



Addis Ababa University

College of Business and Economics

MBA Extension

Factors Influencing Consumer's Brand Preference of Beer in the Case of Addis Ababa City

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This is to certify that Elias Gebremedhin has done a study on the topic

“Factors influencing consumer’s brand preference of beer in the case of Addis Ababa city”

This study is of his original work and all the sources of materials used for the study had been duly acknowledged.

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My prime and sincere thanks go to GOD, who always helps me in all the ways I pass through.

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Acronyms

GLS- General Least Square

OLS- Ordinal Least Square

Abstract

The beer industry in Ethiopia has been booming fast in a less than a decade time, with many brands penetrating the market, the state of having a strong brand in the consumers' mind have become the prime concern of business owners. The Purpose of this research study is to test the beer brand preference in view of taste, price, brand name, package, advertisement, state of origin and social group and which of these factor are influencing consumers beer brand choices in Addis Ababa Market through the application of a conceptual framework of brand preference developed by Gabriel. As to the methodology, design and approach, the sampling techniques used, sample size is selected to be 384 and data gathered from conveniently selected respondents.. The findings revealed that five out of the seven factors are highly influencing consumer's Brand choices. Based on the findings recommendations are given to managers to give priority to the influencing factors.

Chapter One: Introduction

1.1 Background of the Study

There has been a long standing interest from marketers to understand how consumers form their preferences toward a specific brand. Brand preference is closely related to brand choice that can facilitate consumer decision making and activate brand purchase. Knowing the pattern of consumer preferences across the population is a critical input for designing and developing innovative marketing strategies. It also uncovers the heterogeneity of consumer choices leading to efficient market segmentation strategies. However, forecasting consumer's preferences between brands is not an easy task. Most of the early models focused on brand attributes in preference construction (Fishbein, 1965). Brand preference can be defined as the subjective, conscious and behavioral tendencies which influence consumer's predisposition toward a brand. Understanding the brand preference of consumers' will dictate the most suitable and successful marketing strategies. (Mohan, 2016)

A brand shows the meaning and direction of any product and identify product with due to time and space. Brand may have several components including brand name, brand image, logo, design, packaging and promotion. Brand choice or brand behaviors are the words which are used interchangeably for brand preference which means that to identify the consumer choice among different brands. Consumer brand preference is linked with brand loyalty, which means repurchase again and again by long period of time (Ghose and Lowengart, 2013). For consumers, brands reflect their experience and knowledge; simplifying the processing of information accumulated over time about the company and its products or brands. In addition, brands reflect consumer' experiences and knowledge; thus, simplify the processing of information accumulated over time about the company and its products or brands. Consequently, brands act as signals for products of high quality and low perceived risk, thus, enable the consumers to capture both cognitive and non-cognitive values expressed in the positive feelings or self-expression experienced (Kotler et al, 1999).

The scope and scale of business opportunities offered by the rising incomes, favorable demographics, and increased urbanization—are all nicely captured by recent developments in just one corner of the consumer goods space: beer. (Access capital research 2011/2012)

Once an industry solely operated by lethargic state-owned enterprises, the Ethiopian beer industry has in just the past year been fully taken over by private operators (including two large foreign investors) and is set to see even more entrants in the years ahead from at least three additional domestic brewers (Habesha Beer, Raya Beer, and Zebidar Beer). What is particularly remarkable is the entry of two global multinational beverage companies and their determined drive to join the domestic beverages market, even if this meant paying premium prices to secure their investments: Heineken bought Harar Brewery for \$78 million and Bedele Brewery for \$85 million while Diageo bought Meta Brewery for \$225 million, resulting in a combined sum of \$388 million for the three breweries. While it is the case that beer is a unique consumer product in some ways, the bullishness shown by foreign investors in this sector does reveal many of the opportunities available from Ethiopia's other consumer goods markets, including the potential to quickly increase sales given very low levels of product penetration. (Access capital research 2011/2012)

Average annual per capita consumption of beer in Ethiopia is 4 liters against 12 liters in Kenya and 59 liters in South Africa. But demand for beer is expanding by 15% per annum. (www.amazonaws.com/ 2017) Such large volume of production and availability of such different brands in the market has led to the cut-throat competition for increased market share being witnessed among the operators in the industry. When competition is keen and the manufacturers are faced with brand choices, it becomes imperative for the manufacturers to understand the major factors that can attract the attention of buyers to his own brand. (www.amazonaws.com/ 2017)

In 2010 G.C Ethiopia's beer industry was comprised of five major breweries plants. These are Meta abo, Harar, Bedele, BGI and Dashen (Dashen Brewery Annual Report, 2004). In 2017 G.C the beer industry is comprised of BGI (St. Georges, Amber, Castel), HBSC (Henkine, Walia, Bedele, Harar and Hakim Stout), DIAGEO (Meta, Meta Premium and Zemen), Dashen, Habesha, Zebedar and Raya.

1.2 Statement of the problem

As Chib et al, 2004, Bentz and Merunka, 2000, Wagner and Taudes, 1986 sited in Amadi and Ezekiel (2013) said that much of the brand preference research has been through probability models to test the impact of marketing mix variables as a predictor of brand preference of beer consumers. And also there is a lack of prior study related to factors

influencing beer brand preference in Ethiopia. It is against this drawback that paper is set to examine the factors influencing consumers which were used by Gabriel (2001): taste, packaging, price, state of origin, brand name, advertisement and social group in making a particular brand choice in the beer category. And will also set out to discover the influence on consumers of such factors as advertising medium/media, advertising frequency and type of referent group. According to report by euromonitor international 2014, over 2009-2013 all consumer goods categories in Ethiopia expanded significantly. The largest growth was observed in beverages, where alcoholic drinks posted a 30% value CAGR, soft drinks posted a 29% CAGR and hot drinks a 28% CAGR. The alcoholic drinks market was fuelled by strong beer sales, which in 2013 amounted to US\$ 758 million. In this growing industry building a solid brand is essential, to gain a better market share. Foreign and local beer companies have invested huge capital in creating their products and brands. With such large volume of production and availability of such variety of brands, competition is without doubt keen. Therefore, it is crucial for beer production firms (breweries) to correctly predict the rank of beer preference factors so as to offer its product (beer) that is effective enough to influence consumers.

1.3 Research Question

- What is the brand preferred by consumers?
- What factors are influencing brand preference for beer consumer?
- Is there a significant relationship between advertisement, social (peer) influence, brand name, taste, packaging, price and origin of product on beer brand preference?

1.4 Objective of the study

1.4.1 General objective of the study

The general objective of this study is to examine the factors influencing consumers' beer brand preference.

1.4.2 Specific objective of the study

The researcher will focus on the following specific objectives:

- To identify the brand preference of beer consumers.
- To examine the factors which are influencing brand preference for beer consumer.
- To investigate the relationship between advertisement, social (peer) influence,

brand name, taste, packaging, price and origin of product on beer brand preference.

1.5 Significance of the study

The result of the study will contribute to the understanding of the relationship between the identified factors (taste, packaging, price, state of origin, brand name, advertisement and social group.) and brand preference of beer. And the result can help beer companies better operate in Addis Ababa beer market, and provide reference suggestions for brand managers and future studies.

1.6 Scope of Research

The scope of the study is encircled with the subject matter of customers' brand preference regarding beer in view of factors reside by Gabriel (2001). The geographic concentration will be Addis Ababa market. The duration in which data will be collected through employing developed questionnaires will in February 2018. Research design is selected to be both qualitative and quantitative and data gathered will be descriptively and inferentially analyzed by the use of Statistical Package for Social Sciences (SPSS) application and to keep the ethicality of the study respondents below the age 18 was not included.

1.7 Operational Definition of Terms

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

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

Brand name: It is the name that is give to a certain product so as to distinguish it from other.

Price: Price is the amount of money charged for a product.

Package: It is the shape and color of the product

State of origin: It is the place where product in produced.

Advertisement: Advertising is a communication of information about products (goods and services) through various media.

Social Group: Families, friends, work colleagues and referent groups.

1.8 Organization of the Paper

This research will be organized into five chapters:

The first chapter provides a general introduction of the study including background of the study, statement of the problem, the research questions, and objectives of the study, significance of the study, scope of the study and operational definition of terms.

Chapter two covers the literature review part of the study, which are relevant to the study. It includes empirical, concepts and theoretical framework.

Chapter three elaborates the type and design of the research. It also includes research method, sampling technique, data collection method and method of data analysis that are used in the study.

Chapter four discuss in detail the findings of the study on the result of the data collected and analysis will made using the statistical tools stated in the research methodology part.

Finally chapter five provides a summary the findings, conclusions, recommendations and limitations of the study.

Chapter Two: Literature Review

2.1 Introduction

Over the past few years, brands have increased in importance. A distinguishing tool of the companies' products or services is the branding. The theme or combination of themes, that can be associated to brands, such as the trademark, logo, name, identity, image, personality, value and evolving entity, create the brand (De Chernatony and Riley, 1998). In general, marketing is defined as a consumer-based process that permeates organizational functions and processes, and it balances the companies' objectives and customer satisfaction. Branding is a marketing tool perceived to be important for both the company and consumer. What consumers expect from the brand is crucial to shaping their preferences and determining their choices. Therefore, it is important for companies to build their brands based on the consumer's expectations of the brand.

2.2 Brand

A brand is a name, term, sign, symbol, or design, or a combination of them intended to identify the goods or services of one seller from among a group of sellers and to differentiate them from those of the competitors. Thus, a brand identifies the seller or manufacturer. Under trademark law the seller is granted exclusive rights to the use of the brand name in perpetuity. This differs from other assets such as patents and copyrights that have expiration dates. If a company treats a brand only as a name, it misses the point of branding. The challenge in branding is to develop a deep set of meanings for the brand. Perhaps the most distinctive skill of professional marketers is their ability to create, maintain, protect, and enhance brands. (Kotler et al, 1999)

Brand preference has been conceptualized in many ways in the marketing literature. In some studies, brand preference has been equated with brand loyalty (Rundle-Thiele and Meckay 2001). In other studies, it has been evaluated as a precursor to brand loyalty (Odin et al. 2001). Brand preference is typically viewed as an attitude in which the consumer has a predisposition toward one or more brand. Ben-Akiva and others (1999), define preference as comparative judgment between entities. This definition is used as

a basis for distinguishing brand preference as a comparative judgment between a set of brands which leads to more favorable attitude toward one or more of the brands.

Consumers appear to have high willingness to pay for particular brands, even when the alternatives are objectively similar. The majority of consumers typically buy a single brand of beer, cola, or margarine (Dekimpe et al., 1997), even though relative price vary significantly over time, and consumers often cannot distinguish their preferred brand in blind taste (Thumin, 1962).

2.3 Classification of Brands

According to Kotler and Keller (2016), brand is classified into family, individual, national, private and umbrella brands.

Family Brand

A single brand name for all the products of a company and which are being similar in quality.

Individual Brand

Brand name is given for each variety of products and each product of same producer will carry its own brand used for dissimilarity.

National Brand

The same brand used on the national level manufacturers brands are commonly termed as national level.

Private Brand

Large wholesalers and retailers operation over regional or national market and placing their own brand on the products that they market. These brands offered by wholesaler and retailer are usually called private Brand.

Umbrella Brand

All products having the name of the company or manufacturer is called the umbrella brand.

2.4 Brand Preference

Brand preference is a measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available. Selective demand for a company's brand rather than product, the degree

to which consumers prefer one brand over another. The percentage of people who claim that a particular brand is their choice. It represents which brands are preferred under the assumption of equality of price and availability. (Amadi and Ezekiel, 2013)

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. Preference is a scale, and brands move up, down and even off that scale with and without a vigilant management strategy. (Amadi and Ezekiel, 2013)

2.5 Types of Preferences

The target audience might like the product but not prefer it to others. In this case, the communicator must try to build customer preference by promoting quality, value, performance and other features. The communicator can check the campaign's success by measuring audience preference after the campaign. The following are the types of preference (Kotler and Keller, 2016).

- Homogeneous Preferences
- Diffused Preferences
- Clustered Preferences
- Heterogeneous Preferences

Homogeneous Preferences

A market is where the entire customer have roughly the same preference. The market shows no natural segments. We would predict that existing brands would be similar and cluster around the middle of the scale in both sweetness and creaminess (Kotler and Keller, 2016).

Diffused Preferences

At the other extreme, customer preferences may be scattered throughout the space, indicating that customer varies greatly in their preferences. The first brand to enter the market is likely to position in the center to appeal to the most people. A brand in the center minimizes the sum of total customer dissatisfaction. A second competitor could locate next to the first brand and fight for market share or it could locate in a corner to attract a customer group that was not satisfied with the center brand. If several brands

are in the market, they are likely to position throughout the space and show real difference to match customer preference differences.

Clustered Preferences

The market might reveal distinct preference clusters called natural Market Segments. The first firm in this market has three options. It might position in the center hoping to appeal to all groups. It might position in the largest market segment. It might develop several brands, each positioned in a different segment if the first firm developed only one brand and competitors would enter and introduce brands in the other segments.

Heterogeneous Preferences

Customer preference heterogeneity perhaps the most important reason for segmenting in customer preference. Taste and preferences differ among people. Some people are highly concerned about the appearance of a product, whereas others are more concerned about functionality. As preference heterogeneity increase the case for segmentation increases in strength moreover; the greater the variability the large the number of profitable segments present in a market (Kotler and Keller, 2016).

2.6 Consumer Buying Decision Process

The buyer decision process is the decision making process used by consumers regarding market transaction before, during and after the purchase of a good or service. Marketers need to focus on the entire buying process rather than on just the purchase decision. The purchase is only the visible part of a more complex decision process created by the consumer for each buying decision the consumer makes. There are factors influencing the choice of product purchase by the consumer.

a) **Need recognition:** According to Kotler et al (1999), the need recognition is essentially functional and recognition may take place over a period of time. This occurs whenever the consumer sees a significant difference between his or her current state of affairs and some desired or ideal state. The need can be triggered by internal stimuli or by external stimuli. Internal stimuli can trigger a need when one of the individuals' normal needs like hunger, thirst shelter raises to a level high enough to become a drive. From previous experience, the individual has learnt how to cope with this drive and is motivated towards objects that will satisfy the need. External stimuli can also trigger a

need. In this instance, the marketer needs to determine the factors and situations that usually trigger consumer need recognition. The marketer should research consumers to investigate what kind of need or problem arises and what brings a consumer to prefer one brand over the other. In this stage of the consumer buying process the consumer perceives there is a problem to be solved, which may be large or small, simple or complex. In this case, the factories should research what their customers want from a bottled water brand so that they can cater to their needs.

b) **Information search:** the information search begins with the identification of alternative ways of gathering information about the product consumer intend to purchase (Kotler et al, 1999). It is the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision. Normally, the amount of information searching activities of a consumer depends on the type of product which either require high involvement or low involvement. For a product that requires high involvement there might be a significant differences between brands which require an immense effort or insignificant differences between brands which leads to dissonance reducing buying decisions.

The consumer can acquire information regarding a particular product from various sources. These sources include personal sources like family and friends, commercial sources like advertising, salespeople or displays, public sources like mass media and social networking sites and finally experiential source like handling, examining and using of product. The relative influence of these information sources varies with the product and the buyer. For this research, the source of information for the various bottled water brands can be collected based on their previous experience on usage as well as external source like friends, colleagues, neighbors, several published Medias and so on.

c) **Evaluation of alternatives:** The process of evaluating alternatives involves comparing the information gained in the information search process for alternative products and brands to the product-judging criteria or standards the consumer has developed. For purchase decisions, the choice alternatives are the different product classes, product forms, brands, or models the consumer considers buying (Kotler and Armstrong, 2008). Usually only a subset of all possible alternatives, called the consideration set, is

evaluated. Some brands in the consideration set may be activated directly from memory; this group is called the evoked set. For highly familiar decisions, consumers may not consider any brands beyond those in the evoked set. If consumers are confident they already know the important choice alternatives, they are not likely to search for additional ones (Kotler and Armstrong, 2008).

Consumers' evaluations of the choice alternatives in the consideration set are based on their beliefs about the consequences of buying those products or brands. The specific consequences used to evaluate and choose among choice alternatives are called evaluation criteria. Evaluation criteria are the dimensions used to judge the merits of competing brands (Kotler and Armstrong, 2008).

d) **Purchase decision:** A purchasing decision usually follows strong purchase intentions. In this stage the consumer actually buys the product they have chosen. Generally, the consumer's purchase decision will be to buy the most preferred brand. A consumer's decision to change, postpone or avoid a purchase decision is influenced heavily by perceived risk. Many purchases involve some risk and the amount of perceived risk varies with the amount of money at stake, the amount of purchase uncertainty and the amount of consumer self-confidence. A consumer takes certain actions to reduce risk, such as avoiding purchase decisions, gathering more information and looking for national brand names and product warranties (Kotler et al, 1999).

e) **Post-purchase evaluation/behavior:** in this stage the consumers take further action after the purchase decision by evaluating their satisfaction or dissatisfaction. Consumer satisfaction or dissatisfaction is determined by the overall feelings, or attitude, a person has about a product after it has been purchased. Consumers engage in a constant process of evaluating the things they buy as they integrate these products into their daily consumption activities (Kotler et al, 1999).

2.7 Empirical Reviews: Underlying factors of Customer Brand Preference

Brand preference on this research is going to be building on the factors raised by Gabriel (2001): taste, packaging, price, state of origin, brand name, advertisement and social group.

Taste and Package

According to Macrae (1994) consumer buyers almost always approach the marketplace with a well established set of tastes. Packaging includes the activities of designing and producing the container or wrapper for a product. Packaging performs a vital function for most products. It protects goods from being damaged. A company needs to design the package to make it more appealing so as to increase profit as well as to create value to the customers. (Kotler and Keller, 2016)

Krutulyte, Costa, and Grunert (2009) explained that products have intrinsic quality cues, which include all physical characteristics of the product (including packaging) and extrinsic quality cues, including “brand name, price, store type, label information, information on origin, etc.”. Intrinsic quality cues have some research supporting their effects.

In a study on packaging by Fichter and Jonas, 2008, the health information on the wrapper of a nutrition bar affected participants’ views of its taste.

Even before tasting a product, consumers make preliminary judgments about it based on the packaging. Germain, Wakefield, and Durkin (2010) demonstrated that when cigarettes have plain packaging, adolescents perceive them as being “boring” and “unattractive.” The expected taste ratings of the cigarettes became more negative as the packaging became blander.

Price

According to Dharmaraj and Sivasubramanian, (2011) and Gabriel, (2001), Price plays a major role in influencing consumer’s brand preference. Price is related to the brand value and not to the brand function or performance, and is a particularly important attribute in brand selection. Moreover, in the classical economic theory based on consumer rationality, price is an important constraint in utility maximisation. In making a brand purchase decision, consumers give high weight to price as an important attribute that determines their choice, than assigning its attribute level (McFadden, 1996).

Ares et al. (2009), stated that the liking and purchase of a product depends on more than just the sensory details. Non-physical details such as brand and price influence consumers’ decisions.

Price has been interpreted as a determiner of quality, according to Jacoby, Olson, and Haddock (1971). Price is “concrete and measurable,” so the consumer trusts it more than most cues concerned with quality. However, Ares et al. (2009) suggested that higher price could have one of two effects on consumer preference: it could cause the product to seem higher in quality, or it could make the product less desirable because of the extra expense. A study by Krutulyte, Costa, and Grunert (2009) showed that price’s reliance as an indicator of quality varies by culture. Whatever effects price may have on quality perception are overshadowed by the effects of brand name. Attiya Kanwal (2011) pointed out that there are various factors which influence consumer purchase decision. The price of a brand plays a fundamental role in the consumer’s choice of brand. If a brand is priced too high then a consumer will avoid it. The price of a brand is an indication of the quality of the brand as well. The country of origin of products is another cue used as a sign of quality of a product. Products from developed countries are perceived to be of better quality. Other factors include fashion, family and friends, brand name, availability, advertising campaigns etc.

Advertising

Advertising can be a cost-effective way to disseminate messages, whether to build a brand preference or to educate people (Kotler and Keller, 2016). Dr. Brehanu and Shimeles (2015) stated, advertising is a dominant and leading weapon in all marketing tools due to its positive impact on consumers’ buying behavior. It is an attractive way to communicate and convey the message to the audience.

Brand has been cited among the “most important non-sensory factors affecting consumers’ choice decisions of food products” (Varela et al., 2010). According to Keller (1998), brand is seen as a “promise, a guarantee or contract with the manufacturer and a symbolic mean and sign of quality” (as cited in Varela et al, 2010). Brand is communicated to the public through advertizing.

Advertisers spend millions of dollars each year to familiarize the public with their brand images, defined by Jacoby, Olson, and Haddock (1971) as the “subjective, emotional cluster of meaning and symbols that the consumer attributes to a particular brand”. According to Fichter and Jonas, 2008, “advertizing is the most important factor that

influences the purchase of a new product”.

Brand Name

A brand name implies a certain quality and consumers are willing to pay for well-known brands even if they cost a little more. (Kotler and Keller, 2016)

Brand names tell the buyer something about product quality. Buyers who always buy the same brand know that they will get the same quality each time they buy. (Kotler et al, 1999). Brand name creates a value for brand benefits. Different brands have different position and customer segments. The meaning of symbolic of beer brand can convey the image of consumer desire.

Gabriel (2001) found in a study on beer that, when brand names were unknown, families favored a different brand of beer each day, and when asked which they preferred, the actual selection rarely matched the indicated preference. In Allison and Uhl's (1964) study on beer taste perception, all labeled bottles received higher scores than unlabeled; even the lowest-rated labeled bottle was preferred over the highest-rated unlabeled bottle (as cited in Fichter & Jonas, 2008).

Krutulyte, Costa, and Grunert (2009) asserted that extrinsic cues (such as brand name) are generally more influential than intrinsic cues (such as packaging).

Recently, interest in brand name has picked up, and researchers are finding that preference for brand name is not universal. Varela et al. (2010) found that brand name affected quality perception in powdered drinks more than actual taste differences. However, this positive effect was only demonstrated for the “premium, high-recognized” brands. Lesser-known brands saw no effect from brand name. Additional limitations of brand name exist. Ares et al. (2009) discovered that brand name was the most important factor for yogurt preference—but only among participants who cared the least about health.

The possibility exists that brand-name products actually taste better than generic products, although all studies suggesting this have been conducted on beer. In McFadden's study, (1996) three brands of beer were consistently rated higher than the others, and two were generally avoided. In another study on beer brands, Jacoby, Olson, and Haddock (1971) found that ultrapremium beer was rated higher than inexpensive

regional beer when brand names were unknown. This shows that some brands do have quality differences, at least when discussing beer.

Social Group

An average consumer belongs to one group or the other and to a reasonable extent, the group one belongs to or wishes to belong has one purchasing and consumption influence on him or her (Amadi and Ezekiel, 2013). Kotler et al. (1999) stated that buying behavior is not only influenced by marketers but also by peer group. According to Kotler and Keller (2016), social group has a much deeper influence than business and mass media could produce alone.

Alluding to reference groups in persuasive attempts to market products and brands demonstrates the belief that reference group exposes people to behavior and life styles, influence self concept development, contribute to the formation of values and attitudes, and generate pressure for conformity and attitudes to group norms. (Amadi and Ezekiel, 2013)

Based on the above empirical studies hypothesis are as shown below

H₁: There is a significant positive effect between taste and brand preference of consumption.

H₂: There is a significant positive effect between package and brand preference of consumption.

H₃: There is a significant negative effect between consumer's price and brand preference of consumption.

H₄: There is a significant positive effect between consumer's state of origin and brand preference of consumption.

H₅: There is a significant positive effect between consumer's brand name and brand preference of consumption.

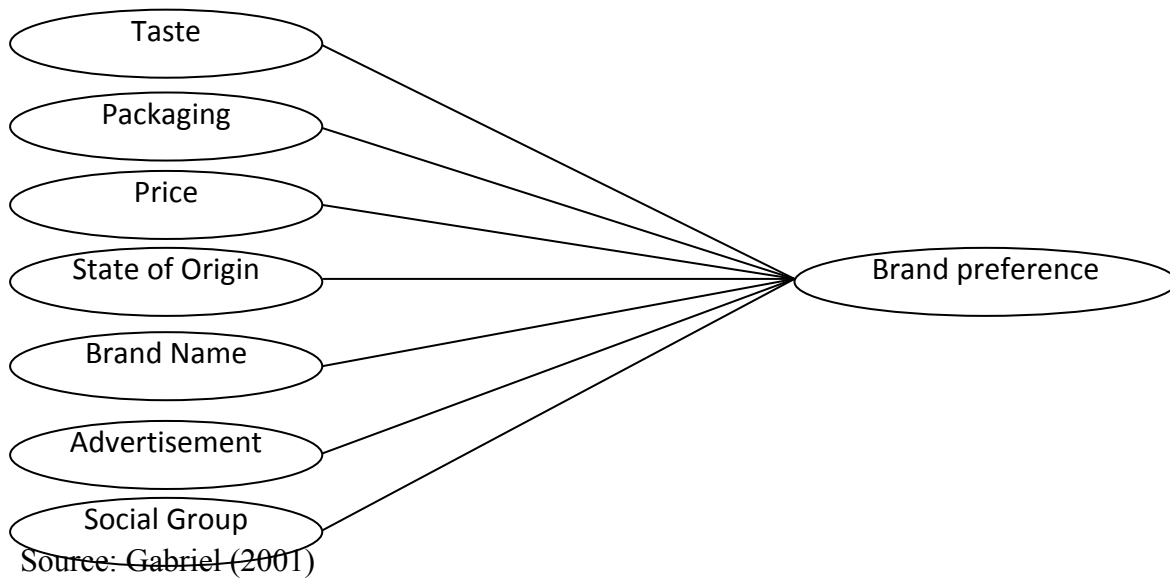
H₆: There is a significant positive effect between consumer's advertisement and brand preference of consumption.

H₇: There is a significant positive effect between consumer's social group and brand preference of consumption.

2.8 Conceptual Framework of the study

The main purpose of this study is to have a detailed analysis about the Customer brand preference in the brewery Industry. Based on the above related literature review and concepts the conceptual frame work for this study is developed.

Figure 1 Conceptual Framework



Chapter Three: Research Methodology

This chapter presents detailed discussion of the research methodology employed in the study. Hence, topics related to research design, data type and source, target population, sampling technique and sample size, data collection and method of data analysis are covered.

3.1 Research Design

The research under subject was conducted using mixed research approach: the rationale for combining both quantitative and qualitative data is to better understand the research problem by combining both numeric values from quantitative research and the detail of qualitative research and to neutralize limitations of applying any of a single approach. According to Creswell (2009), the mixed research approach uses separate quantitative and qualitative methods as a means to offset the weaknesses inherent within one method with strengths of the other method.

3.2 Sampling technique

The researcher used beer consumers found in Addis Ababa where it is convenient. The population of the research were persons in Addis Ababa who consume beer of different brands though it difficult to estimate the total population number who consumes beer.

As the number of consumers is infinite and is difficult to prepare source list, the researcher uses survey from infinite population. In this case, the researcher selected a sample size of 384 from the infinite population using the sample size determination of Malhotra (2011).

3.3 Data Collection Method

According to Kothari (2004), a researcher should consider two types of data, primary and secondary. The research will use both primary and secondary sources of data in order to gather relevant information.

Primary Data

Primary data was collected using questionnaires; since the questionnaire was one of the most important research instruments for collecting primary data. Structured close ended questionnaires were distributed to the respondents. The choice of using close ended questionnaire is based on Fisher's view on structured questionnaire. According to Fisher

(2007) if the researcher wants to quantify the research material, then it is best to use a structured approach. He further noted that in order to compare the views and experiences of a great many people it is easier if the approach is used.

The questionnaire was designed in a way that is clear, brief and understandable to the respondents as well as covered the relevant aspects of the model used.

According to Fisher (2007) it is recommended to keep the questionnaire as short as possible and give it a logical and sequential structure so that the respondent can easily see what the questionnaire is about and can follow its themes as they go through them. Hence, the questionnaire is composed of three parts. The first part of the questionnaire consists the demographic information of respondents; the second part, on questions is related to beer brand choice and finally the third part is on the factors that were considered to influence the respondent's beer brand preference and this part was measured by using five point Likert scale measurement: Strongly Disagree=1, Disagree=2, Indifferent=3, Agree=4 and Strongly Agree=5. The primary data is collected by a self-administered face to face survey throughout different hotels, bars, restaurants and groceries.

Secondary Data

For secondary data, the researcher used books, journals, reports, and other published secondary sources.

3.4 Reliability Test Techniques

For this study Cronbach's alpha is used to assess the internal consistency of variables in the research instrument. Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale; it represents number between 0 and 1. According to Zikmund et al., (2010) scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability. Thus, for this study, a Cronbach's alpha score of .707 which is considered adequate to determine reliability.

3.5 Validity Analysis

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested, (C.R. 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 of the research design content and construct validity of the research were checked.

According to C.R 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 a panel of persons who shall 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, to look into the appropriateness of the questions and the scales of measurement.

3.6 Method of Data Analysis

Before the analysis of the primary data collected through the questionnaires, reliability and validity analysis is done. To ensure the questionnaire's measured the concepts in the theoretical model in a consistent manner and to outline the quality of both primary and secondary data.

The data collected using the questionnaire was coded and processed using the Statistical Package for Social Sciences (SPSS) application. Descriptive data analysis was used to present the data in a frequency, percentages, graphic and tabular form based on the type and appropriateness of the finding. And inferential data analysis was used to analyze the determinates.

GLS model called multinomial logistic regression is used to analysis the influence of the independent variables on the dependent variable. Multinomial logistic regression is the linear regression analysis to conduct when the dependent variable nominal with more than two levels. Thus it is an extension of logistic regression, which analyzes dichotomous (binary) dependent. Multinomial regression is used to describe data and to explain the relationship between dependent nominal variable and one or more continuous level (interval or ratio scale) independent variable. OLS model was not suitable to this research because of the dependent variable was nominal and not continuous level (interval or ratio) scale.

Chapter Four: Data Analysis

All collected data is analyzed as well summarized in order to achieve the aim or objective of the research. As mentioned earlier this study was held to analyze factors influencing consumer's beer brand preference. Hence, the demographic profile of the respondents, their choice of beer brands and other associated sub topics are analyzed in detail. Finally, summarized findings followed by conclusions of the study are presented.

The total number of respondents selected was 384; hence questionnaires were distributed after reaching them based on convenience especially around Piasa, Bola, Mexico where different bars, lounges are found packet. Out of the total 384 questionnaires that were distributed all 384 of them were filled and returned. Accordingly, the data was analyzed and interpreted here below using the possible options of descriptive statistics.

4.1 Demographic Profile of Respondents

To observe what demographic trend the sample population had, the questionnaire started off with demographic characteristics of respondents. This part of the questionnaire requested limited amount of information related to personal and demographic status of the respondents. Accordingly, the following variables about the respondents were summarized and described in the subsequent tables. These variables included; Gender, Age and Educational Background.

Table 4.0.1 Demographic Profile of respondents

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Female	68	17.7	17.7	17.7
	Male	316	82.3	82.3	100.0
	Total	384	100.0	100.0	
Age	18-25	102	26.6	26.6	26.6
	26-35	166	43.2	43.2	69.8
	36-50	73	19.0	19.0	88.8
	Above 50	43	11.2	11.2	100.0
	Total	384	100.0	100.0	
Educational	Below 12	78	20.3	20.3	20.3

Level	12 Complete	72	18.8	18.8	39.1
	Diploma and Tvet Certificate	112	29.2	29.2	68.2
	Bachelor's Degree	110	28.6	28.6	96.9
	Postgraduate	12	3.1	3.1	100.0
	Total	384	100.0	100.0	

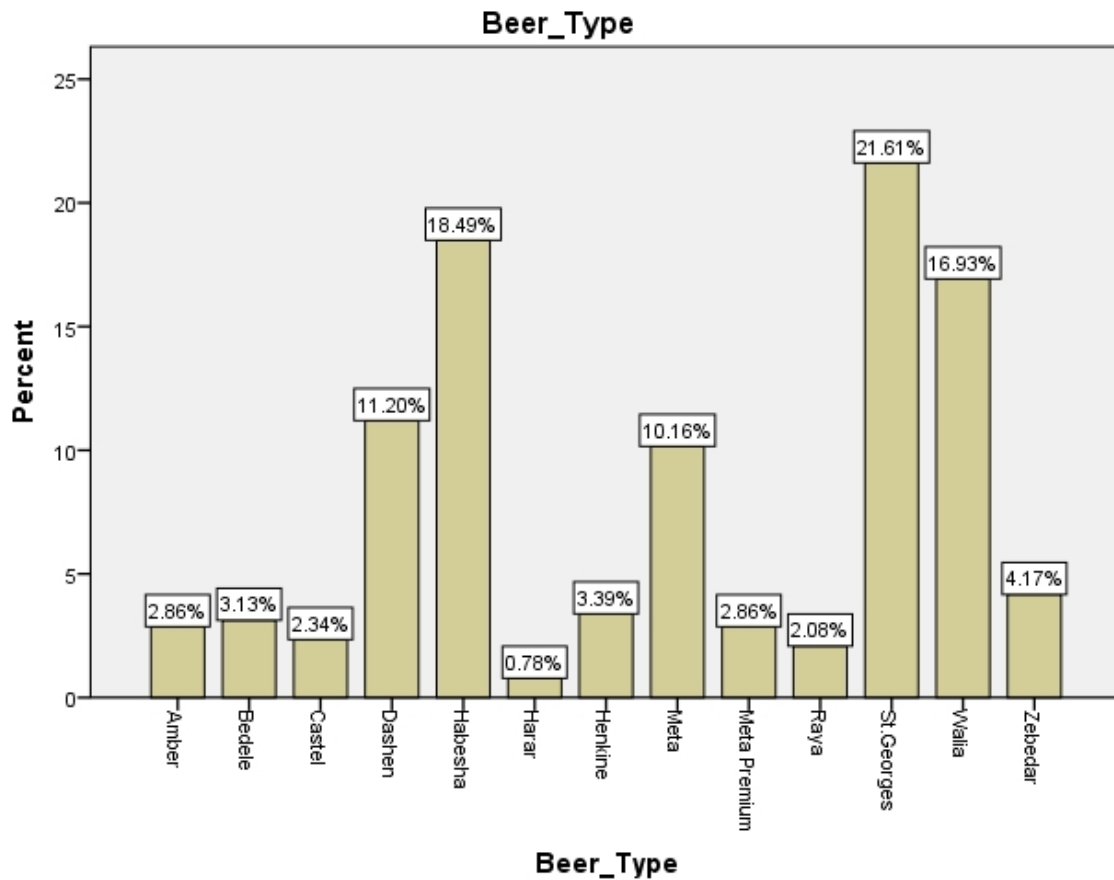
Source: Own Survey Result, 2018

The above table reveals that the respondents of the study are summarized and depicted in their respective demographic factors. From the total number of the respondents, 82.3% were found to be male respondents and 17.7% were female respondents while the data was looked via gender. In view of age distribution, it was taken by the age group of 26-35 with 43.2% followed by the age group of 18-25 by 26.6 and the other two 36-50 and above 50 age groups by 19% and 11.2% respectively. This implies that the major consumer age group is found to be the youngsters whose age fallen between 18-35.

4.2 Brand Preference

The below chart illustrates the beer brand the respondents prefer to consume.

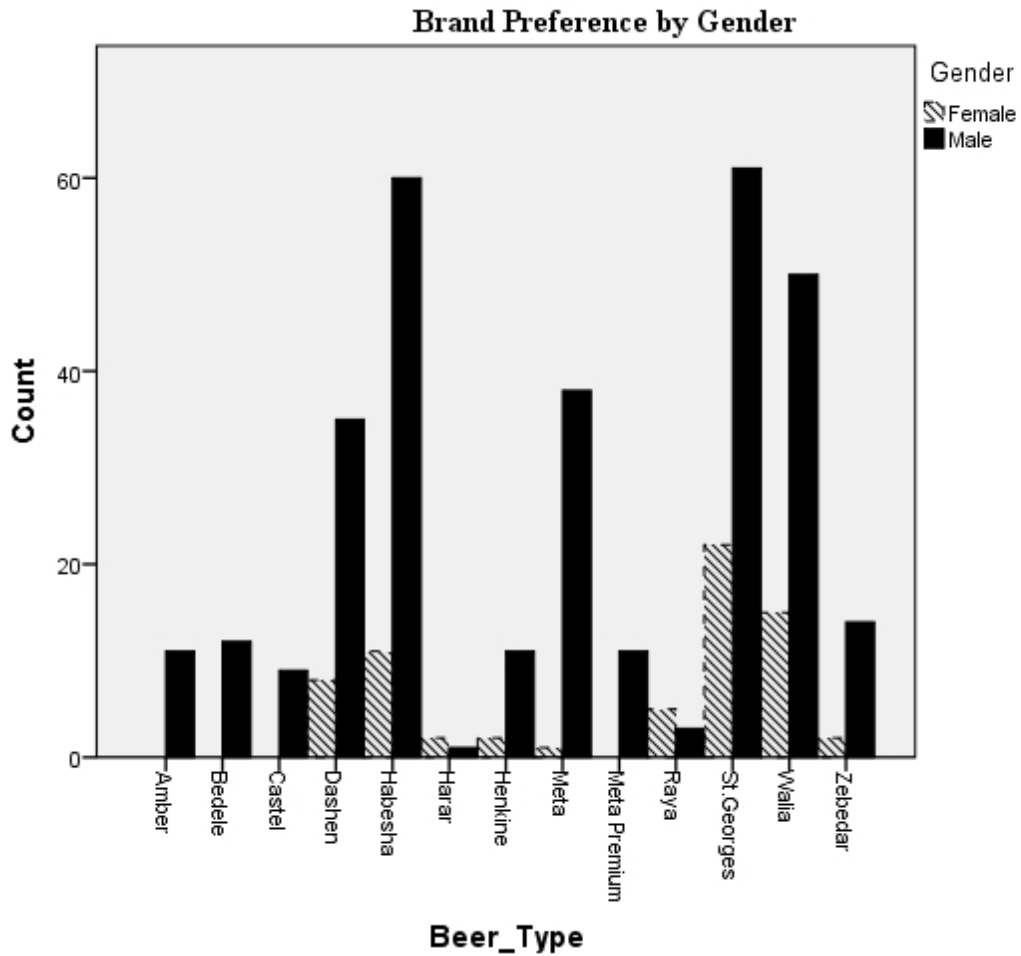
Chart 1 Beer Brand Preferred



Source: Own Survey Result, 2018

Starting off with what brand the respondents prefer was found necessary and from the finding, St.Georges beer took the highest consumers' preference with 21.61% followed by Habesha and Walia by 18.75% and 16.93% respectively. And then Dashen 11.20%, Meta 10.16%, Zebedar 4.17%, Henkine 3.39%, Bedele 3.13%, Meta premium and Amber both 2.86%, Castel 2.34%, Raya 2.08% and Harar 0.78%. Hence the top three brands that consumers prefer are St.Georges, Habesha and Walia.

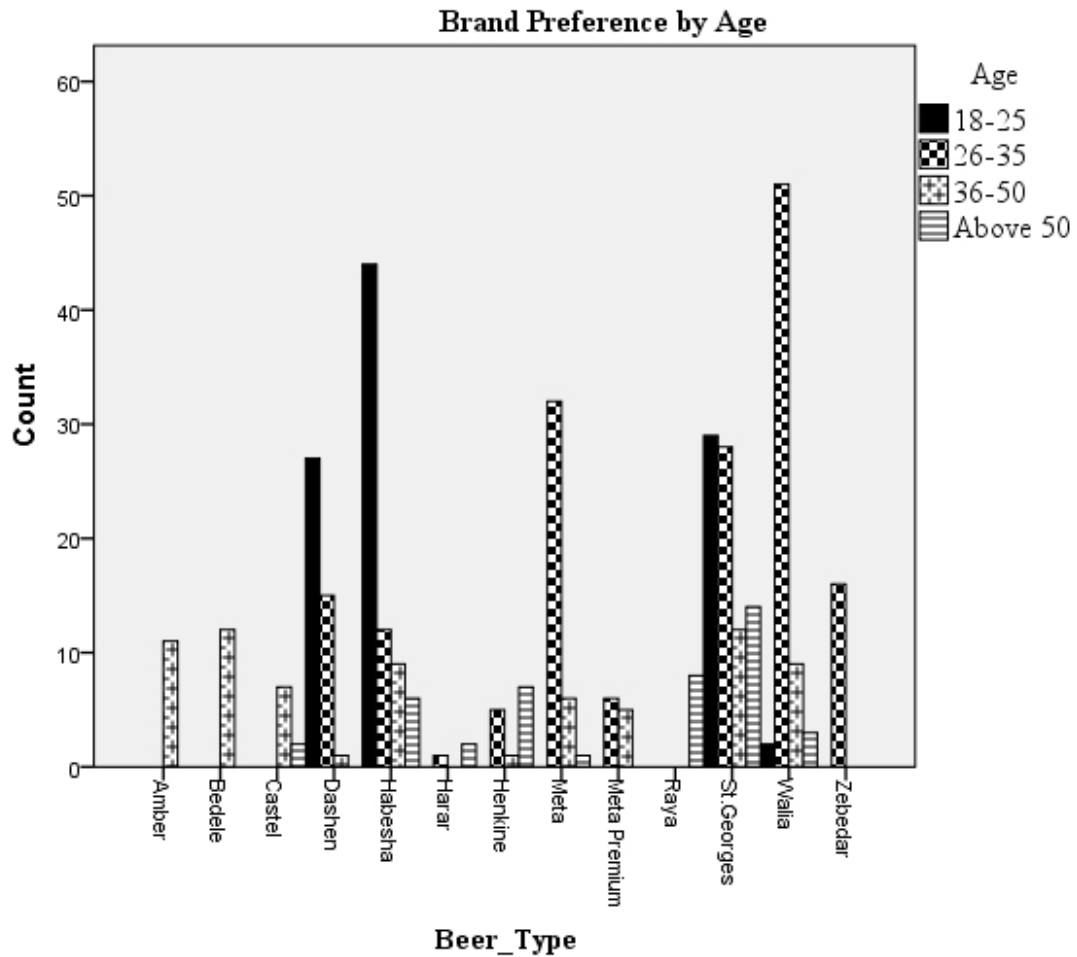
Chart 2 Beer preference by Gender



Source: Own Survey Result, 2018

When comparing their popularity with regards to gender: ‘St.Georges’ brand was the popular brand in both genders female and male category. This shows that the majority of beer consumers prefer to consume the ‘St.Georges’ brand to other competing brands.

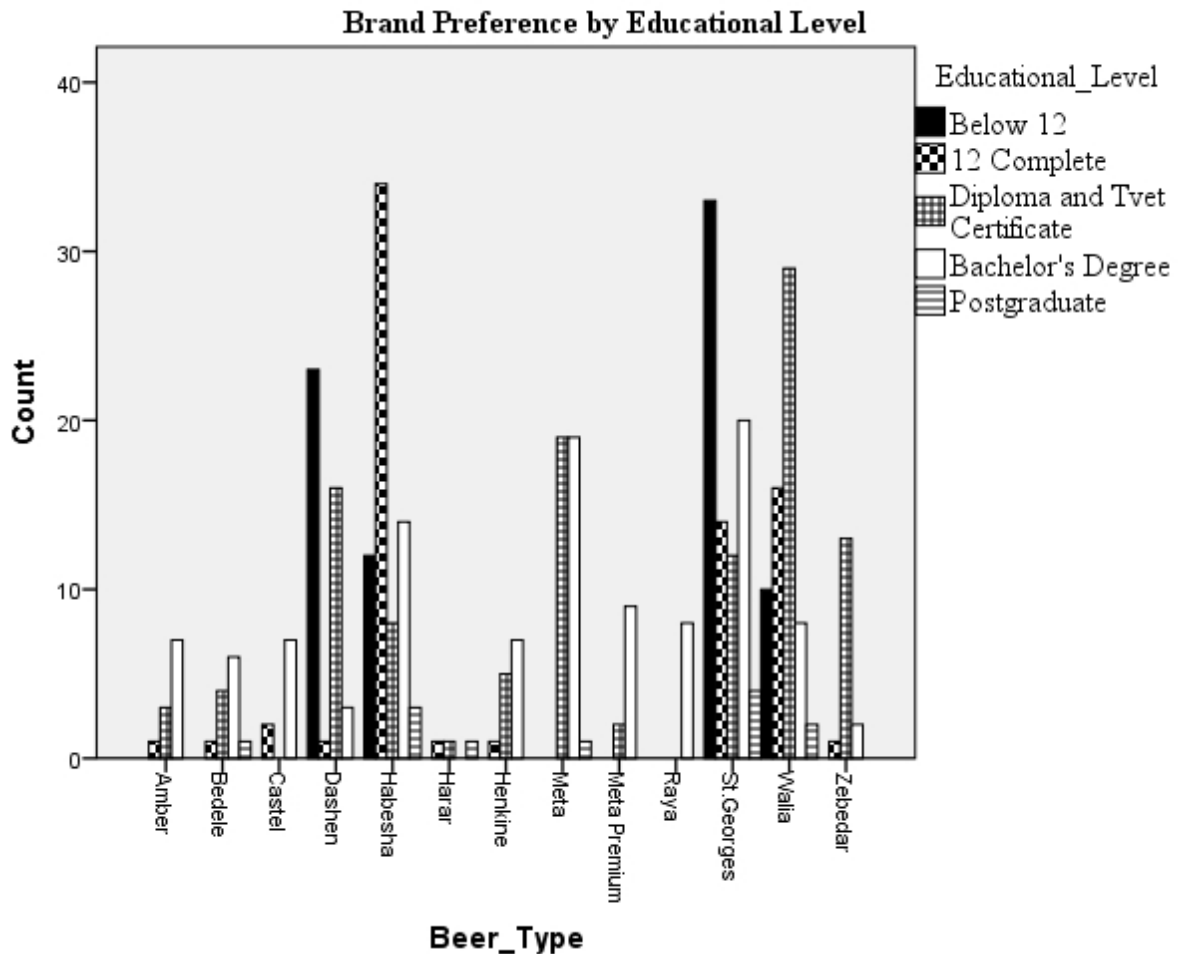
Chart 3 Beer Preference by Age



Source: Own Survey Result, 2018

When comparing the popularity of the brands with respect to age, Habesha was found to be the most popular in age group of 18-25 and Walia was found the most popular among the age group of 26-35. The beer brand mostly preferred in the age group of 36-50 and above 50 was St.Georges.

Chart 4 Beer Preference by Education Level



Source: Own Survey Result, 2018

Chart 4., Shows beer brand preference with regarding consumers educational level, consumers with educational background of below 12, bachelor’s degree and postgraduate degree prefer St.Geoges beer. And consumers who have completed 12 grade preferred Habesha brand and diploma and tvet certificate holder preferred Walia. It can be inferred that ‘St.Georges’ is the most popular beer brand followed up by Habesha and Walia brand.

4.3 Determinants of Brand Preference

In order to analyze the respondent’s factors affecting their beer brand preference, a question

naire was prepared which listed the seven factors: taste, package, price, state of origin, d
 bran name, advertisement and social groups.

In order to analyze the respondents brand preference in view of the factors, inferential statist
 ics of multinomial logistic regression is used. The likelihood ratio test shows Sig., indicates
 the significance level of the factors, if $p < 0.05$ indicates it is significant and if $p > 0.05$ is indic
 ates that it is not significant.

The result of the Cronbach's alpha for this study's instrument was found to be in the accepta
 nce range i.e. > 0.7 . Thus showing as indication of acceptability of the scale for further analy
 sis since the factors taste, package, price, state of origin, brand name, advertisement and soc
 ial groups, measuring brand preference were above 0.7.

Table 4.0.2 Reliability Statisti
 cs

Reliability Statistics

Cronbach's Alpha	N of Items
.707	7

Source: Own Survey Result, 2018

Brand Preference

Table 4.0.3 Likelihood Ratio Tests of Taste

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of R duced Model	Chi-Square	df	Sig.
Intercept	213.875 ^a	.000	0	.
Taste	347.994	134.119	48	.000

Source: Own Survey Result, 2018

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a
 reduced model. The reduced model is formed by omitting an effect from the final model. Th
 e null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not i

ncrease the degrees of freedom.

The above table 4.3, shows that holding other factors constant taste has a positive significant overall effect on consumers beer brand preference with $p < 0.05$. The findings of this research contradict with the study conducted by Gabriel (2001) in Nigeria, who found that taste doesn't influence consumer's beer brand preference.

Table 4.0.4 Likelihood Ratio Tests of Package

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	217.207 ^a	.000	0	.
Package	277.991	60.785	48	.102

Source: Own Survey Result, 2018

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

Table 4.4 shows holding other factors constant package has on positive significant impact $p > 0.05$ on consumers beer preference.

The findings of this research are consistent with that of Gabriel (2001) who found out that package doesn't influencing consumer's preference.

Table 4.0.5 Likelihood Ratio Tests of Price

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	Df	Sig.
Intercept	115.669 ^a	.000	0	.
Price	368.021	252.352	48	.000

Source: Own Survey Result, 2018

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

As seen in the above table 4.5, price has a $p < 0.05$ which indicates that it has a positive significant effect on consumers' beer preference holding other factors constant. Which means the hypothesis is rejected.

Table 4.0.6 Likelihood Ratio Tests of State of Origin

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	217.207 ^a	.000	0	.
State_of_Origin	277.991	60.785	48	.102

Source: Own Survey Result, 2018

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

The above table 4.6, shows that holding other variables constant state of origin doesn't have a significant effect on consumers' beer preference with a $p > 0.05$. A study conducted by Gabriel (2001) is constant with the finding of this research, which states that state of

origin does not influence consumer's beer preference.

Table 4.0.7 Likelihood Ratio Tests of Brand Name

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	128.237 ^a	.000	0	.
Brand_Name	404.263	276.026	48	.000

Source: Own Survey Result, 2018

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

The above table 4.7, shows that holding other variables constants Brand name of the beer has a positive significant effect on consumers beer preference with a $p < 0.05$.

The findings of this research are consistent with that of Dharmaraj and Sivasubramanian (2011) who found out that brand name play a major role in influencing consumer's preference.

Table 4.0.8 Likelihood Ratio Tests of Advertisement

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	152.357 ^a	.000	0	.
Advertisement	373.876	221.520	48	.000

Source: Own Survey Result, 2018

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

The above table 4.8, shows that holding other variables constants advertisement has a

positive significant effect on consumers beer preference with a $p < 0.05$.

The influence of advertisement in consumer's preference of beer according to Homer (2001) can be seen in the fact that liking advertising message and content increases the tendency to prefer the brand so advertised. That many firms use celebrity as the source of their marketing communication because celebrity source may attract more attention to the advertisement than non celebrity, and they can associate characteristics of the celebrity with attributes of the brand which coincide with their needs or desire.

Table 4.0.9 Likelihood Ratio Tests of Social Group

Effect	Model Fitting Criteria	Likelihood Ratio Tests		
	-2 Log Likelihood of Reduced Model	Chi-Square	df	Sig.
Intercept	197.981 ^a	.000	0	.
Soical_Group	334.621	136.640	48	.000

Source: Own Survey Result, 2018

The chi-square statistic is the difference in -2 log-likelihoods between the final model and a reduced model. The reduced model is formed by omitting an effect from the final model. The null hypothesis is that all parameters of that effect are 0.

a. This reduced model is equivalent to the final model because omitting the effect does not increase the degrees of freedom.

The above table 4.9, shows that holding other variables constants social group has a positive significant effect on consumers beer preference with a $p < 0.05$.

Bearden and Etzel (1982) and Gabriel (2001) has indicated that consumers' preference is significantly influenced by one's peer. That peer pressure is a strong factor that determines a consumers' purchasing choice. They stated that every one belongs to a group of some sort, friends to neighbors and co-workers. Rather than get left out, people purchase products and all brands that make them fit in. agreeing with this view is Iyanga (2008), who opine that in the decision to buy, what, when, how and where to buy, the consumer is influenced to a reasonable extent by the group he belongs or aspires to belong, as it has one purchasing and consumption influence on him/her. Kotler (2004) has indicated that the use of prominent/attractive people endorsing product and or brand and the use of obvious group members and spokesperson in the development of marketing communication are all evidence in the fact of reference groups' influence on

consumers' brand preference of beer.

Table 4.10 Correlation

Correlations

		Beer Preference	Taste	Package	Price	State of Origin	Brand Name	Advertisement	Social Group
Beer Preference	Pearson Correlation	1	.460*	.302*	.409*	-.028	.210*	.350*	.246*
	Sig. (2-tailed)		.000	.000	.000	.589	.000	.000	.000
	N	384	384	384	384	384	384	384	384
Taste	Pearson Correlation	.460*	1	.640*	.384*	.059	.526*	.154*	.568*
	Sig. (2-tailed)	.000		.000	.000	.250	.000	.003	.000
	N	384	384	384	384	384	384	384	384
Package	Pearson Correlation	.302*	.640*	1	.602*	.096	.737*	.055	.820*
	Sig. (2-tailed)	.000	.000		.000	.061	.000	.284	.000
	N	384	384	384	384	384	384	384	384
Price	Pearson Correlation	.409*	.384*	.602*	1	-.045	.493*	.145*	.533*
	Sig. (2-tailed)	.000	.000	.000		.381	.000	.005	.000
	N	384	384	384	384	384	384	384	384
State of Origin	Pearson Correlation	-.028	.059	.096	-.045	1	.098	-.015	.104*
	Sig. (2-tailed)	.589	.250	.061	.381		.055	.776	.041
	N	384	384	384	384	384	384	384	384
Brand Name	Pearson Correlation	.210*	.526*	.737*	.493*	.098	1	.122*	.631*
	Sig. (2-tailed)	.000	.000	.000	.000	.055		.017	.000
	N	384	384	384	384	384	384	384	384
Advertisement	Pearson Correlation	.350*	.154*	.055	.145*	-.015	.122*	1	.100
	Sig. (2-tailed)	.000	.003	.284	.005	.776	.017		.050
	N	384	384	384	384	384	384	384	384
Social Group	Pearson Correlation	.246*	.568*	.820*	.533*	.104*	.631*	.100	1
	Sig. (2-tailed)	.000	.000	.000	.000	.041	.000	.050	
	N	384	384	384	384	384	384	384	384

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

The above table 4.10., shows the relationship of the independent variable (taste, price, package, brand name, advertisement, state of origin and social group) on the dependent variable (brand preference). From the correlation table 4.10, shows taste and package has a positive relationship with brand preference this finding is constant with finding of Germain, Wakefield, and Durkin (2010) who stated that taste and package has a direct and positive relationship with brand preference. In making a brand purchase decision, consumers give high weight to price is a positive important attribute that determines their choice, than assigning its attribute level (McFadden, 1996). This finding in this study also states price has a positive relationship with brand preference. A study done by Varela et al. (2010) finding is constant with the finding of this study, which states brand name and advertisement has a positive relationship with brand preference. However Varela et al. (2010) also stated that, this positive effect was only demonstrated for the “premium, high-recognized” brands. As pre the finding in this study social group has a positive moderate relationship with brand preference which is also constant with the finding of (Amadi and Ezekiel, 2013).

Discussion

In this section, the major findings are laid out and the results of this research further elaborated.

By looking at the demographic profile of the respondents, which are gender, age and education background, founded that respondents to be higher in male than female, which is by gender, i.e., 82.3% of male respondents and 17.7% of female respondents. When looking into age of the respondents most of them were in the cumulative age group of 18-25 and 26-35 with a cumulative percent of 69.8%.

With regards to the preference of the beer brand St.Georges, Habesha and Walia are the major players in the industry. A majority of the respondents (21.61%) stated that St.Georges is their first choice being followed up by Habesha and Walia 18.49% and 16.93 respectively. The others shared the remaining consumers’ preference.

This study is designed and carried out in order to analyze the applicability of customer beer brand preference through its underlying dimensions in the brewery industry. According to the study's findings, from the factors five: taste, price, brand name,

advertisement and social group, were identified as having a significant influence on the brand preference of the respondents. The beer consumer's are not just consume different beer brand they choose their brand by their taste, price and brand name given to the products. Advertisement also plays a major role in push the beer consumer's to one's brand and social group like family, friends and coworkers also influence beer consumer's. And the rest two factors package and state of origin were identified of not affecting the respondent's beer brand preference. The result shows that the consumer's doesn't really care about the beer's package and other packaging features and where the product was produced and in which region the beer was made when they consume beer.

It was further revealed in this study, consistent with Gabriel (2001) study, that beer package, brand name, state of origin, state of origin and advertisement were influential in consumer's beer preference but contradicted in this two factors: taste and price which he stated that they do not influence consumer's beer preference.

Chapter Five: Summary, Conclusion and Recommendation

In this chapter of the study, major findings are summarized and conclusion is presented.

5.1. Summary of Findings

Nowadays the brewery industry is composed of privately owned companies that are in stiff competition against each other to dominate the market. Hence, this study tried to identify which determinant influences brand preference of beer consumers. In addition, this study also tried to answer the research questions raised in the first chapter of this study.

In order to analyze the consumer's beer brand preference, the study considered seven factors namely Price, Taste, Package, Brand name, State of origin, Advertisement and Social group. A sample size was selected using convenience sampling technique. Based on the theoretical frame work and objectives of the study questions were provided in a 5 point Likert scale to the respondents. The gathered data was analyzed by descriptive analysis using descriptive and inferential statistics using multinomial logistic regression.

Upon the result of the questionnaire, it was indicated that St.George, Habesha and Walia were the top three most popular brands then the others brands. The results also indicated that out of seven factors five variables had a positive influence beer brand preference of the consumers, most of the brand preference determinate had been found influential factors on the consumer and this might need further studies to empirically test well about its measurability and implication.

5.2 Conclusion

The primary objective of this study was to analyze factor influencing Customer beer brand preference. The factor influencing Customer beer brand preferences were analyzed by testing the frame work used by Gabriel (2001). The study found out that male consumer's was relatively larger than female consumers.

One of the objectives of this study was to find out which determinant influence customer's brand preference in the brewery industry and the results of the analyzed questionnaires revealed:

- Taste, price, brand name, advertisement and social group, were the factors which has a positive significant influence on the brand preference.
- Package of the beer and state of origin were determinates that has no influence on beer brand preference.

The study also found out that the most preferred beer brand St.Georgies, it can be said that there is no one dominate brand in the market as Habesha and Walia also have vast consumers. The brewery market has intense competition with promotional activities never seen before in the industry or other industries.

5.3 Recommendation

The result found in this research can provide producers a structured approach for formulating their branding strategies. It is straight forward approach illustrates which determinants beer company's should focus on so as to contribute to the company's branding strategy effectiveness.

- According to this study, advertisement influences' brand preference of beer. This dramatizes the need for beer producers who want to be on the cutting edge of competition to develop more effective advertising programs to increase the consumer preference for their beer brand. It is therefore advised that advertisements for beer brand should carry information about the advantages which the brand being advertised would offer over other brands. Since social groups-influence was found to be significantly relevant to brand preference for beer, producers should, in their advertisement, emphasize social groups. They should exploit this further through segmenting their markets into distinctive social classes.
- Prioritize and allocate resources across brand equity components. In this specific case, the researcher recommends managers of beer producing companies focus on producing quality products so as to meet the consumers taste needs.
- Since the brewery industry is a multimillion industry, with existing high demand in the market that can be noticed from the existing market trends, brewery companies should consider this variables as a major determinant so as to have a better preference by consumers
- The current paradigm shift towards a high competitive market in the brewery industry should be a wakeup call for the industry players. These companies should strive to meet and pass their customer's expectations.

Managers in the brewery industry should concentrate their efforts primarily on developing the quality of their brand in the customer's mind. If this dimension is increased, it will contribute positively to the brand's equity which in turn will give high market share, new customers and increase the overall value of the brand.

Limitations and Suggestions for Further Study

The study has some limitations. The major limitation of the study is that of the sampling area. The sampling was done only in Addis Ababa but in order to make the research more representative, samples should be collected at least from the major cities of the country, since different factors might exist due to different and many cultures.

The study has also limitations in the sense that it mainly focused on Gabriel seven determinants is not enough. The research would have been more conclusive if it had considered more variables which are specific to the Ethiopian beer consumer.

References

Appendix

Instruction: Please mark your answer with a tick mark (✓) in the space provided.

PART 1: General information of Respondents'

1. Gender Male Female

2. Age 18- 25 26-35 36-50 above 50

3. Your Educational Background

<12th Grade and 12 Complete Diploma and Tvet Certificate

Bachelor's Degree Postgraduate

Basic information on beer Consumption

4. Do you regularly consume beer? Yes No

If you have answered 'No' for question No. 4 above, this is the end of the questionnaire for you. Once again, many thanks for your support!

5. If your answer for question No. 4 is 'Yes', which beer brand do you usually consume?

Amber, Bedele, Castel, Dashen

Habesha, Hakim Stout Harar Henkine

Meta Meta Premium Raya St. Georges

Walia, Zebedar

	Strongly Disagree (1)	Disagree (2)	Indifferent (3)	Agree (4)	Strongly Agree (5)
Taste					
Packaging					
Price					
State of Origin					

Brand Name					
Advertisement					
Social Group (Peer group)					