). *Interpreting Qualitative Data*. SAGE.

- Singh, V. P., Hansen, K. T., and Sachin, G. (2005), Modeling preferences for common attributes in multicategory brand choice, *Journal of Marketing Research*, Vol. XLII, pp.195-209.
- Simonson, I., Carmon, Z., and O'Curry, S. (1994), Experimental evidence on the negative effect of product features and sales promotions on brand choice, *Marketing Science*, Vol. 13, No. 1, Winter, pp. 23-40.
- Solomon M., Bamossy G., Askegaard S. and Hogg M.K., (2006), *Consumer Behaviour: A European Perspective*, 3rd ed. Pearson Education Limited.
- Solomon, M.R., Bamossy, G., Askegaard, S. & Hogg M.K. 2010. *Consumer behavior. A European perspective*. Fourth edition. The USA: Pearson Education.
- Sriram, S., Chintagunta, P.K. and Neelamegham, R. (2006). Effects of brand preference, product attributes, and marketing mix variables on technology product markets, *Marketing Science*, 25(5), 440-456.
- Stevens R.E., Sherwood P.K., Wrenn B. and Ruddick M.E., (2006), *The Marketing Research Guide*, 2nd ed., NY: Haworth Press Inc,
- Sumathy M. and Kumar S. Arun, (2011) Customers' Brand Preference on Pasteurized Packaged Milk, *Journal of Social Science And Management*, Volume: 01, Number: 07, :ISSN 2251-1571, Page 52
- Sundar A. and Pandey J. (2012), A conceptual model of brand awareness, *International Journal of Research in Marketing*, vol. 1, no. 10.
- Tabachnick B.G., & Fidell L.S. (1996). *Using Multivariate Statistics*, 3rd ed., New York: HarperCollins College Publishers, Inc.

- Teas, K., & Grapentine, T. (1996). Demystifying brand equity. *Marketing Research* 8(2) 24-30.
- Thomas M.J and Egan C. (2003), The Chartered institute of marketing, hand book of strategic marketing: A practical guide for designing and implementing effective marketing strategies, Butterworth Heinmann.
- Thompson, D.V., Hamilton, R.W. and Rust, R.T. (2005). Feature fatigue: when product capabilities become too much of a good thing, *Journal of Marketing Research*, 42(4), 431-442.
- Tolba, A.H. and Hassan, S.S. (2009). linking customer-based brand equity with brand market performance: a managerial approach, *Journal of Product & Brand Management*, 18(5), 356-366.
- Wagner, U. and Taudes, A. (1986), A multivariate polya model of brand choice and purchase incidence, *Marketing Science*, Vol. 5, No. 3, pp. 219-244.
- William, C.K., Deidre Patterson, M.P.H., Mary Albert Koenen, M.A., and Thomas, K.G. (2009). Large drinks are no mistakes: Glass size, but no shape, affects alcoholic beverage drink pour. *Drug Alcohol Rev.*, 28(4), 360-365.
- Woodside, A. G. and Fleck Jr., R. A. (1979), The case approach to understanding brand choice, *Journal of Advertising Research*, Vol. 19, No. 2, pp. 23-30.
- Yoon, S.O. and Simonson, I. (2008). Choice set configuration as a determinant of preference attribution and strength, *Journal of Consumer Research*, 35(2), 324-336.
- Van Kerckhove, A., Geuens, M. and Vermier, I. (2012). Intention superiority perspectives on preference-decision consistency, *Journal of Business Research*, 65(5), 692-700.

Vikkraman P. and Dineshkumar U., (2012) A Study on the Consumers' Brand Preference towards FMCG (Dental Care) Products with Special Reference to Organized Retail Stores in Erode, European Journal of Economics, Finance and Administrative Sciences, ISSN 1450-2275 Issue 50

Zajonc, R.B. and Markus, H. (1982), Affective and cognitive factors in preferences, *Journal of Consumer Research*, 9(2), 123-131.

Zeinab, S.S., and Seyedeh, M.S. (2012). "The main factors influencing purchase behaviour of organic products in Malaysia." *Interdisciplinary Journal of Contemporary Research in Business*, 4(1), 98-116.

Zeithaml, V. (1988). "Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence." *Journal of Marketing*, 52(3), 2-22.

Zikmund, W., Babin, B., Carr, J., Griffin, M. (2010), *Business Research Methods*, 8th edition, South-Western, Cengage Learning

APPENDICES

Appendix 2 (Questionnaire used in the main study)

Questionnaire (English Version)

A Survey on Brand Awareness and Underlying Factors of Brand Choice among consumers of beer in Addis Ababa.

Dear respondents,

I wish to seek your assistance ,as a participant ,with this research project, which is being conducted as a partial fulfillment for my masters degree in marketing management at Addis Ababauniversity, school of commerce. This research project is undertaken as an attempt to identify the underlying factors of brand choice among consumers of beer in Addis Ababa. The result of the study will assist marketers in developing a better marketing strategy that can improve their existing offering and satisfy customers in a better way possible. Your participation in this survey is voluntary. The information you provide will be used only for the purpose of the study and will be kept strictly confidential.

Thank you in advance for your help with my research project.

Sincerely yours,

Ephrem Tesfaye

Part 1: General Profile (please put a “✓” mark on the box that best describes you)

1. Age : 18- 25 26 35 36-44 45 and above
2. Gender: Female Male
3. Highest educational level obtained:
Primary education Secondary education Diploma First Degree Masters and above
4. Monthly income in ETH birr:
Less than 1000 1001-2500 2501-5000 5001+
5. How often do you drink beer?
Everyday Once in a week More than once in a week other (please specify)

Part 2: Brand awareness, source of information and brand preference

1. What is the first brand that comes to your mind when you think of a beer?

2. How do you come to know about different brands of beer? (You can put a “✓”mark on more than one alternative)

Billboard and banners Repeated exposure to different brands in shops Newspaper or magazine Word of mouth Sales person advice TV/ Radio Advertisement
 Any other (please specify) _____

4. Which brand of beer do you usually prefer to drink/use? _____

5. Thinking about —question 4, do you have a reason for your preference? (You can put a “✓”mark on more than one alternative)

Good test Wide availability of the brand Package attractiveness Sales promotion (free samples, prizes...) Price (affordability) Repeated exposure to the brand advertisement Perceived good quality Others Recommendation (friends, family colleague...) Sales person advice/opinion
 Alcoholic content of the brand specify) Any other reason (please specify) _____

Part 3: Underlying factors of brand choice

Please select the degree of agreement/disagreement with the following statements associated with the determinants of your brand choice (encircle the alternative number that best describe your view, 1=strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree)

Items	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Price					
I buy what is affordable for me.	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
I prefer a beer brand that is reasonably priced.	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Low price is one of my priorities when making a buying decision	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
I am willing to pay a higher price for my preferred brand of beer.	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>

Perceived Quality	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I buy a beer brand, which I perceive as a high quality	1	2	3	4	5
I buy beer that is produced as per acceptable quality standard	1	2	3	4	5
I buy beer that I consider it has a consistence quality	1	2	3	4	5
I prefer beer brand that taste good.	1	2	3	4	5

Packaging	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I choose beer brand, which has my preferred package size	1	2	3	4	5
I prefer a beer brand with a convenient package shape	1	2	3	4	5
Visual appeal of packaging influence my brand choice	1	2	3	4	5
When I buy beer, I consider the product information of the package	1	2	3	4	5

Advertisement	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Advertisements have influence over the types of beer I buy	1	2	3	4	5
I buy a brand of beer that I frequently exposed through advertisement	1	2	3	4	5
I buy a beer brand, which has attractive and recognizable advertisement	1	2	3	4	5

Other promotional activities	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I prefer to buy a beer brand with some kind of prize or free sample.	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
I buy a beer brand that a sales person has recommended	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
I prefer to buy a beer brand that I usually see while it has been used in various occasions, or any other kind of non-commercial Program.	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
Availability	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I prefer a brand of beer, which is widely available	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
I buy the first brand of beer I recognize in a grocery store display	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
If my preferred brand is not available in the store, I will buy any kind of beer brand available.	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>

Brand name awareness	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I feel more secure when I buy beer with a well-known brand	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
I do not trust new brand names of beer	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
I prefer to buy a brand of beer I am familiar with	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>

Alcohol Content	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
A beer with higher alcohol content makes me feel relaxed	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>
A beer with higher alcohol content soothes me quickly	<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>

Appendix3: Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.602	.593	.74266

a. Predictors: (Constant), brand name awareness, quality, promotional activities, packaging, price, advertisement, wide availability, alcohol content

b. Dependent Variable: consumers brand choice decision

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	269.962	7	38.566	69.923	.000 ^b
	Residual	178.701	324	.552		
	Total	448.663	331			

a. Predictors: (Constant), brand name awareness, quality, promotional activities, packaging, price, advertisement, wide availability, alcohol content

b. Dependent Variable: consumers brand choice decision

Appendix4: T-Test (Underlying factors of Brand choice Based on Gender)

		Levene's Test for Equality of Variances		Independent Samples Test						
				t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Price	Equal variances assumed	2.02	.473	0.020	272	.049	-.16919	.08571	-.33793	-.00046
	Equal variances not assumed			0.228	238.928	.052	-.16919	.08653	-.33965	.00126
Packaging	Equal variances assumed	0.863	.401	.421	272	.021	-.20171	.08679	-.37259	-.03084
	Equal variances not assumed			.433	208.419	.026	-.20171	.09024	-.37962	-.02381
Product quality	Equal variances assumed	.561	.547	.311	272	.979	-.00218	.08372	-.16700	.16263
	Equal variances not assumed			.335	244.896	.979	-.00218	.08399	-.16763	.16326
Advertisement	Equal variances assumed	1.34	.416	.831	272	.506	-.07459	.11196	-.29501	.14584
	Equal variances not assumed			.853	238.758	.510	-.07459	.11305	-.29730	.14813
Promotional activities	Equal variances assumed	7.093	.333	.935	272	.780	-.03106	.11093	-.24946	.18733
	Equal variances not assumed			.957	216.567	.786	-.03106	.11445	-.25664	.19452
Brand availability	Equal variances assumed	.362	.598	-.224	272	.096	-.16769	.10034	-.36524	.02985
	Equal variances not assumed			-.227	255.130	.093	-.16769	.09951	-.36365	.02826
brand name awareness	Equal variances assumed	5.64	.061	.830	272	.470	.05906	.08171	-.10181	.21993
	Equal variances not assumed			.909	251.311	.469	.05906	.08140	-.10126	.21938
alcohol content	Equal variances assumed	1.01	.325	-.818	272	.979	-.00218	.08372	-.16700	.16263
	Equal variances not assumed			-.850	244.896	.979	-.00218	.08399	-.16763	.16326

Appendix5: One-wayANOVA(UnderlyingFactorsof Brand Choice Based onIncome Levels)

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95%Confidence IntervalforMean		Minimum	Maximum
						Lower Bound	Upper Bound		
Price	<1000	25	3.09	.9638	.19275	2.9776	3.6057	1.75	4.50
	1001-2500	82	3.825	1.0897	.1205	2.6890	2.9841	1.00	4.25
	2501-5000	94	3.2825	.973	.10025	2.9497	3.2244	1.25	5.00
	5001	159	3.305	.9783	.0775	2.8059	3.1487	1.00	5.00
	Total	360	3.3756	1.0012	.12275	2.9189	3.0865	1.00	5.00
packaging	<1000	25	3.33	.2127	1.0632	3.7270	4.2730	2.75	5.00
	1001-2500	82	3.2825	.129	1.1672	3.6264	3.9697	1.00	5.00
	2501-5000	94	3.49	.094	.91125	3.8516	4.1037	1.75	5.00
	5001	159	3.3375	.08275	1.042	3.6945	4.0706	1.00	5.00
	Total	360	3.36	.12961	1.0459	3.8200	3.9902	1.00	5.00
Product quality	<1000	25	3.97	.796	.15925	3.7937	4.3452	2.50	4.75
	1001-2500	82	4.08	.8467	.0935	3.9619	4.2176	3.00	5.00
	2501-5000	94	4.285	.6655	.6875	4.0454	4.3296	1.25	5.00
	5001	159	4.245	.666	.053	3.9952	4.3457	2.00	5.00
	Total	360	4.145	.74355	.24831	4.0665	4.2291	1.25	5.00
Advertisement	<1000	25	2.64	.94281	.22222	3.0034	3.9411	2.00	5.00
	1001-2500	82	2.8866	.90582	.10256	2.6483	3.0568	1.00	4.75
	2501-5000	94	3.25	.94490	.08928	2.7115	3.0653	1.00	4.75
	5001	159	2.9833	.79549	.09792	2.4484	2.8395	1.00	4.50
	Total	360	2.9399	.91477	.05526	2.7489	2.9665	1.00	5.00
Promotional activities	<1000	25	2.92	.77098	.18172	2.9314	3.6982	2.67	5.00
	1001-2500	82	2.7	.98132	.11111	2.3557	2.7982	1.00	4.67
	2501-5000	94	2.9333	.88289	.08343	2.6323	2.9629	1.00	5.00
	5001	159	2.6766	.77690	.09563	2.2333	2.6152	1.00	4.00
	Total	360	2.8074	.90574	.05472	2.5711	2.7866	1.00	5.00
BrandAvailability	<1000	25	2.8133	.92011	.21687	2.6952	3.6103	1.50	4.50
	1001-2500	82	2.7866	.74377	.08422	2.8131	3.1485	1.25	4.75
	2501-5000	94	2.83	.90241	.08527	2.8511	3.1891	1.00	5.00
	5001	159	2.7833	.71429	.08792	2.5555	2.9067	1.00	4.50
	Total	360	2.8033	.82336	.04974	2.8501	3.0459	1.00	5.00
brandname 1001-2500 awareness	<1000	25	3.8666	1.007	.2016	3.3268	4.0343	2.50	4.75
	1001-2500	82	3.5266	1.0386	.115	3.4321	3.7473	1.00	5.00
	2501-5000	94	3.7466	.8796	.0906	3.5120	3.7648	1.75	5.00
	5001	159	3.47	1.115	.0886	3.5423	3.8440	2.00	5.00
	Total	360	3.6524	1.0100	.12395	3.5611	3.7199	1.00	5.00
Alcohol 1001-2500 content	<1000	25	2.86	1.472	.2945	3.3268	4.0343	2.50	4.75
	1001-2500	82	3.21	1.358	.15	3.4321	3.7473	1.00	5.00
	2501-5000	94	2.75	1.2555	.1295	3.5120	3.7648	1.75	5.00
	5001	159	2.845	1.1815	.0935	3.5423	3.8440	2.00	5.00
	Total	360	2.9163	1.3162	.16687	3.5611	3.7199	1.00	5.00

Appendix 6: One-way ANOVA (Underlying Factors of Brand Choice Based on Age)

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
price	18-25	99	3.3325	.61505	.06671	2.9467	3.2121	1.50	4.25
	26-35	171	3.3025	.76527	.06818	2.7956	3.0655	1.00	5.00
	36-44	58	3.1675	.72486	.11759	2.7223	3.1988	1.75	4.50
	45 and above	32	3.13	.61670	.12588	2.9375	3.4583	2.25	4.25
	Total	360	3.2331	.70530	.04269	2.9205	3.0886	1.00	5.00
packaging	18-25	99	3.3825	.72153	.07826	3.7532	4.0645	1.00	5.00
	26-35	171	3.38	.72371	.06447	3.7474	4.0026	1.00	5.00
	36-44	58	3.24	.68841	.11167	3.6882	4.1407	2.50	5.00
	45 and above	32	3.4425	.73836	.15072	3.7195	4.3430	2.25	5.00
	Total	360	3.3613	.71685	.04339	3.8193	3.9902	1.00	5.00
Product quality	18-25	99	4.1525	.60579	.06571	4.0487	4.3101	2.50	5.00
	26-35	171	4.29	.78114	.06959	3.9635	4.2389	1.25	5.00
	36-44	58	4.1675	.57817	.09379	4.0468	4.4269	2.50	5.00
	45 and above	32	3.8825	.56586	.11551	3.9069	4.3848	3.00	5.00
	Total	360	4.1231	.68463	.04144	4.0668	4.2299	1.25	5.00
advertisement	18-25	99	3.1366	.80587	.08741	2.8556	3.2032	1.00	4.75
	26-35	171	3.0866	.95711	.08527	2.6547	2.9922	1.00	5.00
	36-44	58	2.7066	.87433	.14183	2.5481	3.1229	1.00	4.75
	45 and above	32	2.73	1.03816	.21191	2.0304	2.9071	1.00	4.00
	Total	360	2.9149	.91643	.05546	2.7489	2.9673	1.00	5.00
promotional activities	18-25	99	2.9433	.84804	.09198	2.6955	3.0613	1.00	4.67
	26-35	171	2.76	.92882	.08275	2.3653	2.6929	1.00	5.00
	36-44	58	2.5033	.95036	.15417	2.3280	2.9527	1.00	5.00
	45 and above	32	2.70	.82190	.16777	2.4585	3.1526	1.67	5.00
	Total	360	2.7266	.90719	.05491	2.5696	2.7858	1.00	5.00
brandname awareness	18-25	99	3.71	.69270	.07513	3.3594	3.6582	1.00	5.00
	26-35	171	3.54	.66654	.05938	3.5571	3.7921	1.75	5.00
	36-44	58	3.5033	.63269	.10264	3.5355	3.9514	2.50	5.00
	45 and above	32	3.5633	.55495	.11328	3.4740	3.9427	2.75	4.75
	Total	360	3.5791	.66382	.04018	3.5564	3.7146	1.00	5.00
Alcohol content	18-25	99	2.725	.69270	.07513	3.3594	3.6582	1.00	5.00
	26-35	171	2.93	.66654	.05938	3.5571	3.7921	1.75	5.00
	36-44	58	3.0853	.63269	.10264	3.5355	3.9514	2.50	5.00
	45 and above	32	2.7083	.55495	.11328	3.4740	3.9427	2.75	4.75
	Total	360	2.8612	.66382	.04018	3.5564	3.7146	1.00	5.00
Brand	18-25	99	2.9133	.69270	.07513	3.3594	3.6582	1.00	5.00

availibilit	26-35	171	2.7966	.66654	.05938	3.5571	3.7921	1.75	5.00
	36-44	58	2.6833	.63269	.10264	3.5355	3.9514	2.50	5.00
	45 and above	32	2.6666	.55495	.11328	3.4740	3.9427	2.75	4.75
	Total	360	2.7649	.66382	.04018	3.5564	3.7146	1.00	5.00

Appendix6: One WayANOVA(UnderlyingFactorsof Brand Choice Based on EducationLevel)

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95%Confidence IntervalforMean		Minimum	Maximum
						Lower Bound	Upper Bound		
price		30	3.035	.61237	.20412	2.6126	3.5540	1.75	3.75
	PrimaryEducationSec	59	3.208	.80389	.18948	2.6280	3.4275	1.00	4.50
	SecondaryEducation	128	3.26	.71114	.09862	2.6241	3.0201	1.25	4.00
	Diploma	106	3.365	.66012	.05408	2.8713	3.0851	1.00	5.00
	FirstDegree	37	3.3975	.76550	.11287	3.0335	3.4882	1.25	4.50
	Mastersandabove	360	3.2531	.70467	.04257	2.9189	3.0865	1.00	5.00
packaging		30	3.325	.73362	.24454	3.1583	4.2861	2.75	4.50
	PrimaryEducationSec	59	3.315	.53244	.12550	3.4297	3.9592	2.75	4.50
	SecondaryEducation	128	3.51	.85279	.11826	3.4693	3.9442	1.00	5.00
	Diploma	106	3.23	.69953	.05731	3.8280	4.0545	1.00	5.00
	FirstDegree	37	3.445	.58628	.08644	3.9563	4.3045	2.75	5.00
	Mastersandabove	360	3.365	.71556	.04323	3.8200	3.9902	1.00	5.00
Product quality		30	4.065	.61379	.20460	3.6671	4.6107	3.50	5.00
	PrimaryEducation	59	4.12	.63914	.15065	3.6266	4.2623	2.50	5.00
	SecondaryEducation	128	5.62	.78567	.10895	3.7620	4.1995	1.25	5.00
	Diploma	106	4.215	.62973	.05159	4.1195	4.3234	2.00	5.00
	FirstDegree	37	4.325	.73534	.10842	3.9610	4.3977	2.00	5.00
	Mastersandabove	360	4.469	.68343	.04129	4.0665	4.2291	1.25	5.00
Advertisement	PrimaryEducation	30	2.223	.86402	.28801	2.6414	3.9697	2.00	4.75
	SecondaryEducation	59	2.66	.84695	.19963	2.5233	3.3656	1.75	5.00
	Diploma	128	3.27	.95164	.13197	2.4803	3.0101	1.00	4.75
	FirstDegreeMaster	106	3.063	.87875	.07199	2.7856	3.0701	1.00	4.75
	sandaboveTotal	37	3.1465	.99122	.14615	2.3415	2.9302	1.00	4.50
		360	2.8725	.91477	.05526	2.7489	2.9665	1.00	5.00
promotional activities		30	2.3766	.76376	.25459	2.6351	3.8093	2.33	4.33
	PrimaryEducation	59	2.4166	1.04092	.24535	2.4453	3.4806	1.00	5.00
	SecondaryEducation	128	2.993	1.05875	.14682	2.1732	2.7627	1.00	5.00
	Diploma	106	2.7666	.83656	.06853	2.5558	2.8267	1.00	5.00
	FirstDegreeMaster	37	2.81	.86492	.12753	2.4026	2.9163	1.00	4.67
	sandaboveTotal	360	2.6725	.90574	.05472	2.5711	2.7866	1.00	5.00

Brand	30	2.48	1.02909	.34303	2.0145	3.5966	1.50	4.75
PrimaryEducationavailability	59	2.496	.81712	.19260	2.7742	3.5869	1.25	4.00
SecondaryEducation	128	2.8933	.69467	.09633	2.6431	3.0299	1.00	4.25
Diploma	106	2.9433	.84948	.06959	2.8205	3.0956	1.00	5.00
FirstDegree	37	2.7933	.84299	.12429	2.7279	3.2286	1.00	5.00
Mastersandabove	360	2.7211	.82336	.04974	2.8501	3.0459	1.00	5.00
BrandnamePrimaryEducationaware	30	3.4766	.88487	.29496	3.1809	4.5413	2.50	4.75
ness SecondaryEducation	59	3.4833	.58508	.13791	3.1535	3.7354	2.00	4.50
Diploma	128	3.7233	.81221	.11263	3.3700	3.8223	1.00	5.00
FirstDegreeMaster	106	3.54	.60119	.04925	3.5654	3.7601	2.00	5.00
sandaboveTotal	37	3.48	.68613	.10116	3.4484	3.8559	2.25	5.00
	360	3.5406	.66772	.04034	3.5611	3.7199	1.00	5.00

AlcoholPrimaryEducationcontent	30	2.585	.88487	.29496	3.1809	4.5413	2.50	4.75
SecondaryEducation	59	2.905	.58508	.13791	3.1535	3.7354	2.00	4.50
Diploma	128	2.985	.81221	.11263	3.3700	3.8223	1.00	5.00
FirstDegreeMaster	106	3	.60119	.04925	3.5654	3.7601	2.00	5.00
sandaboveTotal	37	2.595	.68613	.10116	3.4484	3.8559	2.25	5.00
	360	2.814	.66772	.04034	3.5611	3.7199	1.00	5.00