

Addis Ababa
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**THE IMPACT OF BRANDING ON CONSUMER BUYING
DECISION BEHAVIOR OF LOCAL LEATHER FOOTWEAR
PRODUCTS**

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Addis Ababa University school of Commerce

Marketing Management Post Graduate Program

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**THE IMPACT OF BRANDING ON CONSUMER BUYING
DECISION BEHAVIOR OF LOCAL LEATHER FOOTWEAR
PRODUCTS**

**A Thesis Submitted to Department of Marketing Management, for the
Partial Fulfillment of the Requirement for the Award of Masters of Arts
Degree in Marketing Management**

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**ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
MARKETING MANAGEMENT POST GRADUATE PROGRAM**

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PRODUCTS**

Approved by Board of Examiners

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Statement of Certification

This is to certify that **Mohammed Seid** has carried out his research work on the topic entitled **The Impact of Branding on Consumer Buying Decision Behavior of Local Leather Footwear Products**. The work is original in nature and is suitable for submission for the award of Masters Degree in Marketing Management.

Advisor: Kahsu Mebrhtu (Assistant Professor)

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Statement of Declaration

I hereby declare that **The Impact of Branding on Consumer Buying Decision Behavior of Local Leather Footwear Products** project is wholly the work of **Mohammed Seid**. I have carried out the present study independently with the guidance and support of the research advisor, **Kahsu Mebrhtu (Assistant Professor)**. 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 program, Masters Degree in Marketing Management.

Mohammed Seid

Date: _____

Table of content

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the study	1
1.2. Statement of the problem	2
1.3. Research Question	4
1.4. Research Objectives and Hypothesis	5
1.4.1 General Objectives of the Study	5
1.4.2 Specific Objectives of the Study	5
1.5. Significance of the Study	6
1.6. Scope of the Study	7
1.7. Limitation of the Study	7
1.8. Organization of the Study	8

CHAPTER TWO

2. LITRATURE REVIEW

2.1. Foot wear Industry Development In Ethiopia	9
2.2. Brands Meaning and Definition	10
2.3. Importance of Branding	11
2.4. Elements of a Brand	14
2.4.1. Brand Name	15
2.4.1.1 Brand Awareness	15
2.4.1.2 Brand Association	16
2.4.2. Logos	16
2.4.3. Character	18
2.4.4. Slogans	18
2.4.5. Packaging	20
2.5. Building Strong Brands	21
2.6. Consumer Behavior	22
2.6.1. The Forces that Drive Consumer Behavior	23
2.6.1.1. Cultural Factor	23
2.6.1.2. Social Factor	25
2.6.1.3. Personal Factor	28
2.6.1.4. Psychological Factors	30
2.7. Perspective on Decision Making	32
2.8. Types of Purchase Decisions	34
2.9. Conceptual Frame Work	34
2.9.1. Choosing Brand Elements	35

CHAPTER THREE

3. RESEARCH DESIGN AND METHODOLOGY

3.1. Research Design	38
3.2. Source of Data	39
3.3. Instrument of Data Collection	40
3.4. Population Unit Of Analysis	40
3.5. Sampling Method and Sample Size	41
3.6. Reliability and Validity	42
3.6.1. Validity	42
3.6.2. Reliability	42
3.7. Methods of Data Analysis Technique	43
3.8. Ethical Consideration	44

CHAPTER FOUR

4. RESULT AND DESCUSSION

4.1. Introduction	45
4.2. Demographic Characteristics of Respondents	46
4.3. Impact of Branding	47
4.3.1. Brand Name	47
4.3.2. Logo	57
4.3.3. Character	62
4.3.4. Slogan	66
4.3.5. Packaging	70
4.4. Correlation Analysis	73
4.5. Regression Analysis	73

CHAPTER FIVE

5. CONCLUSION AND RECOMMENDATION

5.1. Conclusion	77
5.2. Recommendation	80
Reference	82
Appendix A- English Version questionnaire	I
Appendix B- Amharic Version questionnaire	VI

Abstract

Brands are considered to create trust and develop ties with customers. It provide a number of valuable functions to firms, the most important and valuable benefit firms can obtain from branding however is, its ability to influence consumer buying decision behavior. The aim of this study is to analyze the impact of branding on consumer buying decision behavior of local leather foot wear products. A research model was used to explain the impact of branding. Based on the frame work adopted from Keller (1998), brand elements such as brand name, logo, Character, slogan and packaging were identified in order to measure their relative impact on consumers buying decision behavior. The sample respondents were also taken from Addis Ababa region and include both men and women customers who attend the age of 18 and bought local leather foot wear during the past one year period. Data was collected through a self-administered questionnaire and analyzed using descriptive and inferential statistics with the help of SPSS (Statistical Package for the Social Sciences).

Based on the analysis the result shows that, brand name and logo have significant impact on consumer buying decision behavior of local made leather footwear products while the other variables such as brand character; slogan and packaging have no significant impact on consumer buying decision behavior.

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LIST OF TABLES

Table 4.1 Reliability test using chronbach's Alpha -----	45
Table 4.2 Demographic Characteristics -----	46
Table 4.3 Level of agreement on effect of brand name in purchase decision -----	48
Table 4.4 Level of agreement on effect of brand name to distinguish a product-----	49
Table 4.5 Level of agreement on effect of familiar brand name-----	49
Table 4.6 Level of agreement on effect of meaning full brand name -----	50
Table 4.7 Level of agreement on performance risk -----	51
Table 4.8 Level of agreement on health risk -----	52
Table 4.9 Level of agreement on financial risk -----	52
Table 4.10 Level of agreement on feelings of embarrassment -----	53
Table 4.11 Level of agreement on time reduction -----	54
Table4.12 Level of agreement on effect to recall-----	54
Table 4.13 Level of agreement on recognition -----	55
Table 4.14 Summery of relative Mean & Standard deviation of brand name -----	56
Table4.15 Level of agreement on effect of logo to differentiate a product -----	57
Table 4.16 Level of agreement on recognition effect of logo -----	58
Table 4.17 Level of agreement on recall effect of logo -----	59
Table 4.18 Level of agreement on effect of aesthetically appealing logo -----	59
Table 4.19 Level of agreement on effect of logo on status -----	60
Table 4.20 Summery of relative Mean & Standard deviation of logo -----	61

Table 4.21 Level of agreement on effect of character in creating awareness -----	62
Table 4.22 Level of agreement on effect character on perception-----	63
Table 4.23 Level of agreement on effect of character on recognition -----	64
Table4.24 Level of agreement on effect of character in convincing to buy -----	65
Table 4.25 Summery of Mean & Standard deviation of brand character-----	65
Table 4.26 Level of agreement on effect of slogan to make product special -----	67
Table 4.27 Level of agreement on effect of slogan on product positioning -----	68
Table 4.28 Level of agreement on convincing effect of slogan -----	69
Table 4.29 Summery of Mean & Standard deviation of slogan -----	69
Table 4.30 Level of agreement on effect of attractive packaging material -----	70
Table 4.31 Level of agreement on effect of packaging on loyalty -----	71
Table4.32 Level of agreement on effect of packaging appearance -----	71
Table 4.33 Summery of Mean and standard deviation of packaging-----	72
Table 4.34 Person Correlation result for the variables -----	73
Table 4.35 Variation inflation factor (VIF) -----	74
Table 4.36 Slope of multiple regression analysis -----	74
Table 4.37 Analysis of Variance (ANOVA) -----	75
Table 4.38 Regression analysis result -----	76

Operational Definitions

Brand: A brand is a name, term, sign, symbol, design or a combination of these, which is used to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Consumers view a brand as an important part of a product, and branding can add value to a product.

Branding: The process involved in creating a unique name and image for products in the consumers mind, mainly through advertising campaigns with a consistent theme.

Leather Footwear: casual and dress shoe made of leather that has upper, insole, midsole and an out sole intended to protect and comfort the human foot.

Manufacturers: Organizations which engaged in the production of local leather footwear products.

Distributors: Individuals and organizations that are engaged in selling local made leather footwear products.

CHAPTER ONE

INTRODUCTION

1.1. Background of the study

Branding has been around for centuries as a means to distinguish the goods of one producer from those of another (Kevin Lane Keller, 1998). It has been regarded as a source of competitive advantage in purchasing decision, since customers in order to minimize risks, are expected to prefer the stronger brands (Webster Jr., 2004). Brands also create meaningful associations in the minds of customers that can increase feelings of confidence and loyalty (Doyle, 2006).

To customers, brands identify the source or maker of a product and allow customers to assign responsibility as to which particular manufacturers or distributor should be held accountable. Most importantly, brands take on special meaning to consumers. Because of past experience with the product and its marketing program over the years, consumers learn more about brands. They found out which brands satisfy their needs and which do not. As a result, brands provide a short hand device or means of simplification for their product decisions (Keller, 1998). If consumers recognized a brand and have some knowledge about it, then they do not engage in a lot of additional thought or processing of information to make a product decision. Thus from an economic perspective, brands allow consumers to lower search costs for products both internally (in terms of how much they have to think) and externally (in terms of how much they have to look around). Based on what they already know about the brand, its quality, product characteristics, and so on consumers can make assumptions and form reasonable expectations about what they may not know about the brand.

In the modern age, Brand plays an important role to boost up the economy of any country. Brand is the only tool that can change the buyer's behavior. Today people are more conscious about the brand than the past. The concept of branding is important in the marketing of Ethiopian footwear products. Ethiopia is a country of abundant resources in

livestock for leather and leather products manufacturing. Currently there are about 15 medium and large formal shoe manufacturing factories and many small scale producers in Ethiopia (Umer, 2012).

The factories are also reaching the leather foot wear market abroad such as Germany, Italy and African countries. However the local market is the main target for most of these manufacturers. Since the foot wear manufacturing sector is becoming a growing business since the last five years, the government has considered as a first priority of the economic corridor. Although lower attention is given for branding, some of the footwear manufacturers give a brand name for their products. According to Zelalem Habte, the general manager of Ramsay Shoe factory, his company is trying to brand itself in the country and neighboring African countries. However some others are still selling without a brand name. This indicates the lower understanding of the organizations about the importance of branding in the overall effectiveness of their marketing activities.

Therefore the aim of this study is to analyze the relative influence of branding on the consumers buying decision behavior of local footwear products. Conducting this study is vital because manufacturers could understand the importance of creating perceived difference through branding and developing loyal customers which can translate to financial profit of their firms.

1.2. Statement of the problem

Brands have commonly defined as a name, term, symbol, sign, design or a combination of all, which is supposed to identify the goods or services of one or more sellers and to differentiate them from the competition (Blomback, 2007). Understanding the needs and wants of consumers and devising products and programs to satisfy them is at the heart of successful marketing. In particular, two fundamentally important questions faced by marketers are: What do different brands mean to consumers? And how does consumers brand knowledge affect their response to marketing activity? The relationship between a brand and consumer can be seen as a type of bond or pact. Consumers offer their trust and loyalty with the implicit understanding that the brand will behave in certain ways and provide them with utility through consistence product

performance and appropriate pricing, promotion, and distribution programs and action (Keller, 1998).

In order to make fast decisions, consumers need to use mental shortcuts, or heuristics, to guide their choices. Certain cues present in the environment guide shoppers' attention and aid their decision making in store. Often consumers are not conscious of the cues or the mental shortcuts they have used to arrive at a decision. Perhaps the most powerful mental shortcut available to the consumer is branding (Dr Jane Leighon- Mountain view Learning, 2012). Branding allows us to quickly and efficiently select from a huge array of products. Specifically, branding draws consumers' attention to certain products; it allows them to recognize familiar products and serves as a cue for retrieving stored information from memory about those products. Understanding this important role of branding in decision making is the broad aim of the current research. Despite the fact in Ethiopia footwear manufacturers did not give much attention to invest on and promote their brand name and develop customer based brand equity.

The lower attention by manufacturers and distributors of foot wear products can be enlightened by the recent challenge from chain's foot wear products flooded the local market. Sometime around the year 2000, the Ethiopian shoe industry faced an unprecedented period. The market began opening its doors to cheaper, shiny and attractive plastic shoes from China that left local dealers anxious about the possibility of being pushed out of business. Many factory owners were torn between trying to beat the Chinese at their game and shifting to other businesses. According to Mulugeta Megenas the owner and manager of Duka Leather products factory "It was a very difficult time. The majority of local customers fell in love with Chinese shoes largely because of their superior finishing and unique designs". Considering the inability of local foot wear products to compete with even lower quality imported foot wear products, the government forced to revise its leather policy, labor was cheap and readily available and the demand for local shoes had started to grow.

The Ethiopian shoe industry survived and today, it managed to recover the domestic market which had been swept by imported Chinese shoes in the late 1990s. The sector now is attracting investors from across the world including bigwigs such as Huajian of China and George Shoes of

Taiwan. “Today it is difficult for people to differentiate between genuine local leather shoes and those imported from China or elsewhere. In fact, some of them are now bold enough to label their products ‘Made in Ethiopia’ under their trademark (Sisay, 2014). However unless the local foot wear manufacturers and dealers invest on and develop the brand image of the factories products in particular and the industry in general it will have a hard time to stay competitive enough in today’s highly sophisticated global foot wear market.

Although researches has not yet been made in depth to determine the importance and impact of branding on consumers of local made footwear products, most leather footwear manufacturing companies in Ethiopia try to assign a brand name for their products. In fact most of these organizations understand the importance from the perspective of gaining legal protection and some for the sake of intellectual property right. However in the current growing and competitive footwear market, assigning a brand name to a product in the Ethiopian leather footwear industry represents enormously valuable pieces of legal property, capable of influencing consumer behavior, being bought and sold, and providing security of sustained future revenues to their owners.

Therefore understanding the impacts of branding on the consumer buying decision behavior of local leather foot wear products enable manufacturers and distributors of foot wear products to give more attention and promote and invest on their brand, which intern signal a certain level of quality to consumers so that satisfied buyers can easily choose the product again when a need arises. Brand loyalty could also be created which provides consumers predictability and security of demand for the firms and also serves as a means of creating barriers to entry for newly competing firms to enter the market.

1.3. Research Questions

This particular study raises the following important questions:

RQ.1. Does a brand name of a leather afoot wear product have an impact on consumers buying decision behavior?

RQ.2. Does brand logo has an impact on consumer buying decision behavior of a local leather foot wear product?

RQ.3. Does brand character used in the marketing of a leather foot wear product has an impact on consumer buying decision behavior?

RQ.4. Does slogans used in the marketing of a local leather foot wear product has an impact on consumer buying decision behavior?

RQ.5. Does packaging has an impact on consumers buying decision behavior of a local leather foot wear product?

1.4. Research objectives and Hypothesis

1.4.1. General Objective of the study

The main objective of the study is to determine the impact of branding on consumer buying decision behavior of local leather footwear products.

1.4.2 Specific objectives of the study

The specific objectives include the following:

1. To assess if brand name of leather foot wear product has an impact on consumer buying decision behavior.
2. To assess if brand logo has an impact on consumers buying decision behavior of a local leather foot wear product.
3. To assess if a brand character used in the marketing of leather foot wear product has an impact on consumers buying decision behavior.
4. To assess if slogans used in the marketing of local leather foot wear products has an impact on consumers buying decision behavior.
5. To assess if packaging has an impact on the consumers buying decision behavior of a local leather foot wear products.

1.5. Significance of the study

Wearing footwear is part and partial of everyone's life. The footwear manufacturers are always looking for market their products at a maximum level. Nowadays plenty of local and multinational brands are available to meet the expectation of customers of footwear. The customers are always looking for most desirable and comfortable footwear for them. They are always seeking for the brand which is most suitable for them in all aspects including economical.

Due to hectic competition in the footwear market, there are varieties of brands and Products available in various ranges (Kavitha, 2014).

More and more of business organizations today have come to realize that one of their most valuable assets is the name associated with their products or services. The brand name of a foot wear product is a fundamentally important element to capture the key association of a product in a very economical fashion. Despite the fact little attention has been given to the branding of a local foot wear product by manufacturers and distributors of the products. Manufacturers and distributors should understand the various valuable functions brands provide to their firms. Brands serve as an identification purpose to simplify product handling or tracing for the firm. Operationally brands help to organize inventory, accounting and other records (Keller, 1998). The most important and valuable benefit firms can gain from branding however is the special meaning consumers take on from the brand and experience with the products. This research is particularly timely for two reasons. First the footwear industry is growing at faster rate in Ethiopia and the competition is becoming stiffer than ever before. Second the footwear industry is one of the few sectors that are supported by the government.

Therefore conducting this study helps local foot wear manufacturers to realize the importance of branding in their overall marketing efforts. It will also help producers to create a bond between their product and consumers. Besides producers will be able to gain their consumers trust and loyalty with implicit understanding that branding will behave in a certain way and provide consumers utility through consistent product performance. This will help local foot wear producers to be competent and profitable. The suggestion and recommendations that will be forwarded by the researcher will also help local foot wear manufacturers and distributors to invest on their brand and develop and build their brand equity that will help them in production and marketing of their products. Moreover, the research can help future researchers as an input in their further study.

1.6. Scope of the study

The study focuses on consumers who live in Addis Ababa and bought locally produced leather foot wear for their personal consumption within the last one year period. The respondents are local leather foot wear buyers whose age is 18 years and above. The sample did not distinguish consumers based on variables like gender, income, marital status, religion, educational level or any other variable. Therefore both men and women consumers who live in Addis Ababa that are at any level of income and education responded to the questionnaire so long as they had bought a locally made foot wear product made of leather within the stated year.

Conceptually the study focused on the impact of branding on consumers of local foot wear product who bought a leather foot wear for their personal consumption. It does not include whole sellers, retailers, agent's middle men or any other distributor who buy products for resale purposes. Therefore the impact of branding of local leather foot wear manufacturers i.e. the brand name, logo, character, slogan and packaging on consumer buying decision behavior is the focus of the study.

1.7.Limitation of the study

The primary limitations of this study are lack of published data or study that is conducted on the impact of branding on local made leather footwear products. In conducting this study, the researcher was unable to find the annual number of local leather footwear buyers in Addis Ababa and it was also difficult to get enough amounts of previous studies that were made on branding of local leather footwear products which had its own impact on the study. Difficulty of collecting the questionnaire on time due to personal reason of respondents was also another problem to complete the study on time. Since some of respondents may not understand the importance of the study, were being busy or due to other personal reason, they failed to complete the questioner on time.

Resource limitation was another problem, because of resource limitation; the researcher had taken the sample only from Addis Ababa region, which might made it difficult to generalize the result of the study to the entire consumers of local leather foot wear products in the Ethiopia. Therefore these limitations might have their own adverse effect on the result of the study.

1.8. Organization of the study

The research paper consists of five chapters. The first chapter presents the introduction part which consists of background of the study, statement of the problem, research question, Objective of the study, significance of the study, scope of the study, limitation of the study and organization of the study. The second chapter focuses on review of related literatures. The third chapter presents research design and methodology. The fourth chapter depicts data presentation, analysis and interpretation and the last chapter presents the conclusion and recommendation part of the study. Finally list of reference, bibliography and appendix are attached.

CHAPTER TWO LITRATURE REVIEW

2.1. FOOT WEAR INDUSTRY IN ETHIOPIA

The leather industry is one of the oldest and largest industries that occupy a place of prominence in the global economy in view of its massive potential for employment, growth and exports. The world demand for the leather and leather products was USD 24.3 billion in the 2001 and it stood at USD 68.57 billion in 2003 which then has skyrocketed to USD 347.50 billion in 2010 due to the consumption in large volumes by the developed countries like the USA, Europe, Australia and Japan. Footwear market is the biggest market amongst all the leather sub-sectors, accounting for more than 70 percent of the global leather consumption and 58.5 percent of the global footwear types. Worldwide footwear consumption has rapidly increasing from year to year: 11 billion pairs in 1999 to more than 20 billion pairs of shoes in 2005. The world-wide per capita consumption of footwear has considerably increased from year to year: for instance, from 1 pair of shoes per year for every person in the world in 1950 to almost 2.6 pairs of shoes in 2005. But this varies from one country to other based on the capital income of the individuals. The exports of footwear products also vary from one to another country not based on the supply of the pelts and other resource but based on the advancement in leather technology. 83 percent of the global footwear products are manufactured in Asian countries, where china shares 70 percent (Ashebre, 2014).

The production of leather shoes in Ethiopia dates from the late 1930s when Armenian merchants founded two shoe factories in Addis Ababa. These factories nurtured a number of shoemakers, who opened their own factories in Addis Ababa and trained their workers. Today, the neighborhood of Mercato, a huge marketplace in the city, swarms with shoemakers, wholesale shops dealing in leather, soles, and shoe accessories, and shoe retail stores. It is believed that more than 1000 enterprises are producing leather shoes in Addis Ababa. This cluster is as large as successful footwear clusters in other countries. According to case studies, Agra, India, had around 5000 footwear enterprises in 1990-1991, even though the number decreased to around

2375 in 1996 (Knorriga, 1999). In Brazil, the Sinos Valley footwear cluster consisted of about 500 shoe manufacturers and about 700 subcontractors (Schmitz, 1995). In Mexico, there were about 1700 shoe enterprises in the Leon cluster and 1200 in the Guadalajara cluster (Tetushi: Sonobe, 2007). Thus, the Addis Ababa cluster is comparable to these well-known footwear clusters at least in terms of the number of enterprises (Tetushi: Sonobe, 2007). The footwear (shoe) industry is composed of two sub-sectors: the larger mechanized shoe industries subsector and the smaller production units – micro, small and medium enterprises including the informal ones, with fluctuating employment levels, unhealthy work infrastructures and seasonal production schemes (Umer, 2012).

Currently, there are 15 medium and large mechanized footwear factories in Ethiopia in the formal sector, of which 2 are foreign. They have primarily exported men's and children's shoes. The actual current capacity utilization of these firms is close to 55%. Though footwear capacity and production is much larger when the domestic market is considered, exports have been less than 1 million pairs of shoe per year. This, however, is changing with the recent entry and increasing export capacity of large foreign producers (Agency, 2013).

2.2. Brand Meaning and Definition

Branding has been around for centuries as a means to distinguish the goods of one producer from those of other. In fact the word brand is derived from “brander,” which means “to burn,” as brands were and still are the means by which owners of live stock mark their animals to identify them (Kevin Lane Keller, 1998). Branding has been common practice since medieval times – when craftsmen marked their goods and artists signed their work in order to distinguish their products from those of other providers. This trade marking has also protected producers and buyers against inferior-quality imitations (Ulla Hakala, 2012).

Brand is nothing but an assortment of memories in customers mind. Brand represents values, ideas and even personality. It is a set of functional, emotional and rational associations and benefits which have occupied target market's mind. Associations are nothing but the images and symbols associated with the brand or brand benefits. And these benefits are the basis for purchase decision (Joshi, 2013). According to the American Marketing Association, a brand is a “name, term, sign, or symbol, or

design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.” Brands provide the basis upon which consumers can identify and bond with a product or service or a group of products or services. From the customer’s point of view, a brand can be defined as the total accumulation of all his/her experiences, and is built at all points of contact with the customer. 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 (M.Ghodeswar, 2008).

(Styles, 1997), Identified two approaches to defining a brand. The first is the traditional product plus definition which views branding as an additional to the product. The brand is seen primarily as an identifier. The second approach is the holistic view. Under this approach the focus is on the brand itself, which encompasses much more than just the product. The brand is considered to be the sum of all elements of the marketing mix: the product is just one element, alongside price, promotion, and distribution. The holistic approach defines a brand as “the promise of the bundle of attributes that someone buys and that provides satisfaction. The attribute that make up a brand may be real or illusory, rational or emotional, tangible or invisible”. These attributes emanate from all elements of the marketing mix and all the brands product lines (Styles, 1997). However the traditional view seems more relevant to this particular research as the researcher wants to focus merely on the impact of branding i.e. the name, term, sign, symbol, design or a combination of these on consumers buying decision behavior of local leather foot wear products.

2.3. Importance of Branding

Perhaps the most distinctive skill of marketers is their ability to create, maintain, protect and enhance brands of their products or services. Consumers view a brand as an important part of a product. For example most consumers would perceive a bottle of white Linen perfume as high quality, expensive product. But the same perfume in unmarked bottle would likely be viewed as lower quality, even if fragrance were identical (Armstrong, 2004). Brand is considered as implied device through which any business can attain the business attraction of people and can enjoy the competitive edge. In our local scenario it also considered as a valuable asset for any

business as it can change peoples' buying behavior. It can play a vital role to expand any business (Muhammad Ehsan Malik, 2013).

According to a Time magazine article on product sameness, "you'd have to be a true expert to tease out any meaningful difference among dozens of detergents, cars, cereals, enhanced waters, or running shoes." This perception of sameness points to why many marketers place more emphasis on consumer experiences than brand functionality when building a brand in the minds of consumers. Favorable experiences form strong emotional bonds that convert into brand preference. Millward Brown, a global research agency, says that strong brands are "trust marks." They truncate the decision-making buying process. Consumers can shop without scrutinizing product features and benefits. Moreover, brands routinely command premium prices, because they are trust marks (Joshi, 2013). Brands allow consumers to quickly recognize a product as one they are familiar with or one they like (Dr Jane Leighon- Mountain view Learning, 2012). Branding helps consumers in many ways. Brand name helps consumers to identify products that might benefit them. Brands also tell the buyer something about product quality (Armstrong, 2004). Buyers who always buy the same brand can know that they will get the same feature, benefit and quality each time they buy.

Several perspectives uncover the value of brands to consumers. To consumers, brands identify the source or maker of a product and allow consumers to assign responsibility as to which particular manufacturer or distributor should be held accountable. Most importantly, brands take on special meaning to consumers. Because of past experience with the product and its marketing program over the years, consumers learn about the brand. They found out which brand satisfies their needs and which do not. As a result, brands provide a short hand device or means of simplification for their product decisions. If consumers recognize a brand and have some knowledge about it, then they do not have to engage in a lot of additional thought or processing of information to make a product decision. Thus, from the economic perspective, brands allow consumers to lower search costs for products both internally (in terms of how much they have to think) and externally (in terms of how much they have to look around). Based on what they

already know about the brand – its quality, product characteristics and so on – consumers can make assumptions and form reasonable expectations about what they may not know about the brand (Armstrong, 2004).

Customers recognize the reputation of brand while in their buying decisions and customer's demographic features have no significant relation and influence on brand awareness. People favor the branded goods with upper prices because they study that branded goods have more value than local goods. People prefer the branded products with higher prices because branded items have more quality than non branded products. Brand preference is also a symbol of status (Muhammad Ehsan Malik, 2013).

Brands can reduce the risks in product decisions. There are many different types of risks that consumers may perceive in buying and consuming a product:

- 1. Functional risk: The product does not perform up to expectation.*
- 2. Physical risk: The product poses a threat to the physical well-being or health of the user or others.*
- 3. Financial risk: The product is not worth the price paid.*
- 4. Social risk: The product results in embarrassment from others.*
- 5. Psychological risk: The product affects the mental well-being of user.*
- 6. Time risk: The failure of the product results in an opportunity cost of finding another satisfactory product.*

Although there are a number of different means by which consumers handle these risks, certainly one way by which consumers cope is to only buy well-known brands, especially those brands with which consumers have had favorable past experiences. Thus, brands can be very important risk handling device (Keller, 1998)

Brands also provide a number of benefits to a firm. Brands are important intangible assets that significantly impact firm performance (C.Whan Park, 2012). If brand is managed in effective ways, a business can enjoy maximum number of customers and can build long term profitable relations with customers. Refine quality of products and social responsibilities of any business

can positively affect the behaviors of people regarding brand image, satisfaction and loyalty. In their research entitled “Impact of Brand Image and Advertisement on Consumer Buying Behavior”, (Muhammad Ehsan Malik, 2013) conclude that brand image and advertisement has strong positive impact on Consumer buying behavior. Their results showed that people are conscious about the purchase decisions regarding branded products. Brand image has significant positive influence and relationship with Consumer buying behavior.

Brands provide a number of valuable functions to firms. Fundamentally, they serve an identification purpose to simplify product handling or tracing for the firm. Operationally, brands help to organize inventory, accounting, and other records. A brand also offers the firm legal protection for unique features or aspects of the product. A brand can retain intellectually property rights, giving legal title to the brand owner. The brand name can be protected through registered trademarks, manufacturing processes can be protected through patents, and packaging can be protected through copy rights and designs. This intellectual property rights insure that the firm can safely invest in the brand and reap the benefits of valuable asset (Keller, 1998).

As noted above, these investments in the brand can endow a product with unique association and meanings that differentiate it from other products. Brands can signal a certain level of quality so that satisfied buyers can easily choose the product again. This brand loyalty provides predictability and security of demand for the firm and creates barriers of entry that make it difficult for other firms to enter the market. Although manufacturing processes and product designs may be easily duplicated, lasting impression in the minds of consumers from years of marketing activity and product experience may not be so easily reproduced. In these sense, branding can be seen as powerful means to secure a competitive advantage.

2.4. Elements of a Brand

Brand elements, sometimes called brand identities, are those trademark able devices that serve to identify and differentiate the brand. The main brand elements are brand names, logos, symbols, characters, slogans, jingles, and packages (Keller, 1998).

2.4.1. Brand Name

The brand name is a fundamentally important choice as it often captures the central theme or key associations of a product in a very compact and economic fashion. Brand name can be extremely effective “shorthand” means of communication. Whereas the time it takes consumers to comprehend marketing communications can range from half a minute (for an advertisement) to potentially hours (for sales call), the brand name can be noticed and its meaning registered or activated in memory within just a few seconds. The brand name becomes so closely tied to the product in the minds of consumers, however, it is also the most difficult brand element for marketers to subsequently change.

2.4.1.1. Brand Awareness

In general it is believed that brand awareness improved the extent to which brand names are chosen that are simple easy to pronounce or spell; familiar and meaningful; and different, distinctive, and unusual.

- **Simple and easy to pronounce or spell:** *First to enhance brand recall, it is desirable that the brand name is simple and easy to pronounce or spell. Simplicity reduces the cognitive effort by consumers to comprehend and process the brand name. Short names often facilitate recall because they are easy to encode and store memory. Pronounce ability is critical to obtain valuable repeated word- of- mouth exposure that helps to build strong memory links. Pronounce ability also affects entry into consideration sets and the willingness of consumers to order or request the brand orally. Ideally, the brand name would have a clear, understandable, and unambiguous pronunciation and meaning.*
- **Familiar and meaningful:** *A second consideration to enhance brand recall is that the brand name is familiar and meaningful so that it is able to tap into existing knowledge structures. Brand names may be more concrete or abstract in their meaning. All types of categories such as people, places, animals, birds, or different kinds of inanimate objects can be used to form a name. Because the objects already exist in memory in verbal and visual form, less learning has to occur.*

- ***Different, distinctive, and unusual:*** Although choosing a simple, easy-to-pronounce, familiar, and/or meaningful brand name can improve its recall ability, to improve brand recognition, it is important that brand names be different, distinctive, and unusual. Recognition depends more on discriminability, and more complex brand names are more easily distinguished. The distinctiveness of a brand name is a function of its inherent uniqueness as well as its uniqueness in the context of other competing brands in the product category.

2.4.1.2. Brand Associations

Although choosing a memorable name is valuable, it is often necessary for the brand to have broader meaning to consumers than just its product category. Because the brand name is a compact form of communication, the explicit and implicit meanings that consumers extract from the name can be critical. In particular, the brand name may be chosen to reinforce an important attribute or benefit association that makes up its product positioning. Besides performance related considerations, brand names also can be chosen to communicate more abstract considerations (Keller, 1998).

Fact is, a brand name is the most powerful piece of messaging. It's also one of the most ubiquitous components of any branding program. No matter what, the name is always there—whether you see it in the small black and white print of a newspaper article, hear it on the radio or watch it brought to life on a television screen (Bertelsen, 2004).

2.4.2. Logos

Although the brand name typically is the central element of the brand, visual brand elements often play a critical role in building brand equity, especially in terms of brand awareness. Logo has a long history as a means to indicate origin, ownership, or association. Because of their visual nature, logo and symbols are often easily recognized and a valuable way to identify products, although the key concern is how well they become linked in memory to the responding brand name and product to boost brand

recall. That is, consumers may recognize certain symbols but be unable to link them to any specific product or brand. Another branding advantage of logo is their versatility: Because logos are often non verbal, they can be updated as needed over time and generally transfer well across cultures. Because logos are often abstract without much product meaning, they also can be relevant and appropriate in a range of product categories (Keller, 1998).

In their research entitled “The role of brand logos in firm performance” indicate that managers need to consider brand logos as more effective and power full tools in the management of customer- brand relationships than previously thought. More specifically, just because consumers can quickly identify a brand based on its logo does not mean that they will invest resources towards sustaining their relationship with the brand. That is brand logos that are easily recognizable. Yet which do not convey the brand’s symbolic and functional benefits or do not provide aesthetic gratification. In their findings the researchers identified that brand with symbols as logos are more effective at providing self identity expressiveness benefits than logos that consist purely of brand names. They are also more successful at communicating the functional benefits of a brand than brand name – based logos are. Finally, the findings that the aesthetic appeal of brand logos significantly strengthen customers commitment to a brand answers the need for business academics to examine the positive effect of visual attractiveness on consumers. Unlike brand names, logos can be easily changed over time to chive a more contemporary look. A brand’s logo has typically served as a means for solving the problem of in distinguish ability (Keller, 1998).

As one of the most salient visual elements of brand logos facilitate the identification of the brand and its identification from competing alternatives (C.Whan Park, 2012). A brand logo has typically served as a means for solving the problem of indistinguishability. As one of the most salient element of a brand (Wallece.R, 2001) logos facilitate the identification of the brand and its differentiation from competing alternatives.

2.4.3. Characters

Characters represent a special type of brand symbol- one that takes on human or real-life characteristics. Brand characters typically are introduced through advertizing and can play a central role in these and subsequent ad campaigns and package designs. Like other brand elements, brand characters come in many different forms. Some brand characters are animated where as others are live action figures (e.g., Marlboro cowboy, Mr. Whipple, or Ronald Mc Donald). In general, animated characters are more likely than live action characters to actually have a visible presence on packages.

Brand characters can provide a number of brand equity benefits. Because they are often colorful and rich in imagery, they tend to be attention getting. Consequently, brand characters can be quite useful for creating brand awareness. Brand characters can also help to communicate a key product benefit. There are some cautions and drawbacks to using brand characters. Brand characters can be so attention –getting and well-kind that they dominate other brand elements and actually dampen brand awareness. Characters often must be updated over time so that their images and personalities are still relevant to the target market (Keller, 1998).

2.4.4. Slogans

There are several definitions for slogans. For (al, 2011), a slogan is a short phrase used to help establish an image, identity, or position for an organization to increase memorability. (Supphellen, 2002) Define brand slogans as “short phrases that communicate descriptive or persuasive information about a brand”. So, a slogan is a motto, the verbal signature of a company, brand or product. Slogans are intended to help establishing an image, identity or position for a brand, and to increase its memorability. Besides that role in branding, (W., 2010) states that a slogan is an expression that is written for its memory and recall potential, is often repeated (to increase its recall) and supports the consumers in remembering the brand when they meet with a set of alternatives. So, brand slogans assist the brands’ selling proposition. Considering (D.Aaker, 1991) model of brand equity, the slogan is an element of the

brand identity construct, besides name and logo. Slogans can communicate what the brand is about, possibly increasing brand awareness and image through recognition, recall and positive associations (Dahlen, 2005). So, a slogan might capture the meaning of a brand and of what makes it so special.

Slogans are short perhaps that communicate descriptive or persuasive information about the brand. Slogans typically appear in advertising but can play an important role on packaging and in other aspects of the marketing program. Slogans are powerful branding devices because, like brand names, they are extremely efficient, short hand means to build brand equity. Slogans can function as a useful “hooks” or “handles” to help consumers grasp the meaning of a brand in terms of what the brand is and what makes it special (Keller, 1998).

Slogans can be devised in a number of different ways to help build brand equity. Some slogans help to build brand awareness by playing off the brand name in some way. Some slogans build brand awareness even more explicitly by making strong links between the brands and corresponding product category by combining both entities in the slogan. Most importantly, slogans can help to reinforce the brand positioning and desired point of difference. For market leaders, slogans often employ “puffery” where the brand is praised with subjective opinions, superlatives, and exaggerations. Slogans often become closely tied to advertizing campaigns and are used as taglines to summarize the descriptive or persuasive information conveyed in the ads. In categories where advertizing plays a key role in building brand equity, slogans may be an important means of differentiation. Slogans are frequently present in advertising, since ads are hybrid text types, being its verbal elements found in headlines, subheads, slogans and body text (Fuertes- Olivera, 2001).

2.4.5. Packaging

Packaging involves the activities of designing and producing containers or wrappers for a product. From the perspective of both the firm and consumers, packaging must achieve a number of objectives:

- Identify the brand
- Convey descriptive and persuasive information
- Facilitate product transportation and protection
- Assist at-home storage
- Aid product consumption

To achieve the marketing objectives for the brand and satisfy the desires of consumers, the esthetic and functional components of packaging must be chosen correctly. Aesthetic considerations relate to package's size and shape, material, color, text, and graphics (Keller, 1998).

Packaging can have important brand equity benefits for a company. Often, one of the strongest associations that consumers have with a brand relates to the look of its package. The package appearance can become an important means of brand recognition. Moreover, the information conveyed or inferred from the package can build or reinforce valuable brand association. Structural packaging innovations can create a point of difference that permits a higher margin. New packages can also expand a market and capture new market segments. There is a significant positive and predictive relationship between packaging and brand loyalty. With reference to packaging, it is important for marketers develop innovative packaging strategies that will appeal to the customer in an exceptional way (Manilall Dhurup, 2014).

2.5. Building Strong Brands

Branding poses challenging decisions to the marketer. The major brand strategy decisions involve brand positioning, brand name selection, brand sponsorship and brand development.

- **Brand Positioning**

Marketers need to position their brands clearly in the target consumers' minds. They can position brands at any of three levels. At the lowest level, they can position the brand on product attributes. However attributes are the least desirable level for brand positioning. Competitors can easily copy attributes. More important customers are not interested in attributes as such; they are interested in what the attributes will do for them.

A brand can be better positioned by associating its name with a desirable benefit. Thus, Dove marketers can go beyond brand's cleaning cream attribute and talk about the resulting benefits of soft skin. The strongest brands go beyond attribute or benefit positioning. They are positioned on strong benefits and values. These brands pack an emotional wallop. .

- **Brand Name Selection**

A good name can add greatly to a products success. However, finding the best brand name is a difficult task. It begins with a careful review of the product and its benefits, the target market, and proposed marketing strategies. Desirable qualities of a brand name include the following:

- a) It should suggest something about the products benefits and quality.*
- b) It should be easy to pronounce, recognize, and remember.*
- c) The brand name should be distinctive.*
- d) It should be extendable.*
- e) The name should translate easily to foreign languages.*
- f) It should be capable of registration and legal protection.*

- **Brand sponsorship**

A manufacturer has four sponsorship options. The product may be launched as a manufacturer's brand. Or the manufacturer may sell who give it a private brand (also called a store brand or distributor brand).

- **Brand development**

A company has four choices when it comes to developing brands. It can introduce line extensions (existing brand names extended to new forms, size, and flavors of an existing product category), brand extensions (existing brand name extended to new product categories), multi brands (new brand name introduced in the same product category), new brands (new brand names in new product categories) (Armstrong, 2004).

2.6. CONSUMER BEHAVIOR

Consumer behavior covers a lot of ground: It is the study of the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. Consumers take many forms, ranging from 8-years old child begging her mother for a Webkinz stuffed animal to an executive in a large corporation deciding on a million of dollar computer system (R.Solomon, 2011). We define consumer behavior as individuals or groups acquiring, using, and disposing of products, services, ideas, or experiences (Eric Arnould, 2003).

The consumer is a complex individual. His purchase behavior varies greatly depending on stimuli, personal, social or psychological factors as well as the situation. The purchase is only the visible part of a more complex decision process created by the consumer for each buying decision he makes. For brands, understand this behavior is a major challenge. Understanding a consumer behavior is important In order to meet the expectations and needs of consumers, improve the shopping experience; build a more effective and targeted marketing strategy and increase sales and revenues (Perreau, 2013).

The subject of consumer behavior has dominated most part of contemporary Marketing literature. Colossal investments made in product design, packaging, quality distinction,

advertising, sales promotion, among others are all aimed at wooing the customer to make favorable decisions towards a firm's product offering. The firm's task is made even more complex because the complexity of the consumer makes it apparently difficult to instantly determine his needs and wants. The consumer makes decisions based on a lot of priorities, including among others personal beliefs, peer group influences, social status, economic status, cultural affinity, and other environmental variables. Therefore, firms are expected to sufficiently demonstrate how distinctive their product offerings qualify to receive the patronage of consumers. Much as it is the obvious task of the firm to study and identify the complexities in a consumer in order to serve him better, so also would the consumer consciously make deliberate efforts to choose between one firm's offering and another (Orji, 2013).

2.6.1. The Forces that drive Consumer Behavior

2.6.1.1. Cultural Factor

A. Culture and societal environment

Culture is crucial when it comes to understanding the needs and behaviors of an individual. Throughout his existence, an individual will be influenced by his family, his friends, his cultural environment or society that will "teach" him values, preferences as well as common behaviors to their own culture. For a brand, it is important to understand and take into account the cultural factors inherent to each market or to each situation in order to adapt its product and its marketing strategy. As these will play a role in the perception, habits, behavior or expectations of consumers. For instance, in the West, it is common to invite colleagues or friends at home for a drink or dinner. In Japan, on the contrary, invite someone home does not usually fit into the local customs. It is preferable to do that this kind of outing with friends or colleagues in restaurant.

B. Subcultures

A society is composed of several subcultures in which people can identify. Subcultures are groups of people who share the same values based on a common experience or a similar lifestyle in general. Subcultures are the nationalities, religions, ethnic groups, age groups, gender of the individual, etc. The subcultures are often considered by the brands for the segmentation of a market in order to adapt a product or a communication strategy to the values or the specific needs of this segment. Brands often communicate in different ways; sometimes even create specific products (sometimes without significant intrinsic difference) for the same type of product in order to specifically target an age group, a gender or a specific sub culture. Consumers are usually more receptive to products and marketing strategies that specifically target them.

C. Social classes:

Social classes are defined as groups more or less homogenous and ranked against each other according to a form of social hierarchy. Even if it's very large groups, we usually find similar values, lifestyles, interests and behaviors in individuals belonging to the same Social class. We often assume three general categories among social classes:

- *Lower class*
- *Middle class*
- *Upper class*

People from different social classes tend to have different desires and consumption patterns. According to some researchers, behavior and buying habits would also be a way of identification and belonging to its social class. Beyond a common foundation to the whole population and taking into account that many counterexample naturally exist, they usually do not always buy the same products, do not choose the same kind of vacation, do not always watch the same TV shows, do not always read the same magazines, do not have the same hobbies and do not always go in the same types of retailers and stores. For instance, consumers from the middle class and upper class generally consume more balanced and healthy food products than those from the lower

class. They don't go in the same stores either. If some retailers are, of course, patronized by everyone, some are more specifically targeted to upper classes. While others, such as discount supermarkets, attract more consumers from the lower class. Some studies have also suggested that the social perception of a brand or a retailer is playing a role in the behavior and purchasing decisions of consumers.

D. Cultural trends:

Cultural trends or “Bandwagon effect” are defined as trends widely followed by people and which are amplified by their mere popularity and by conformity or compliance with social pressure. The more people follow a trend, the more others will want to follow it. They affect behavior and shopping habits of consumers and may be related to the release of new products or become a source of innovation for brands. By social pressure, desire to conformity or belonging to a group, desire to “follow fashion trends” or simply due to the high visibility provided by media, consumers will be influenced, consciously or unconsciously, by these trends. For example, Facebook has become a cultural trend. The social network has widely grew to the point of becoming a must have, especially among young people. It is the same with the growth of the tablet market. Tablets such as iPod or Galaxy Tab have become a global cultural trend leading many consumers to buy one even if they never had specially felt the need before. For a brand, create a new cultural trend from scratch is not easy. Apple did it with the tablets with its iPod. But this is an exception. However, brands must remain attentive to the new trends and “bandwagon effects”. Whether to accompany it (create a page on Facebook) or to take part in the newly created market (create its own tablet).

2.6.1.2. Social Factors

A. Reference groups and membership groups:

The membership groups of an individual are social groups to which he belongs and which will influence him. The membership groups are usually related to its social origin, age, place of residence, work, hobbies, leisure, etc. The influence level may vary depending on

individuals and groups but is generally observed common consumption trends among the members of a same group. The understanding of the specific features (mindset, values, lifestyle, etc.) of each group allows brands to better target their advertising message. More generally, reference groups are defined as those that provide to the individual some points of comparison more or less direct about his behavior, lifestyle, desires or consumer habits. They influence the image that the individual has of himself as well as his behavior whether it is a membership group or a non membership group. Because the individual can also be influenced by a group to which he doesn't belong yet but wishes to be part of? This is called an aspiration group. This group will have a direct influence on the consumer who, wishing to belong to this group and look like its members, will try to buy the same products. For example, even if he doesn't need it yet, a surfing beginner may want to buy "advanced" brands or products used by experienced surfers (aspiration group) in order to get closer to this group. While a teen may want the shoe model or Smartphone used by the group of "popular guys" from his high school (aspiration group) in order to be accepted by this group. Some brands have understood this very well and communicate, implicitly or not, on the "social benefit" provided by their products. Many brands look to target opinion leaders (initiator or influencer) to spread the use and purchase of their product in a social group either through an internal person of the group, when it comes to a small social group or through a sponsorship or a partnership with a reference leader (celebrity, actor, musician, athlete, etc.) for larger groups.

B. Family

The family is the most influencing factor for an individual. It forms an environment of socialization in which an individual will evolve, shape his personality, and acquire values. But also develop attitudes and opinions on various subjects such as politics, society, social relations or himself and his desires. But also on his consumer habits, his perception of brands and the products he buys. We all kept, for many of us and for some products and brands, the same buying habits and consumption patterns that the ones we had known in our family. Perceptions and family habits generally have a strong influence on

the consumer buying behavior. People will tend to keep the same as those acquired with their families. For example, if you have never drunk Coke during your childhood and your parents have described it as a product “full of sugar and not good for health”. There is far less chance that you are going to buy it when you will grow up that someone who drinks Coke since childhood. For brands especially for Fast Moving Consumer Goods (FMCG) or Consumer Packaged Goods (CPG) successfully “integrate” the family is both a real challenge and an opportunity to develop a strong consumer loyalty among all the family members. That’s why it’s important for brands to be seen as a family brand in order to become a consumer habit for parents and children when they will become adults.

C. Social roles and status:

The position of an individual within his family, his work, his country club, his group of friends, etc. all this can be defined in terms of role and social status. A social role is a set of attitudes and activities that an individual is supposed to have and do according to his profession and his position at work, his position in the family, his gender, etc. and expectations of the people around him. Social status meanwhile reflects the rank and the importance of this role in society or in social groups. Some are more valued than others. The social role and status profoundly influences the consumer behavior and his purchasing decisions. Especially for all products which are “visible” from other people. For example, a consumer may buy a Ferrari or a Porsche for the quality of the car but also for the external signs of social success that this kind of cars represents. Moreover, it is likely that a CEO driving a small car like a Ford Fiesta or a Volkswagen Golf would be taken less seriously by its customers and business partners than if he is driving a German luxury car. And this kind of behaviors and influences can be found at every level and for every role and social status. Again, many brands have understood it by creating an image associated with their products reflecting an important social role or status.

2.6.1.3. Personal Factors

A. Age and way of life:

A consumer does not buy the same products or services at 20 or 70 years. His lifestyle, values, environment, activities, hobbies and consumer habits evolve throughout his life. For example, during his life, a consumer could change his diet from unhealthy products (fast food, ready meals, etc.) to a healthier diet, during mid life with family before needing to follow a little later a low cholesterol diet to avoid health problems. The factors influencing the buying decision process may also change. For example, the “social value” of a brand generally plays a more important role in the decision for a consumer at 25 than at 65 years. The family life cycle of the individual will also have an influence on his values, lifestyles and buying behavior depending whether he’s single, in a relationship, in a relationship with kids, etc. as well as the region of the country and the kind of city where he lives (large city, small town, countryside, etc.). For a brand or a retailer, it may be interesting to identify, understand, measure and analyze what are the criteria and personal factors that influence the shopping behavior of their customers in order to adapt.

B. Purchasing power and revenue:

The purchasing power of an individual will have, of course, a decisive influence on his behavior and purchasing decisions based on his income and his capital. This obviously affects what he can afford, his perspective on money and the level of importance of price in his purchasing decisions. But it also plays a role in the kind of retailers where he goes or the kind of brands he buys. As for social status, some consumers may also look for the “social value” of products they buy in order to show “external indications” of their incomes and their level of purchasing power.

C. Lifestyle

The lifestyle of an individual includes all of its activities, interests, values and opinions. The lifestyle of a consumer will influence on his behavior and purchasing decisions. For example, a consumer with a healthy and balanced lifestyle will prefer to eat organic products and go to specific grocery stores, will do some jogging regularly (and therefore will buy shoes, clothes and specific products).

C. Personality and self concept:

Personality is the set of traits and specific characteristics of each individual. It is the product of the interaction of psychological and physiological characteristics of the individual and results in constant behaviors. It materializes into some traits such as confidence, sociability, autonomy, charisma, ambition, openness to others, shyness, curiosity, adaptability, etc. While the self concept is the image that the individual has or would like to have of him and he conveys to his entourage. These two concepts greatly influence the individual in his choices and his way of being in everyday life and therefore also his shopping behavior and purchasing habits as consumer. In order to attract more customers, many brands are trying to develop an image and a personality that conveys the traits and values real or desired of consumers they are targeting. Because consumers do not just buy products based on their needs or for their intrinsic features but they are also looking for products that are consistent and reinforce the image they have of themselves or they would like to have. The more a product or brand can convey a positive and favorable self-image to the consumer, the more it will be appreciated and regularly purchased.

2.6.1.4. Psychological Factors

A. Motivation

Motivation is what will drive consumers to develop a purchasing behavior. It is the expression of a need is which became pressing enough to lead the consumer to want to satisfy it. It is usually working at a subconscious level and is often difficult to measure. Motivation is directly related to the need and is expressed in the same type of classification as defined in the stages of the consumer buying decision process. To increase sales and encourage consumers to purchase, brands should try to create, make conscious or reinforce a need in the consumer's mind so that he develops a purchase motivation. He will be much more interested in considering and buy their products. They must also, according to research, the type of product they sell and the consumers they target pick out the motivation and the need to which their product respond in order to make them appear as the solution to the consumers' need.

B. Perception

Perception is the process through which an individual selects, organizes and interprets the information he receives in order to do something that makes sense. The perception of a situation at a given time may decide if and how the person will act. Depending to his experiences, beliefs and personal characteristics, an individual will have a different perception from another. Each person faces every day tens of thousands of sensory stimuli (visual, auditory, kinesthetic, olfactory and gustatory). It would be impossible for the brain to process all consciously. That is why it focuses only on some of them. The perception mechanism of an individual is organized around three processes:

- **Selective Attention:** *The individual focuses only on a few details or stimulus to which he is subjected. The type of information or stimuli to which an individual is more sensitive depends on the person. For brands and advertisers successfully capture and retain the attention of consumers is increasingly difficult. For example, many users no*

longer pay any attention, unconsciously, to banner ads on the Internet. This kind of process is called *Ad Blindness* or *Banner Blindness*. The attention level also varies depending on the activity of the individual and the number of other stimuli in the environment. For example, an individual who is bored during a subway trip will be much more attentive to a new ad displayed in the tube. It is a new stimulus that breaks the trip routine for him. Consumers will also be much more attentive to stimuli related to a need. For example, a consumer who wishes to buy a new car will pay more attention to car manufacturers' ads, while neglecting those for computers. Lastly, people are more likely to be attentive to stimuli that are new or out of the ordinary. For example, an innovative advertising or a marketing message (*Unique Value Proposition*) widely different from its competitors is more likely to be remembered by consumers.

- **Selective Distortion:** In many situations, two people are not going to interpret information or a stimulus in the same way. Each individual will have a different perception based on his experience, state of mind, beliefs and attitudes. Selective distortion leads people to interpret situations in order to make them consistent with their beliefs and values. For brands, it means that the message they communicate will never be perceived exactly in the same way by consumers. And that everyone may have a different perception of it. That's why it's important to regularly ask consumers in order to know their actual brand perception.

Selective distortion often benefits to strong and popular brands. Studies have shown that the perception and brand image plays a key role in the way consumers perceived and judged the product. Several experiments have shown that even if we give them the same product, consumers find that the product is or tastes better when they've been told that it's from a brand they like than when they've been told it's a generic brand. While it is exactly the same product! Similarly, consumers will tend to appreciate even less a product if it comes from a brand for which they have a negative perception.

Selective Retention: *People do not retain all the information and stimuli they have been exposed to. Selective retention means what the individual will store and retain from a given situation or a particular stimulus. As for selective distortion, individuals tend to memorize information that will fit with their existing beliefs and perceptions. For example, consumers will remember especially the benefits of a brand or product they like and will “forget” the drawbacks or competing products’ advantages. Selective retention is also what explains why brands and advertisers use so much repetition in their advertising campaigns and why they are so broadcasted. So that the selective retention can help the brand to become a “top of mind” brand in the consumer’s mind.*

C. Learning

Learning is through action. When we act, we learn. It implies a change in the behavior resulting from the experience. The learning changes the behavior of an individual as he acquires information and experience. For example, if you are sick after drinking milk, you had a negative experience, you associate the milk with this state of discomfort and you “learn” that you should not drink milk. Therefore, you don’t buy milk anymore. Rather, if you had a good experience with the product, you will have much more desire to buy it again next time. The learning theories can be used in marketing by brands. As the theory of operant conditioning which states that you can build a good image and high demand for a product by associating it with a positive reinforcement (or rather a bad image with a negative reinforcement) (Perreau, 2013).

2.7. Perspective on Decision Making

Consumer researchers typically apply a rational perspective to understand decision making. In this view, we calmly and carefully integrate as much information as possible with what we already know about a product, painstakingly weigh the pluses and minuses of each alternative, and make a satisfactory decision. The traditional outlook implies that marketing managers should carefully study steps in decision making to understand how consumers obtain

information, how they form beliefs, and what criteria they use to make product choices. Then companies can develop products that emphasize the appropriate attributes, and marketers can tailor promotional strategies to deliver the type of information consumers are most likely to desire and in the most effective formats.

Consumers follow these decision making steps when they make some purchases, but this rational process doesn't accurately portray many of their purchase decisions. Some of our buying behaviors simply do not seem "rational" because they do not serve a logical purpose. And, you purchase some items with virtually no advance planning at all. Still other actions actually contradict what those rational models predict. For example, **purchase momentum** occurs when our initial impulse purchases actually increase the likelihood that we will buy even more (instead of less as we satisfy our needs). And, recent research hints that people differ in terms of their **cognitive processing style**. Some of us tend to have a rational system of cognition that processes information analytically and sequentially using rules of logic, while others rely on an experiential system of cognition that processes information more holistically and in parallel.

We make some decisions under condition of low involvement. In many of these situations, our decision is a learned response to environmental cues as when we decide to buy something on impulse because it just looks cool. We explain these types of decisions as the **behavioral influence perspective**. In other cases, we are highly involved in a decision, but still we can't explain our selection rationally. In this case, no single quality determines the decision. Instead, the **experiential perspective** stresses the totality of the product or service. In these contexts marketers need to assess consumers' affective response to products or services and then develop offerings that create a positive emotional response (R.Solomon, 2011).

(Blomback, 2007)

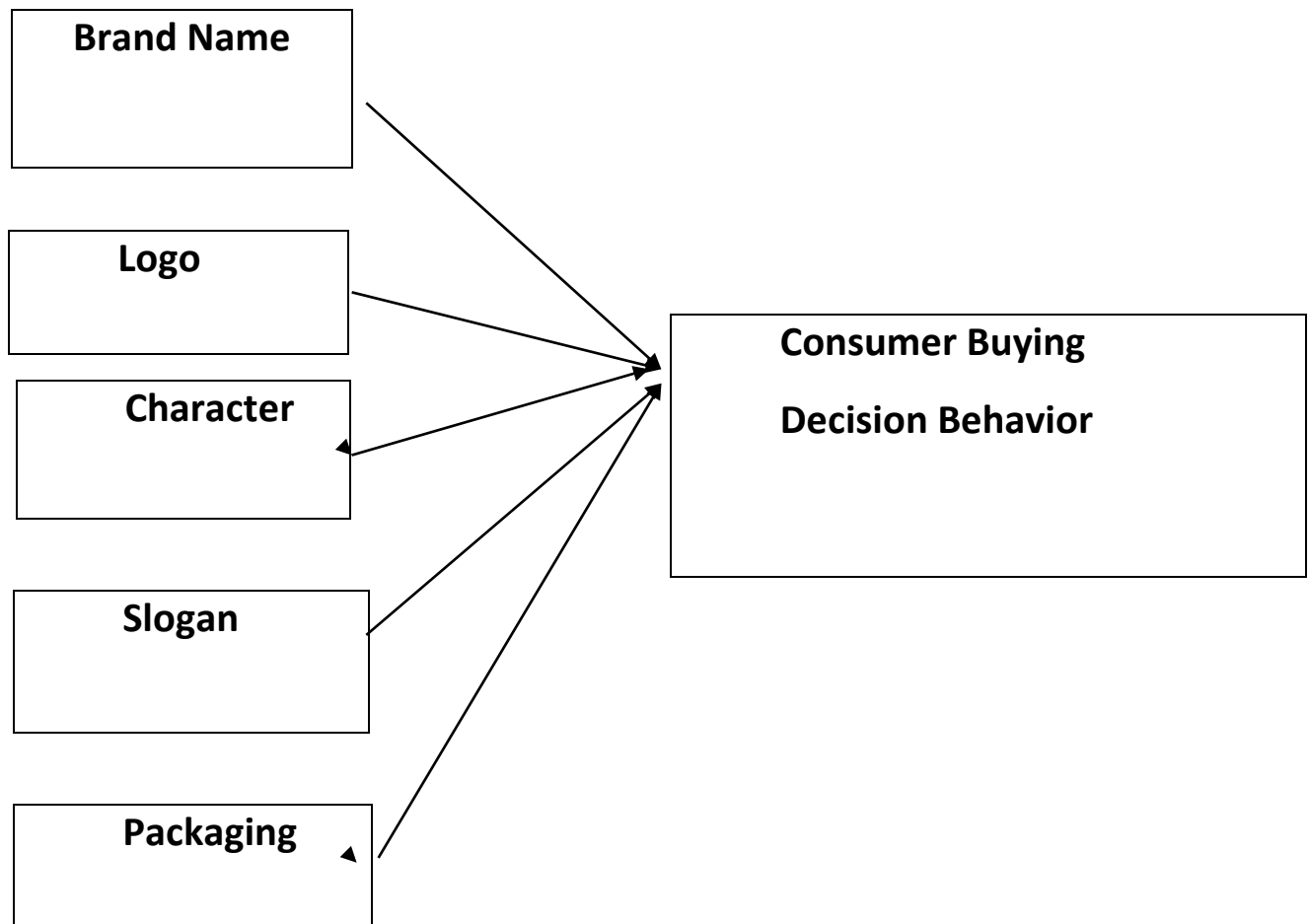
2.8. Types of Purchase Decision

Consumer's researchers identified and distinguished many kinds of purchase decisions. Consumers first may make a basic purchase decision in response to need recognition as when communication needs trigger the decision to purchase a telephone. Second, the consumer may opt to make a particular product category decision, such as buying a cellular phone rather than a conventional phone or short wave radio. A Cellular phone purchase decision is likely if conventional phone services are poorly developed. Of course this decision is also affected by lifestyle and many other factors. Third, the consumer may make a brand purchase decision as when consideration of alternatives leads to the choice of a Nokia, Ericsson, Philips, or Motorola cell phone. Much marketing communication in the Triad countries, especially manufacturers' advertizing campaigns, aims to influence this kind of decision.

Fourth, the consumer may make a channel purchase decision, that is, deciding whether to purchase from a retail outlet, directly from manufacturer, through catalogue, in duty- free airport shop, or perhaps online. Fifth, a payment decision is made to determine method and terms of payment (Eric Arnould, 2003).

2.9. CONCEPTUAL FRAME WORK

The researcher adapt customer based brand equity framework as a conceptual frame work to fit the purpose of the research. As the main purpose of the paper is to assess the impact of branding or more specifically brand elements, on the consumer buying decision of local foot wear products, the researcher purposely exclude other tools which can help to build customer- based brand equity. In order to reap a potential benefit from brands, it is important that marketers know how to build, measure, and manage brand equity. The customer-based brand equity provides that guidance. Building brand equity requires creating a brand that consumers are aware of and with which consumers have strong, favorable, and unique brand associations. In general this knowledge building will depend among other on the initial choices of the brand elements or identities making up the brand.



2.9.1. Choosing Brand Elements

A number of options exist and a number of criteria are relevant for choosing brand elements. A brand element is visual or verbal information that serves to identify and differentiate a product. The most common brand elements are brand names, logos, symbols, characters, packaging, and slogans. Brand elements can be chosen to enhance brand awareness or facilitate the formation of strong, favorable, and unique brand associations. The test of the brand-building contribution of brand elements is what

consumers would think about the product if they only knew about its brand name, associated logo or other brand elements.

In terms of choosing and designing brand elements to build brand equity, five general criteria can be used. Brand elements can be chosen according to their:

- a) Memorability: easily recognized and recalled.*
- b) Meaningfulness: credibility and suggestiveness, as well as fun, interesting, and rich in visual and verbal imagery.*
- c) Transferability: mobile both within and across product categories, across geographical boundaries and cultures.*
- d) Adaptability: Flexible enough to be easily updated and made contemporary.*
- e) Protectability: legally secure and competitively well- guarded.*

The first two criteria are more offensive considerations to create and build brand knowledge structures; the last three criteria are more defensive considerations to maximize and protect the value of those knowledge structures. Each of those criteria has its own set of more specific considerations. For example, the awareness or memorability of a brand name is improved the extent to which it is: (1) simple and easy to pronounce or spell; (2) familiar and meaningful; and (3) different, distinctive and unusual. These first two criteria are more likely to improve brand name recall, whereas the third criterion is more likely to improve brand name recognition. Thus many of the criteria are conflicting and are somewhat contradictory depending on the choice of the brand element. For example, the more meaningful or suggestive a brand name, the more likely it is that it will not be legally protectable (it will already have been used by some other company or for some other product) or will not be transferable (it will not translate well into the languages). Moreover, some brand elements are more likely to satisfy certain criteria better than other. For example, one advantage to brand character is that they afford creative potential as they are often fun, interesting, and likable. Slogans, on the other hand, may be more valuable in terms of memorability and other meaningfulness

considerations. Choosing the proper brand element according to this criterion can help to contribute to brand equity by enhancing brand awareness and the formation of positive brand image (Keller, 1998).

Attention is focused on testing the following hypothesis:

H1: Brand name of local leather foot wear products has a significant impact on consumer buying decision behavior.

H2: Logo of a local leather foot wear product has a significant impact on consumer buying decision behavior.

H3. Characters used in the marketing of a local leather foot wear product have a significant impact on consumers buying decision behavior.

H4. Consumer buying decision behavior of a local leather foot wear product is significantly affected by the slogan used by the organizations to market their products.

H5. Packaging has a significant impact on consumer buying decision behavior of a local leather foot wear products.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Research Design

The research used both descriptive and casual research design to conclude the inferences of hypothesized testing. Descriptive research is a type of conclusive research that has as its major objective the description of something- usually market characteristics or functions. Most commercial marketing researches are descriptive in nature. Descriptive research is particularly useful when research questions seek to describe a market phenomenon, such as determining purchase frequencies, identifying relationships, or making predictions (Malhotra, Basic Marketing Research: a decision making approach, 2009). Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group (Kothari, 2004). The researcher therefore used descriptive research design just to identify relationship of brand elements and consumers buying decision behavior of local made leather footwear products. On the other hand the causal research design helps the research to explore the effect of brand elements on consumer buying decision behavior of local leather footwear products. As the research is quantitative and studies large population, survey method will be used to collect data. Surveys are used when the research involves sampling a large number of people and asking a series of questions (Malhotra, Basic Marketing Research: a decision making approach, 2009). Surveys can provide insights into who the consumers are, how they behave, and why they behave in certain ways. The major consideration for the researcher in deciding on the form of survey administration is response rate versus cost. Because the population is very broad and wide, high response rate is needed. As of (Revizza, 1988), if high rate of return is the main goal, then face-to-face or telephone surveys are the optimal choices. So, face to face survey was the approach to the research method. In addition to high response rate, survey studies provide information on large groups of people, with very little effort, and in a cost effective manner. By considering these merits and broad population and a single individual accomplish the whole study, survey approach will be practical to accomplish the objectives of the study.

Correlation and regression analysis were also used to analyze the relationship and significance of relationship between branding and consumer buying decision behavior. Correlation analysis is the study of the strength and direction of linear relationship between variables (Douglas A.Lind, 2009). Correlation analysis studies the joint variation of two or more variables for determining the amount of correlation between two or more variables (Kothari, 2004). Regression analysis on the other hand used to measure the associative relationship between brand elements and consumer buying decision behavior of a local made leather foot wear. Regression analysis is a power full and flexible procedure for analyzing associative relationships between a metric-dependent variable and one or more independent variable (Malhotra, Basic Marketing Research: a decision making approach, 2009).

3.2. Source of Data

The sources of data used in this research comprised both primary and secondary data. Primary data are originated by the researcher for the specific purpose of addressing the problem at hand. Even though obtaining primary data can be expensive and time consuming, it is, being the most significant source and will be gathered through structured questionnaires. Secondary data on the other hand, are data that are collected for some purpose other than the problem at hand (Malhotra, Basic Marketing Research Application to Contemporary issue with SPSS Adecision making approach, 2005). Secondary data were collected from marketing and management journals, existing industry reports, books and statistics by government agencies and authorities.

Secondary data help to create better comprehension for the title under study. As a general rule stated by (Malhotra, Basic Marketing Research Application to Contemporary issue with SPSS Adecision making approach, 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.” Thus, this study has conducted and analyzed primary data with the rationale of the secondary data.

3.3. Instruments of Data Collection

The researcher used questionnaire as a method of data collection. In this study the researcher decided to take five point Likert scale i.e. strongly disagree (1), disagree (2), neutral (3), agree (4) and strongly agree (5) of all verified hypothesis. The structure of the questionnaire was designed to make it more clear to the respondents, easy to understand and straightforward to ensure that the respondents could answer the questions with a relatively no difficulty. For this purpose the questioner was subject to pilot test with selected individual respondents.

The first part of the questioner focused on the general information on respondents related with local leather foot wear. The second part of the questionnaire dealt with basic information on variables that the researcher wants to measure. It includes about five variables that are helpful to achieve the intended general objective of the study i.e. to assess the impact of branding on consumer buying decision behavior of local foot wear products. These variables include brand name, logo, slogan, character and packaging. Therefore this part of the questioner helped as an input to answer the main objective of the research. The completed questionnaires returned from respondents were carefully checked and edited for incomplete (e.g. questions that are incorrectly skipped) or incorrect responses. A similar process was followed for data collected from secondary sources. The last part of the questionnaire focused on profile of respondents and it includes sex, age, educational level and income of respondents. Such questions helped the researcher to make analysis by relating the brand knowledge and its impact on consumers that are at different economic and social status.

3.4. Population Unit of Analysis

The population of the study was consumers who live in Addis Ababa and bought a leather foot wear product within the last one year period. The samples were taken only from respondents who live in Addis Ababa to make the data collection easier as research is conducted by a single individual. The respondents may bought the product for their personal consumption and there was no a gender difference in respondents. Therefore, both men and women customers who had bought local leather footwear products within the specified time period was the unit of analysis. More over all of the respondents included in the study attended the age of 18. This is mainly

because in our society children and youngsters below the specified age group may have no chance to choose a product by themselves. They may fall under the influence of their parents.

3.5. Sampling Method and Sample Size

The sampling technique used in this particular research is non probability sampling. Non probability sampling relies on the personal judgment of the researcher, rather than the chance, in selecting sample element. The researcher might select the sample arbitrarily, based on convenience, or make a conscious decision about which element to include in the sample (Malhotra, Basic Marketing Research: a decision making approach, 2009).

As the population under study consists of male and female customers, the researcher used quota sampling by developing quota of population element. This is done to insure that the composition of the sample is the same as the composition of the population. Quotas are used to ensure that the composition of the sample is the same as the composition of the population with respect to the characteristics of interest (Malhotra, Basic Marketing Research: a decision making approach, 2009). The sample composition was based on the annual production of local leather foot wear producers. Currently around 65% of local leather foot wear is produced for male and the rest 35% for female consumers (Institute, 2014). Based on the proportion 64.7% of the sample was taken from male respondents and 35.3% from female respondents.

However, as it was difficult to know the exact population size i.e. the population was unknown and also to study the entire consumers was difficult due to time and resource constraints, the researcher taken a sample of respondents by using quota sampling technique. Based on this the researcher used unknown population sample determination technique to determine the sample size. As no statistical evidence or previous study was found on the number of local made leather foot wear buyers in Ethiopia, the researcher used his judgment. Judgmental sampling is a form of convenience sampling in which the population elements are selected based on the researcher's judgment. The researcher chooses the sampling elements because she or he believes they represent the population of interest (Malhotra, Basic Marketing Research: a decision making approach, 2009). Therefore based on the researcher judgment 20% of consumers bought a local

leather foot wear with 95% confidence interval and with 5% precision, the sample size is calculated as 246 respondents.

3.6. Reliability and Validity

3.6.1. Validity

Validity is the strength of our conclusions, inferences or propositions. It involves the degree to which you are measuring what you are supposed to, more simply the accuracy of your measurement (John Adams, 2007). Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. Validity can also be thought of as utility. In other words, validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested (Kothari, 2004).

To achieve the validity of the research, the researcher taken the data from the reliable source i.e. from those who actually bought local made foot wear product within the past one year period. This enabled the research measurement to have more accuracy. Besides as the sample is large enough, the researcher will have the ability to generalize the result of the study to the whole buyers of local leather foot wear products in the country.

3.6.2 Reliability

Reliability estimates the consistency of the measurement or more simply, the degree to which an instrument measures the same way each time it is used under the same conditions with the same subjects. Reliability is essentially about consistency (John Adams, 2007). That is if we measure something many times and the result is the same, then we can say that our measurement instrument is reliable. We can say a measuring instrument is reliable if it provides consistent results (Kothari, 2004). To have reliability in the study, the variables under study were properly defined and respondents also asked a series of questions in order to measure the impact of branding (brand name, Logo, character Slogan and packaging) on their buying decision behavior of local foot wear products. More over there was a clear and unambiguous definition of all concepts and constructs in the study. Cronbach's alpha was also applied to measure the internal consistency of the measurement items.

3.7. Method of Data Analysis Technique

Descriptive and inferential statistical methods were used to analyze the data that was generated from the questionnaire. Descriptive statistics is methods of organizing, summarizing, and presenting data in an informative way (Douglas A.Lind, 2009). Before conducting more advanced statistical analysis, frequency distribution of relevant variables was examined. The objective here was to obtain a count of the number of responses, associated with different values of the variables. The relative occurrence, or relative frequency, of different values of the variables was expressed in percentages. For each statement the frequency of responses was measured and if above 50% of respondents answered agree and strongly agree in likert scale questions, it was assumed that there is positive relation between the brand elements and buying decision behavior, respondents who answer neutral were considered as they are indifferent. On the other hand if above 50% of consumers responded disagree, strongly disagree and neutral, it was considered as there exists a weak or lower relation between the brand element and consumer buying decisions. Using descriptive statistics allows the researcher to describe the data and examine relationships between variables. The principal objective of descriptive statistics here is to accurately describe distributions of certain variables within a specific data set. Another aspect of statistics that was used in this research is inferential statistics. Here the concern is finding something relation about the local foot wear consumers in their buying decision process related with branding. Among inferential statistics, multiple regressions and multiple linear correlation analysis used to analyze the data.

The multiple regression analysis helps to determine and express the relationship between the brand elements and consumer buying decision behavior. In addition the researcher want to estimate the value of the dependent variable (consumer buying decision behavior) based on the value of the independent variable (brand elements). On the other hand correlation analysis used to investigate and measure the strength and direction of the linear relationship between brand elements and local leather foot wear consumer buying decision behavior. Correlation analysis is the study of how to measure the strength and direction of the linear relationship between variables (Douglas A.Lind, 2009). Finally the data was examined and analyzed using statistical package for social science (SPSS).

3.8. Ethical Consideration

In conducting this research the researcher considered ethical responsibility to do the work with honesty and integrity. Since privacy has become a burning issue, the researcher was not engage in any questionable or unethical practices, such as abuse of respondents' privacy. In conducting the survey, the permission of respondents asked to fill the questionnaires and also permission of all government and other institutions from which secondary data is collected. The ethics applied to all stages of the research cycle. The researcher had not been selective in sampling, participation rate was truly reported, the researcher used unbiased data collection instrument and did not deliberately ask respondents leading questions, data collection had been made appropriately and there was not making up data. The conclusion of the research only emanated from the findings of the research and it is free from falsifying results.

CHAPTER FOUR

RESULT AND DESCUSSION

4.1. Introduction

In this chapter the results of the study are analyzed, presented and interpreted in detail. As the purpose of the study was to assess the impact of branding on the buying decision behavior of a local made foot wear products, data was collected from the target respondents using questionnaire. A total of 246 questionnaires were distributed to respondents who actually bought a local made leather foot wear product during the last one year period. Out of the total respondents 238 which is 96.75% of them was properly filled the questionnaire and returned to the researcher, while 8 of the respondents i.e. 3.25% was not able to return the questionnaire due to various reason. To study variability of the data collected, reliability test was done on the data collected on each statements. Reliability test was made using Cronbach's Alpha (<http://www.youtube.com/watch?v=fmFojZtZCRQ>, 2015) . In the study a very high chronbach's Alpha value was deduced (the more it tends to 1 the better it is) see the table below which proves that the data is highly reliable.

Table 4.1. Reliability Test

Variables	Cronbach's alpha	No of items
Brand name	0.875	11
Logo	0.734	5
Character	0.861	4
Slogan	0.861	3
Packaging	0.761	3
Buying decision	0.7	5

The analysis basically has two sections. The first part focuses on the demographic characteristics of respondents and the second part deals with on the main purpose of the research i.e the impact of branding on the buying behavior of a local made leather foot wear products. Both descriptive and inferential statistics were used in analyzing the collected data. Based on this the chapter begins by presenting the background information of respondents' followed by descriptive

statistics, and then correlation and regression analysis will be presented. The results of the study are presented under various headings using tabular presentations.

4.2. Demographic Characteristics of Respondents

Table 4.2 Demographic Characteristics of Respondents

S/No	Description	Frequency	Percent
1	Sex		
	Male	154	64.7
	Female	84	35.3
	Total	238	100
2	Age		
	18-25	49	20.6
	26-35	83	34.9
	36-45	60	25.2
	Greater than 45	46	19.3
	Total	238	100
3	Educational Qualification		
	Illiterate	9	3.8
	Elementary	21	8.8
	High School	37	15.5
	Certificate	20	8.4
	Diploma	51	21.4
	Bachelor	92	38.7
	Masters	8	3.4
	Total	238	100
4	Monthly Income		
	500-1500	39	16.4
	1501-3000	74	31.1
	3001-5000	77	32.4
	Above 5000	48	20.2
	Total	238	100

Source: Survey result of 2015

Out of the sample of 238 respondents, 154 which are 64.7% were males and 84 respondents representing 35.3% of the total respondents were females. As presented in table 4.2, male respondents are greater than female respondents. The sample was taken based on the current production of local leather footwear manufacturers.

As shown above in table 4.2, 34.9% of respondents were in the age group of between 26-35 years, and 25.2% of between 36-45 years old, 20.6% were between 18-25 and the rest 19.3% were greater than 45 years. Greater percentages of the respondents were within the ages of 26-35 years whom mostly are the working group of the society who are expected to wear a local leather foot product.

Table 4.2 also shows the educational level of the majority of respondents i.e. about 38.7% were customers who have bachelor degree, 21.4% of them were diploma holders, High school students were about 15.5%, elementary students constituted 8.8%, respondents that were certificate holders 8.4%, illiterates constituted of 3.8% and finally 3.4% of the respondents were masters' holders.

When we see the monthly income of the respondent as shown in table 4.2, out of the 238 respondents 32.4% have a monthly income between Birr 3001-5000. Respondents who have a monthly income of Birr 1501-3000 constituted 31.1% of the respondents; about 20.2% get above 5000 birr and 16.4% of respondents had a monthly income between 500-1500. The higher percentage lied between 3001-5000, this is due to the educational back ground of the respondents and most of them were a working group who are between 26-45 years of age.

4.3. Impact of Branding

In this particular research five variables that may have an impact on the buying decision behavior of local leather foot wear products are considered. These five variables are brand name, logo, character, slogan and packaging. Each variable has incorporated their sub statements. These statements have the ability to explain the broad dimension of the study.

4.3.1. Brand Name

Brand name is represented by eleven statements. Each statement properly designed and tries to measure the effect of brand name on the consumer buying decision behavior of local leather made foot wear products.

Table4.3. Level of agreement of brand name in a purchase decision

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	3	1.3	1.3	1.3
Disagree	10	4.2	4.2	5.5
Neutral	19	8.0	8.0	13.4
Agree	109	45.8	45.8	59.2
Strongly Agree	97	40.8	40.8	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

The statistics above shows among the 238 respondents who filled and returned the questionnaire 109 (45.8%) and 97 (40.8%) agreed and strongly agreed that a brand name of a leather foot wear helps them to reach in a purchase decision. Only 5.5% were responded disagree and strongly disagree that brand name helps to reach in a purchase decision easily. This indicates that brand name has a positive effect on consumers buying decision behavior. The result is similar to previous researchers (Umer Shehzad, 2014) conclude that brand image or brand name has strong positive relationship with consumer buying behavior.

Regarding on consumers ability to differentiate a leather foot wear product in the absence of a brand name, most of the respondents i.e. about 103 (43.3%) strongly agreed and about 85 (35.7%) of them agreed that they could not differentiate a local made leather foot wear product in the absence of a brand name. The implication here is that brand name has a positive impact on consumer's ability to differentiate a product.

Table 4.4. Level of agreement on effect of brand name to differentiate a product

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	5	2.1	2.1	2.1
Disagree	25	10.5	10.5	12.6
Neutral	20	8.4	8.4	21.0
Agree	85	35.7	35.7	56.7
Strongly Agree	103	43.3	43.3	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

Only 30 (12.6%) of respondents think they wouldn't face any problem to differentiate a product, if it is marketed without brand name. From the above statistics we can understand that most consumers were unable to differentiate a local made leather foot wear product in the absence of a brand name. The response indicates brand name is very important to distinguish the product of one manufacturer from another. Hence there is positive relation between brand name of a local leather footwear and product differentiation.

Table 4.5. Level of agreement on effect of familiar brand name

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	7	2.9	2.9	2.9
Disagree	14	5.9	5.9	8.8
Neutral	48	20.2	20.2	29.0
Agree	123	51.7	51.7	80.7
Strongly Agree	46	19.3	19.3	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

On the effect of familiar brand name about 123 (51.7%) agreed and 46 (19.3%) strongly agreed that a leather foot wear with familiar brand name affects their buying decision. About 48(20.2%) are indifferent, 14 (5.9%) disagreed and 7 (2.9%) strongly disagreed on the effect of familiar brand name on their buying decision behavior. Here the majority of respondent's i.e about 71% positively affected by brand familiarity. This shows there is a positive relation between familiar brand name of a local leather foot wear product and consumer buying decision behavior. This is similar to the result of previous studies. Brands allow consumers to quickly recognize a product as one they are familiar with or one they like (Dr Jane Leighfon- Mountain view Learning, 2012)

Table 4.6. Level of agreement on effect of meaning full brand name

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	8	3.4	3.4	3.4
Disagree	13	5.5	5.5	8.8
Neutral	59	24.8	24.8	33.6
Agree	115	48.3	48.3	81.9
Strongly Agree	43	18.1	18.1	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

From the above statistics it can be observed that consumers influenced by a leather foot wear that have meaning full brand name. The statistics reveled that 115 (48.3%) of respondents agreed and 43 (18.1%) strongly agreed that a local leather foot wear with meaning full brand name affects their buying decision. About 59 (24.8%) responded neutral; the rest i.e.21 (8.9%) disagreed and strongly disagreed that meaning full brand name affects their buying decision. Hence we can conclude that a local leather foot wear with meaning full brand name positively affects consumer buying decision behavior and meaning fullness of the brand name can have a pivotal role in the purchase decision of customers i.e. customers might be pushed to purchase a given footwear product because of meaning fullness of the name.

On question raised on the effect of brand name to reduce performance risk as indicated below in table 4.9, 108 (45.4%) strongly agreed and 89 (37.4%) agreed that brand name of a local leather foot wear product helps them to reduce performance risk associated with the product. On the other hand 28 (11.8%) of the respondents were indifferent i.e they neither agreed nor disagreed on the statement, where as 7 (2.9%) strongly disagreed and 6 (2.5%) disagreed that a brand name of a leather foot wear reduces them performance risk of the product. From the statistics we can say that there is a positive relation between brand name of a local leather footwear and customer buying decision.

Table 4.7. Level of agreement on performance risk

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	7	2.9	2.9	2.9
Disagree	6	2.5	2.5	5.5
Neutral	28	11.8	11.8	17.2
Agree	89	37.4	37.4	54.6
Strongly Agree	108	45.4	45.4	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

The other statement used in the survey questionnaire to measure the impact of brand name on the buying decision behavior of a local foot wear product is its effect on consumers to reduce health risk associated with the product.

Table 4.8. Level of agreement on health risk

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	5	2.1	2.1	2.1
Disagree	8	3.4	3.4	5.5
Neutral	64	26.9	26.9	32.4
Agree	111	46.6	46.6	79.0
Strongly Agree	50	21.0	21.0	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

From the total respondents 111 (46.6%) agreed and 50 (21%) strongly agreed that brand name of a local leather foot wear helps them to reduce health risk associated with a product in their buying decision. About 64 (26.9%) of respondents were indifferent and the rest 13 (5.5%) respondents responded disagreed and strongly disagreed. Here a larger number of respondents i.e about 67.6% think that brand name of a leather foot wear helps them to reduce health risks associated with a local leather footwear. This indicates there is a positive relation between brand name and health risk of local leather footwear.

The table below also shows the respondents answer on the effect of brand name to reduce monetary risk associated with the local leather foot wear product.

Table 4. 9. Level of agreement on financial risk

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	.8	.8	.8
Disagree	8	3.4	3.4	4.2
Neutral	21	8.8	8.8	13.0
Agree	91	38.2	38.2	51.3
Strongly Agree	116	48.7	48.7	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

The statistics indicates from the total of 238 respondents 116 (48.7%) strongly agreed and 91 (38.2%) agreed that brand name of a local foot wear product helps them to reduce the risk of losing their money. On the other hand only 10 (4.2%) responded brand name do not help them to reduce financial risk. This indicates that the majority of the customer wants to buy branded product just because they want to reduce monetary risks associated to the product. Hence there is strong positive relation between brand name of a local made leather foot wear and financial risk of the product.

Table 4.10. Level of agreement on feeling of embarrassment

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	9	3.8	3.8	3.8
Disagree	41	17.2	17.2	21.0
Neutral	104	43.7	43.7	64.7
Agree	61	25.6	25.6	90.3
Strongly Agree	23	9.7	9.7	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

From the statistics above it is evidenced that the majority of respondents, 104 (43.7%) were indifferent to the statement a brand name of a local leather foot wear product helps them not to feel embarrass in a society. This indicates consumers might not think logo of a local leather footwear show their status. More over 41 (17.2%) respondents disagreed and 9 (3.8%) strongly disagreed to the statement. The statement strengthen that consumers do not use a brand name to show their status in the society. On the other hand 61 (25.6%) agreed and 23 (9.7%) strongly agreed to the statement brand name helps not to feel embarrass in a society. Therefore, brand name of a local leather foot wear product has no positive relation with the status of a consumer in a society i.e. consumers of a local leather footwear product may not buy a local leather footwear with a motive of gaining respect from others.

Table 4.11. Level of agreement on time reduction

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	4	1.7	1.7	1.7
Disagree	12	5.0	5.0	6.7
Neutral	35	14.7	14.7	21.4
Agree	106	44.5	44.5	66.0
Strongly Agree	81	34.0	34.0	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

Regarding the impact of brand name to reduce time risk, about 106 (44.5%) agreed and 81 (34%) strongly agreed that brand name of a local made leather footwear product helps them to reduce time risk associated with the product. About 35 (14.7%) respondents were indifferent and the rest 12 (5%) disagreed and 4 (1.7%) strongly disagreed that brand name helps to reduce their time risk. The statistics revealed brand name of local leather foot wear has strong positive relation with time risk associated with the product.

Table 4.12. Level of agreement on effect to recall

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	2	.8	.8	.8
Disagree	9	3.8	3.8	4.6
Neutral	24	10.1	10.1	14.7
Agree	86	36.1	36.1	50.8
Strongly Agree	117	49.2	49.2	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

The ability brand name to recall a leather foot wear product is another statement used to measure the effect of brand name. As shown above, 117 (49.2%) strongly agreed and 86 (36.1%) respondents agreed that brand name of a local made leather foot wear helps them to recall a product. About 11 (4.6%) disagreed and strongly disagreed that brand name helps them in leather foot wear product recall and 42 respondents i.e 10.1% were indifferent. Therefore we can conclude that there is strong positive relation between brand name of a local leather footwear and consumer recall to the product.

Table 4.13. Level of agreement on recognition

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	3	1.3	1.3	1.3
Disagree	7	2.9	2.9	4.2
Neutral	29	12.2	12.2	16.4
Agree	105	44.1	44.1	60.5
Strongly Agree	94	39.5	39.5	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

Regarding brand recognition, the statistics show the majority of respondents about 105 (44.1%) agreed and 94 (39.5%) strongly agreed that brand name helps in product recognition. On the other hand lower number of respondents 10(4.2%) disagreed and strongly disagreed that brand name helps in product recognition. The rest 29 (12.2%) responded neutral. Hence brand name of local made leather footwear has strong positive relation with consumer buying decision behavior.

Table 4.14 Summary of the relative mean & standard deviation (Brand Name)

	N	Mean	Std. Deviation
A brand name of foot wear helps me to reach in purchase decision	238	4.21	0.854
It is difficult to distinguish a leather foot wear in the absence of brand	238	4.08	1.061
A leather foot wear with familiar brand name affects my decision	238	3.79	0.923
A leather foot wear with meaning full brand name affects my decision	238	3.72	0.936
A brand name of leather foot wear helps to reduce performance risk	238	4.2	0.95
A brand name of leather foot wear helps to reduce health risk	238	3.81	0.878
A brand name of leather foot wear helps me to reduce risk of losing money	238	4.31	0.833
Brand name of leather foot wear helps me not to feel embarrass	238	3.2	0.964
Brand name of leather foot wear helps me to reduce waste of time	238	4.04	0.918
A brand name of leather foot wear affects my recall	238	4.29	0.859
A brand name of leather foot wear affects my recognition	238	4.18	0.848

Source: Survey result of 2015

Descriptive statistics especially means and standard deviation was used to evaluate the impact of brand name on the buying decision behavior of local leather foot wear products. Under brand name, there were about 11 specific statements in the form of likert scale. Each statement focused on the theoretical back ground of a brand name and how much it influences the buying behavior of individual buyers. From the statistic above we understand that consumers think that a brand name of a foot wear product helps local foot wear consumers to reduce the risk of losing their money with the highest mean and lowest standard deviation (Mean=4.31, SD= .833), this implies that the major reason for consumers to use a brand name as a means to reach in their purchase decision is to reduce and avoid their financial risk associated with the product. Consumer also used a brand name to reduce the risk of not performing as per their expectation (Mean=4.2,

SD=.950). Consumers recall (Mean=4.29, SD=.859) shows that brand name has an effect on product recall and recognition (Mean=4.18, SD=.848) indicates that brand name has also effect on recognition of local leather foot wear products. From the table above, we can also understand a brand name of a local leather foot wear product helps consumers to reach easily in a purchase decision (Mean=4.21, SD=.854). On the other hand consumers are somehow indifferent in their perception that a brand name of a local leather foot wear helps not to feel embarrassed in a society with a lowest mean under brand name (Mean=3.2, SD=.964). This indicates that a local leather foot wear consumers do not think that a brand name of a leather foot wear product shows their status and position in the society. However consumers get difficulty to distinguish a local leather foot wear product in the absence of a brand name (Mean=4.08, SD=1.061).

4.3.2. Logo

Logo is the other variable used to measure the impact of brand name on the buying decision behavior of local made leather foot wear products and it is represented by five main statements.

Table 4.15. Level of agreement on differentiability of logo

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	45	18.9	18.9	18.9
Disagree	55	23.1	23.1	42.0
Neutral	45	18.9	18.9	60.9
Agree	68	28.6	28.6	89.5
Strongly Agree	25	10.5	10.5	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

The result of the data show the effect of brand logo on consumer's ability to differentiate a leather foot wear is lower. Of the total 238 respondents only 68(28.6%) agreed and 25(10.5%) strongly agreed on the importance of logo to differentiate a product from similar competing products. The majority of the customers 55(23.1%) disagreed and 45(18.9%) strongly disagreed

that logo of a leather foot wear helps them to differentiate a product. About 45(18.9%) responded neutral. Therefore, logo of leather footwear has no positive relation with consumer’s product differentiating ability. Hence local leather footwear consumers do not use logo as a means to differentiate local leather footwear product from similar competing products. The result of the study is different from the findings of studies. In their research entitled “effects of brand logo complexity, repetition and spacing on processing fluency & judgment”, Janiszew & Mayvis identified that logos facilitate the identification of the brand and its differentiation from competing alternatives (Myvis.T, 2001). A brand logo has typically served as a means for solving problem of indistinguishability (Wallece.R, 2001). This may be attributable to the cultural difference of nations.

Table 4.16. Level of agreement on recognition effect of logo

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	37	15.5	15.5	15.5
Disagree	57	23.9	23.9	39.5
Neutral	80	33.6	33.6	73.1
Agree	55	23.1	23.1	96.2
Strongly Agree	9	3.8	3.8	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

The statistic above also indicates that of the total respondents, 55 (23.1%) agreed and 9 (3.8%) strongly agreed that their recognition to a local leather foot wear product is affected by logo of the product. On the other hand 57 (23.9%) disagreed and 37 (15.5%) strongly disagreed that their product recognition is affected by logo of a local made leather foot wear product. A significant number of customers however, about 80 (33.6%) were indifferent. Therefore we can say that there is lower positive relation between logo of local leather footwear and product recognition.

Table 4.17. Level of agreement on recall effect of logo

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	31	13.0	13.0	13.0
Disagree	39	16.4	16.4	29.4
Neutral	53	22.3	22.3	51.7
Agree	96	40.3	40.3	92.0
Strongly Agree	19	8.0	8.0	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

Regarding product recall, 96 (40.3%) agreed and 19 (8%) strongly agreed that a brand name of a leather foot wear helps them in product recall i.e. a total of 48.3% of the respondents affected by a brand logo in their recall to local made leather foot wear product. On the other hand 39 (16.4%) and 31 (13%) of the respondents agreed and strongly agreed that brand logo helps them to recall a leather foot wear. The rest 53 (22.3%) of respondents answered neutral. Over all we can say that logo has moderate positive relation with product recall of local leather footwear and logo might help consumers in their recall to the product.

Table 4.18. Level of agreement on aesthetically appealing logo

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	26	10.9	10.9	10.9
Disagree	51	21.4	21.4	32.4
Neutral	54	22.7	22.7	55.0
Agree	94	39.5	39.5	94.5
Strongly Agree	13	5.5	5.5	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

The statistics above show, of the total respondents 94 (39.5%) agreed and 13 (5.5%) strongly agreed that esthetically appealing logo of a leather foot wear has an impact on their purchase decision than those whose logo are less attractive. It also evidenced that 51 (21.4%) disagreed and 26 (10.9%) strongly disagreed the impact of esthetically appealing logo on their buying decision, more over 54(22.7%) respondents answered neutral i.e. the statistics indicate that local leather footwear with aesthetically appealing logo has moderate positive relation than those products whose logo is less attractive. The result of the study is somehow similar with previous studies. C.Whan Park, Andreas B. Eisingerich, Gratiana Pol, Jason Whan Park, in their study “The role of brand logo in firms’ performance” identified that the esthetic appeal of brand logos significantly strengthens customer’s commitment to a brand (C.Whan Park, 2012)

Table 4.19. Level of agreement on effect of logo on status

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	54	22.7	22.7	22.7
Disagree	54	22.7	22.7	45.4
Neutral	78	32.8	32.8	78.2
Agree	44	18.5	18.5	96.6
Strongly Agree	8	3.4	3.4	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

Table 4.21 above indicates that Logo of local leather footwear does not help most customers to show their status in a society. Of the total respondents 108 (45.4%) responded disagreed and strongly disagreed that a brand logo show their status and 78(32.8%) are indifferent. On the other hand 44 (18.5%) and 8 (3.4%) agreed and strongly agreed that logo of a leather foot wear helps to show their status in a society. Therefore, we can say logo of a local leather foot wear has weak positive relation with status of local leather consumers. Hence consumers do not think that their status in a society is revealed by logo of a local made footwear product. This result disagrees

with the results of prior studies. Brands with symbol as logos are more effective at providing self identity/ expressiveness benefit than logos that consist purely of brand names (C.Whan Park, 2012).

Table4.20. Summary of the relative mean & standard deviation (Logo)

	N	Mean	Std. Deviation
A logo of a leather foot wear strongly affects my ability to differentiate	238	2.89	1.299
My recognition to leather foot wear is affected by its logo	238	2.76	1.091
Logos of a leather foot wear helps me to recall the product	238	3.14	1.181
A leather foot wear with aesthetically appealing logo has impact on my decision	238	3.07	1.125
Logo of leather foot wear helps me to show my status in a society	238	2.57	1.129

Source: Survey result of 2015

Logo of a local made leather foot wear product is the other variable in this study. According to the statistics obtained from the study, product recall has the highest mean from other statements used in assessing the impact of logo (Mean=3.14, SD=1.181). We can also observe that the mean value of esthetically appealing logo is lower (Mean=3.07, SD=1.125) than the effect of logo on product recall. More importantly the statistics result indicates that brand logo of a local leather foot wear product to show the respondents status in their society (Mean=2.57, SD=1.129) is lower than all statements under logo. On the other hand the effect of logo in differentiating a leather foot wear from similar competing products (Mean=2.89, SD=1.299) and recognition to a particular leather foot wear product is (Mean=2.76, SD=1.091). Over all the influence of brand logo is higher in product recall than other statements under logo of a leather foot wear product. Therefore brand logo has an important role in product recall of a local made leather footwear

product. Hence consumers can recall the benefit and other attribute of local footwear while they are exposed to a brand logo of the product.

4.3.3. Character

The third variable in the study that could affect consumer buying decision behavior of a local made leather foot wear product is brand character. This variable is represented by four statements which can help to identify the role of brand character on consumers buying decision behavior of local made footwear product.

Table 4.21. Level of agreement on effect of character in creating awareness

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	25	10.5	10.5	10.5
Disagree	49	20.6	20.6	31.1
Neutral	66	27.7	27.7	58.8
Agree	84	35.3	35.3	94.1
Strongly Agree	14	5.9	5.9	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

The statistics on brand character indicate that 84 (35.3%) of the respondents agreed and 14 (5.9%) strongly agreed that brand character used in advertisement helps to create awareness about a product. On the other hand 49 (20.6%) disagreed and 25 (10.5%) of the strongly disagreed that brand characters helps them to create awareness. About 66 (27.7%) responded neutral. The result implies brand character has moderate effect to create awareness of a footwear product.

Table 4.22 Level of agreement on effect of character on perception

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	34	14.3	14.3	14.3
Disagree	62	26.1	26.1	40.3
Neutral	84	35.3	35.3	75.6
Agree	45	18.9	18.9	94.5
Strongly Agree	13	5.5	5.5	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

Regarding the question on whether consumer perception about a product is affected by a brand character, 45 (18.9%) agreed and 13 (5.5%) strongly agreed. The majority of respondents i.e. about 84 (35.3%) are indifferent. However 62 of the respondents which is 26.1% responded disagreed and 34 (14.3%) strongly disagreed that their perception is affected by a brand character used in advertisements of a local foot wear product. Hence brand character used in advertisements of a local leather footwear product has weak effect on perception of consumers towards the product.

The other question raised to measure the impact of brand character focuses on whether brand characters used in advertisements of a local leather foot wear helps customers to recognize key benefit of a product. As shown below in table 4.23, from the total respondents the majority of them i.e.94 (39.5%) responded they are indifferent. However, 76 (31.9%) responded agreed and 6 (2.5%) strongly agreed. On the other hand 36 (15.1%) disagreed and 26 (10.9%) answered strongly disagree. Therefore we can say that brand character has weak effect in convincing consumers about the important benefits of a local leather footwear product.

Table 4.23. Level of agreement on effect of character on recognition

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	26	10.9	10.9	10.9
Disagree	36	15.1	15.1	26.1
Neutral	94	39.5	39.5	65.5
Agree	76	31.9	31.9	97.5
Strongly Agree	6	2.5	2.5	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

In general the majority of respondent's about 65.5% did not agree or they were indifferent that brand characters help them to recognize key benefit of a local made leather foot wear product. Therefore we can say that brand character has weak effect in convincing consumers about the key benefits of a local leather footwear product.

From the total respondents on whether a brand character convince customer to buy a local leather foot wear product, lower number of customers responded positively. As shown in table 4.24 below, 67 (28.2%) agreed and only 8 (3.4%) strongly agreed. Most respondents i.e. 69 (29%) disagreed and 25 (10.5%) strongly disagreed that they would be convinced by a brand character of a leather foot wear product, the rest 69 (29%) answered neutral. This indicates that the impact of brand character to convince local foot wear customers is lower.

Table 4.24 Level of agreement on effect of character in convincing to buy

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	25	10.5	10.5	10.5
Disagree	69	29.0	29.0	39.5
Neutral	69	29.0	29.0	68.5
Agree	67	28.2	28.2	96.6
Strongly Agree	8	3.4	3.4	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

The statistics implies brand characters used in advertisements of local leather footwear has weak effect in convincing consumers to buy a product. The implication here is customers might reach in a purchase decision either based on their previous experience with the product or by word of mouth advertisements from their friends, family or other reference groups, and not by a brand character used in advertisements of local leather footwear product.

Table 4.25 Summary of the Mean & Standard deviation (Character)

	N	Mean	Std. Deviation
Brand characters of a leather foot wear helps me to create awareness	238	3.05	1.103
My perception about leather foot wear affected by a brand character of a product	238	2.75	1.088
Brand characters used in advertisement helps me to recognize key benefit of a product	238	3	1.006

Brand characters of leather foot wear usually convinces me to buy a product	238	2.85	1.053
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Source: Survey result of 2015

Under brand character there are four statements which are used to test effect of brand character on customer's buying behavior. From the above statistics we can understand that the influence of brand character in creating awareness has the highest mean (Mean=3.05, SD=1.1.3), than other statements under character, more over the ability of a brand character to help customers in recognition of key benefit of a product (Mean=3.0, SD=1.006) scores lower mean and standard deviation than influence of character in creating awareness. Regarding the ability of a brand character to convince customers to buy a product, it scored lower mean (Mean=2.85, SD=1.053) i.e customers are less convinced while buying a local leather foot wear by a brand characters used in advertizing a local leather foot wear Product. It is also evidenced that customer perception about a local leather foot wear product is less influenced by a brand character (Mean=2.75, SD=1.088). In general brand character used in advertisements of a local leather footwear product has week positive relation with consumers buying decision behavior.

4.3.4. Slogan

Slogan was also represented by three important statements which can help to measure the impact of the variable on the buying decision behavior of local leather made foot wear products.

Table 4.26. Level of agreement on effect of slogan to make product special

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	20	8.4	8.4	8.4
Disagree	39	16.4	16.4	24.8
Neutral	80	33.6	33.6	58.4
Agree	87	36.6	36.6	95.0
Strongly Agree	12	5.0	5.0	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

The statistics above indicates 87 (36.6%) of consumers agreed and 12 (5%) strongly agreed that they understand a local leather footwear special by the slogans used to promote the products, while 80 (33.6%) responded neutral. On the other hand 39 (16.4%) disagreed and the rest 20 (8.4%) respondents strongly disagreed on their understanding that a local leather foot wear product special by the slogans used to promote the product. In general about 58.4% of respondents did not agree or were indifferent and a total of 41.6% had positive response. Therefore, we can say that slogan used in advertisements of local footwear products has moderate effect in influencing consumers and making them think the product special. The result is somehow similar with previous research results. In their studies entitled persuasion and advertising (Fuertes- Olivera, 2001) identified slogans as important means of differentiation.

Table 4.27. Level of agreement on effect of slogan on product positioning

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	40	16.8	16.8	16.8
Disagree	65	27.3	27.3	44.1
Neutral	78	32.8	32.8	76.9
Agree	46	19.3	19.3	96.2
Strongly Agree	9	3.8	3.8	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

From the data above on the effect of slogan to position a local leather footwear product, 46 respondents i.e. 19.3% agreed that they position a leather foot wear by the slogans used in advertisements of a product and 9 (3.8%) answered strongly agree for the same question. The majority of the respondents i.e.78 (32.8%) neither agreed nor disagreed that they position a product by the slogans used, while 65 (27.3%) answered disagree and 40 (16.8%) strongly disagreed. This reveals that the majority of respondents did not agree or were indifferent to the statement. Hence slogan used in advertisements of local leather footwear has weak influence on product positioning. This result is different from the result of previous studies. Slogans can help to reinforce the brand positioning and desired point of difference (Fuertes- Olivera, 2001). This may be due to the cultural difference between respondents.

Table 4.28. Level of agreement on convincing effect of slogan

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	38	16.0	16.0	16.0
Disagree	70	29.4	29.4	45.4
Neutral	66	27.7	27.7	73.1
Agree	58	24.4	24.4	97.5
Strongly Agree	6	2.5	2.5	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

The statistics above also evidenced 58(24.4%) agreed and 6 (2.5%) strongly agreed that respondents were convinced to buy a leather foot wear by the slogans used in advertisements of a product. The majority, about 174 (73.1%) responded they did not agree or were neutral. This implies slogans do not convince most customers to buy a local made foot wear product. Therefore we can conclude slogans used in advertisements of local leather footwear product have weak influence on consumer buying decision behavior.

Table 4.29. Summary of the mean and standard deviation (Slogan)

	N	Mean	Std. Deviation
I always understand a leather foot wear special by the slogans used to promote it	238	3.13	1.026
I usually position a leather foot wear by the slogans used in an advertisements	238	2.66	1.086
A slogans used in advertizing of a leather foot wear convinces me to buy	238	2.68	1.086

Source: Survey result of 2015

The statistics above revealed from the three statements under slogan, the question raised to test whether customers considered local leather footwear product as special by the slogan used to

promote the product had higher mean and lower standard deviation than other statements (Mean=3.13, SD=1.026). Product Positioning of leather foot wear by customers with the help of slogan used in advertisements of the products had lower mean (Mean=2.66, SD=1.086). More over Slogans had also lower effect in convincing customers to buy a local leather foot wear product (Mean=2.68, SD=1.086). Hence we can conclude that slogans used in advertisements of a local leather footwear product have weak effect on consumers buying decision behavior.

4.3.5. Packaging

Table 4.30. Level of agreement on effect of attractive packing material

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	25	10.5	10.5	10.5
Disagree	37	15.5	15.5	26.1
Neutral	72	30.3	30.3	56.3
Agree	68	28.6	28.6	84.9
Strongly Agree	36	15.1	15.1	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

Packaging of a leather foot wear product is the last variable which was represented by three statements. As indicated by the statistics above, 68 (28.6%) of respondents agreed and 36 (15.1%) strongly agreed that they prefer local leather footwear that is marketed by attractive packaging material. On the other hand about 37(15.5%) disagreed and 25 (10.5%) strongly disagreed, while the rest 72 (30.3%) were indifferent. From the result of the data we can say that attractiveness of packaging materials has lower positive effect on consumer's buying decision behavior. The result is different from the findings of similar studies. With reference to packaging, it is important for marketers develop innovative packaging strategies that will appeal to the customer in an exceptional way (Manilall Dhurup, 2014).

Table 4.31. Level of agreement on effect of packaging on loyalty

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	18	7.6	7.6	7.6
Disagree	30	12.6	12.6	20.2
Neutral	81	34.0	34.0	54.2
Agree	91	38.2	38.2	92.4
Strongly Agree	18	7.6	7.6	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

Regarding loyalty of customers, 91 (38.2%) of respondents agreed and 18 (7.6%) strongly agreed that packaging of a leather foot wear makes them loyal to the organization, where as 30 (12.6%) disagreed and 18 (7.6%) strongly disagreed on influence of packaging on consumers loyalty. On the other hand larger number of respondents i.e. 80 (34%) responded neutral. This indicates most of the respondents do not influenced and be loyal merely because of packaging materials of a leather foot wear product. Therefore packaging has moderate effect on consumer's loyalty with footwear producers and distributors. This result is also different from the results of previous studies. In their study (Manilall Dhurup, 2014) identified there is a significant positive and predictive relationship between packaging and brand loyalty.

Table 4.32. Level of agreement on effect of packaging appearance

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	12	5.0	5.0	5.0
Disagree	16	6.7	6.7	11.8
Neutral	48	20.2	20.2	31.9
Agree	128	53.8	53.8	85.7
Strongly Agree	34	14.3	14.3	100.0
Total	238	100.0	100.0	

Source: Survey result of 2015

The statistics above show the majority about 128 (53.8%) agreed and 34 (14.3%) strongly agreed that packaging appearance of a leather foot wear helps them in product recognition. On the other hand 16 (6.7%) disagreed and 12 (5%) strongly disagreed, while 48 (20.2%) answered neutral. Hence packaging appearance of local leather foot wear has positive relation with consumer product recognition and helps consumers to reach in a purchase decision. This result is similar to previous studies. Packaging can have important brand equity benefits for a company. Often, one of the strongest associations that consumers have with a brand relates to the look of its package (Dhurup, 2014).

Table 4.33 Summary of the mean and standard deviation of packaging

	N	Mean	Std. Deviation
I usually prefer a leather foot wear that are marketed with attractive packaging materials	238	3.22	1.193
Packing of a leather foot wear makes me loyal to the organization	238	3.26	1.026
The package appearance of leather foot wear helps me in product recognition	238	3.66	0.976

Source: Survey result of 2015

Packaging of a leather foot wear product is the last variable represented by three statements. The statistics indicate that packaging appearance of a leather foot wear helps respondents in product recognition (Mean=3.66, SD=.976) has the highest mean and lowest standard deviation than the three statements. This means that consumers somehow easily recognize a leather foot wears while they are exposed to a particular well designed packaging material. Consumer's preference to products sold with attractive material has lower mean (Mean=3.22, SD=1.193) and loyalty of consumers based on packaging material is also lower (Mean=3.26, SD=1.026). This indicates that customers are not that much influenced by esthetically appealing packaging materials nor they will be loyal to the organization only for a good packaging material. Therefore unlike

previous studies the overall influence of packaging on consumer buying decision behavior of a local foot wear product is lower.

4.4. Correlation Analysis

Table4.34. Pearson correlation result for the variables

Variables	Buying Decision	
	Pearson Correlation	Sig (2-tailed)
Brand name	0.281"	0.000
Logo	0.254"	0.000
Character	0.07	0.282
Slogan	0.175"	0.007
Packaging	0.19"	0.003

**Correlation is significant at 0.05 levels (2-tailed)

Table 4.36 illustrates the relationship between *each* variable & buying decision behavior. The results indicate that there are significant correlations between brand name and buying decision ($r = 0.281$, $p < 0.05$) as well as between logo and buying decision ($r = 0.254$, $p < 0.05$). It is also indicated there is a significant correlation between slogan and buying decision ($r=0.175$, $p< 0.05$) as well as between packaging and buying decision ($r=0.19$, $p< 0.05$). On the other hand as shown in the table, there was no significant correlations between brand character and buying decision behavior of local leather foot wear consumers ($r = 0.07$, $p > 0.05$). This indicates brand character has no significant relation with buying decision behavior of local made foot wear products.

4.5. Regression Analysis

Multiple regressions were used for analyzing associative relationships between buying decision and the various brand elements. Before regression analysis was done variation inflation factor (VIF) was checked to ensure that no interdependence exists (<http://www.youtube.com/watch?v=RI24ZNR4TAK>, 2015). Since the VIF, as indicated in the table below is less than 10, we can say that there is no interdependence among independent variables. Therefore regression analysis is appropriate for this particular study.

Table 4.35 Variation Inflation Factor (VIF)

		Un-standardized Coefficients		Standardized Coefficients	t	Sig.	Co linearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.683	1.641		4.681	.000		
	brand name	.119	.032	.233	3.715	.000	.931	1.075
	logo	.161	1.052	.194	3.111	.002	.948	1.055
	character	.015	.060	.016	.259	.796	.928	1.078
	slogan	.145	.081	.121	1.796	.074	.802	1.246
	packaging	.077	.088	.061	.876	.382	.762	1.312

a. Dependent Variable: Buying decision

Multiple linear regressions were conducted to identify the relationship and to determine the most dominant variables that influenced the consumer buying decision behavior of local foot wear products. The significance level of 0.05 with 95% confidence interval was used. The dependent variable was buying decision and the independent variables include brand name, logo, character, slogan and packaging. The reason for using multiple regression analysis was to assess the direct effect of brand elements on the consumer buying decision behavior of local foot wear and the output is shown in the table below. In order to show the impact that each variable has on the dependant variable, the study checked the Standardized Coefficients. The table shows the slope of multiple regression analysis.

Table 4.36 the slope of multiple regression analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.385 ^a	.149	.130	3.140

a. Predictors: (Constant), packaging, logo, character, brand name, slogan

From the analysis in the above table, we observed that R (.385^a) indicates correlation of the five independent variables with the dependent variable i.e. buying decision and the weighted combination of the predictor variables (branding elements) explained or affect 13% (Adjusted R square) of the variance of buying decision behavior and the remaining 87% is explained by extraneous variables.

Table 4.37 ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	399.096	5	79.819	8.095	.000 ^a
	Residual	2287.581	232	9.860		
	Total	2686.676	237			

a. Predictors: (Constant), packaging, logo, character, brand name, slogan

b. Dependent Variable: Buying decision

From the table i.e. ANOVA test, it is noticed that F value of 8.095 is significant at the 0.000 level. Therefore, from the result, it can be concluded that with 13 % of the variance (Adjusted R-Square) the buying decision is significant and the model is appropriately measure the latent construct.

Table4.38. Regression Analysis result

	Un standardized Coefficients		Standardized Coefficients	t	Sig.	Remark
	B	Std. Error	Beta			
1 (Constant)	7.683	1.641		4.681	.000	
brand name	.119	.032	.233	3.715	.000	Not Rejected
logo	.161	.052	.194	3.111	0.002	Not Rejected
character	.015	.060	.016	0.259	0.796	Rejected
slogan	.145	.081	.121	1.796	0.074	Rejected
packaging	.077	.088	.061	0.876	0.382	Rejected

Based on multiple linear regression analysis, the table above reveals the impact of each brand elements, i.e. the impact of, brand name, logo, character, slogan, and packaging, on consumers buying decision behavior of foot wear product are .119, .161, .015, .145 and .077 respectively. By examining this β weight of data analysis result and level of significant, the finding shows that brand name and logo have greater impact on consumer buying decision behavior of local made leather foot wear product. This informed us the predicted change in the dependent variable for every unit increase in that particular predictor. This signifies a one percent increase in the value of brand name; the buying decision of consumers will increase by .119 percent provided that other variables remain constant. The same is true for logo of a leather foot wear. Therefore we can conclude that brand name and logo have statistically significant impact on consumer buying decision behavior of local leather footwear product.

On the other hand, the β value of character, slogan and packaging is .015, .145, and .077 respectively and the significance level is greater than 0.05. Therefore we can conclude that character, slogan and packaging have no significant impact on consumer buying decision behavior of local made footwear products. The explained regression equation is stated as: consumer buying decision = $7.683 + .119*bn + .161*L + .015*ch + .145*s + .077p$ where bn=brand name, L=logo, ch=character, s=slogan and p=packaging.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

The main purpose of this study is to assess the impact of branding on consumers buying decision behavior of a local made leather foot wear products. Two approaches were identified to define branding; the first is the traditional product plus definition which views branding as an additional to the product, here the brand is seen primarily as an identifier. The second approach is the holistic view. Under this approach the focus is on the brand itself, which encompasses much more than just the product. The brand is considered to be the sum of all elements of the marketing mix: the product is just one element, alongside price, promotion, and distribution. The holistic approach defines a brand as “the promise of the bundle of attributes that someone buys and that provides satisfaction. For this particular research however, the traditional view is taken as relevant. Therefore five brand elements were taken as independent variable; this includes brand name, logo, character, slogan and packaging. The dependent variable is consumer buying decision behavior.

Questionnaire, interview and observation were used as a method of data collection. As a major data collection tool however, a five point likert scale questions was used and in this questionnaire each variable is represented by statements that help to measure the impact of branding on the buying decision of local leather foot wear. The questionnaire was distributed to 238 respondents in Addis Ababa who actually bought a local made leather foot wear within the last one year period. The gathered data is analyzed using both descriptive and inferential statistics. In descriptive statistics mean of the data and frequency of responses were used, on the other hand, correlation and regression analysis were used as a method of data analysis. Of the total respondents 64.7% were male and 34.3% of them were female. Regarding the age group, 20.6% were 18-25, 34.9% between 26-35, 25.2% between 36-45 and the rest 19.3% were greater than 45 years. When we see educational qualification of respondents, 3.8% were illiterate, 8.8% elementary, 15.5% high school, 8.4% certificate, 21.4% diploma, 38.7% bachelor and 3.4%

masters. The income of respondents was also 16.4% were between 500-1500, 31.1% 15001-3000, 32.4% between 3001-5000 and the rest 20.2% earn a monthly income of above 5000.

Based on the regression analysis the finding revealed that, brand name and logo of a local leather foot wear had significant impact on consumer buying decision behavior with a beta value of .119, .161 and significant level of .000 and .002 respectively. The other three variables i.e. character, slogan and packaging had lower impact with a beta value of .015 and significant level=.796, beta value .145 and significant level=0.074 and beta value of .007 and significant level=0.0382 respectively. The descriptive statistics also measure the relative mean of statements under each variable. From the five brand elements, brand name had a significant impact on consumer buying decision of local foot wear consumers. The statistics revealed that brand name mainly helps consumers to avoid financial risk associated with the product (Mean=4.31, SD=.83). As most of the respondents i.e. about 79.9% earned birr 5000 and below they are expected to be highly sensitive to risks of losing their hard earning money. The result also revealed brand name is an important variable to reduce the perceived performance risks associated with a local made leather foot wear (Mean=4.2, SD=.950). On the other hand consumers do not that much think brand name of a product helps them not to feel embrace in a society (Mean 3.2, SD=.964). Therefore consumers do not use a brand name of a local foot wear product to show their status in a society. This result is similar to the results of previous studies and may be attributable to consumer's attitude towards foreign products. Given domestic and foreign footwear brands, students have more interested to foreign footwear brands (Zelalem, 2012). The finding also shows brand name has an effect on consumer recall (Mean=4.29, SD=.859) which has a direct impact on product knowledge. Moreover most of the respondents agreed that they will face difficulty to differentiate the product they prefer from competing similar local foot wear products (Mean=4.08, SD=1.061) in the absence of brand name. In general brand name helps consumers to easily reach in a purchase decision (Mean=4.21, SD=.854). The result in general shows that consumers mainly used brand name to reduce financial and functional risks. Overall we can conclude that brand name has significant impact on consumer buying decision behavior and this result is similar with the result of previous studies. In their studies entitled Influence of Brand name on Consumer Choice & Decision (Umer Shehzad, 2014), conclude that brand name has strong positive relation with customer buying behavior.

From the regression analysis we can also see that logo of local leather footwear had a significant impact on consumer buying decision behavior with beta value of .161 and significant level .002. The descriptive statistics also show product recall has higher mean (Mean=3.14, SD=1.181) than other statements under logo followed by impact of esthetically appealing logo (Mean=3.07, SD=1.125). However, consumers did not use logo to show their status in the society (Mean=2.57, SD=1.129) and the influence of logo in product recognition was lower (Mean=2.76, SD=1.091). Over all based on the analysis we can conclude brand logo has statistically significant impact on consumer buying decision behavior. This result is similar with the result of previous studies. In their studies entitled the role of brand logos in firms performance, (C.Whan Park, 2012) conclude that managers need to consider brand logos as more effective and power full tools in the management of customer-brand relationships than previously thought.

5.2. RECOMMENDATION

Based on the findings of the study and conclusions made, the following possible recommendations are given.

- ✚ The brand name is a fundamentally important choice as it often captures the central or key association of a product in a very compact and economic fashion and will have an impact on local foot wear consumers buying decision behavior. Therefore, firms should invest more in developing their brand and put their brand in a better position in the minds of consumers than competing products. Especially they need to give greater emphasizes to their brand name than other brand elements in their marketing communications.
- ✚ Firms should produce and distribute foot wear products that meet consumer's needs and expectations and shall reduce the perceived financial risk associated with the product in their marketing communications. E.g. Consumers should have a pay back guarantee for products they purchase in case of quality and other unexpected failure.
- ✚ Local leather foot wear manufacturers should produce and consistently deliver products that meet consumer's expectation thereby reduce the perceived performance risk associated with the product. They should use a proof of comfort, style, durability or other desirable product attribute in their marketing activities.
- ✚ Producers of foot wear products need to give more attention to their brand name in their promotional activities. As brand name has an impact on consumers product recall and it also helps consumers to easily reach in a purchase decision. A care full, systematic and continuous effort to put the brand name of the company in the minds of consumers will help to be part of consumers consideration set and aid the ability of consumers to retrieve the brand while buying a leather foot wear product.
- ✚ Unlike other foreign foot wear brands, local foot wear manufacturers should not emphasize on consumers status while they advertize their products. This is because most

consumers do not buy a local leather foot wear products with the intention of gaining respect from their friends or other member of the society.

- ✚ Firms should also give greater attention in developing their brand name i.e. it should be simple and easy to pronounce and spell. This helps in product recall and recognition.
- ✚ Visual symbols as brand logos offer untapped opportunity to the organization. Therefore, Producers of foot wear products should also give more attention to their logo in their marketing activities. As logos of local footwear has an impact specially on product recall, a care full, systematic and continuous effort to put the logo of the company in the minds of consumers will help producers and their products to be part of consumers consideration set and assist consumers in their buying decision. Therefore companies need to use their logo in their overall marketing effort.
- ✚ In general the study reveled that consumer buying decision behavior is affected mostly by other variables than the variables under study (brand elements), therefore other researchers should made further research on the other variables which could affects consumers buying decision behavior of local made leather foot wear products.

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APPENDIX

APPENDIX

A) DEPARTMENT OF MARKETING MANAGMENT

ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE

Survey Questionnaire

Dear Respondent,

This survey is being conducted by a student researcher at Addis Ababa University School of Commerce as a fulfillment for post graduate studies in Marketing Management. The survey asks your opinion on branding of a leather foot wear products. The questions focus mainly on the impact of the brand elements on your buying decision behavior of a local made leather foot wear products. As an academic survey, your response to this survey, or any individual questions on the survey, is completely voluntary. You will not be individually identified and your response will be used for academic purpose only. Your answers will help the researcher in his fact finding effort on the impact of branding on the buying decision behavior of local foot wear customers.

If you have questions about your rights as a participant in this survey or are dissatisfied at any time with any aspect of the survey, you may contact the researcher at his e-mail: mohammedseid10@yahoo.com or Tel: 0911630233.

Thank you for your valuable time.

Part One General Information

DIRECTION: Please provide your response and put “x” on the space provided for the following questions.

1. Have you ever bought a local made leather foot wear product during the past one year period? Yes No

2. Do you buy only branded foot wear product whenever you buy a local made leather foot wear?

Yes always Never Only when quality is important Rarely

Part Two Basic Information

DIRECTION: Please provide your best response for all questions and put “√” on the space that reflects your opinion on branding. Use the following Likert scale to answer each item.

SA Strongly Agree

A Agree

N Neutral

DA Disagree

SDA Strongly Disagree

2.1 Brand Name

S/No	Statement	SA	A	N	DA	SDA
1	A brand name of a local made leather foot wear product helps me to reach easily in a purchase decision.					
2	It is difficult to me to distinguish a leather foot wear product I prefer in the absence of a brand name.					
3	A local leather foot wear product with familiar brand name significantly affects my decision to buy.					
4	A local leather foot wear product with meaning full brand name significantly affects my purchase decision.					

5	A brand name of a local leather foot wear product helps me to reduce the product risk of not performing as per my expectations.					
6	A brand name of a leather foot wear product helps me to reduce health risks associated with the product					
7	Brand Name of a leather foot wear products assists me to reduce the risk of losing my money.					
8	Brand name of a leather foot wear product helps me not to feel embarrass in the society.					
9	Brand name of a local leather foot wear product helps me to reduce a waste of my valuable time					
10	A brand name of a leather foot wear product strongly affects my recall to the product.					
11	A brand name of a local made foot wear product strongly affects my recognition to the product.					

2.2 Logo

S/No	Statement	SA	A	N	DA	SDA
1	A logo of a local leather foot wear product strongly affects my ability to differentiate a product from competing similar products.					
2	My recognition to a local made leather foot wear product is strongly affected by its logo.					
3	Logos of a local Leather foot wear products strongly helps me to recall the product.					
4	A local leather foot wear product with aesthetically appealing logo has a strong impact on my purchase decision than those products whose logo is less attractive.					
5	Logos of a local leather foot wear product helps me to show my status in a society.					

2.3Character

S/No	Statement	SA	A	N	DA	SDA
1	Brand characters used in advertisement of a leather foot wear product helps me to create awareness about a product.					
2	My perception about a local made leather foot wear product is strongly affected by the brand character of the product					
3	Brand characters used in an advertisement of a leather foot wear product helps me to recognize key benefit of a product.					
4	Brand character used in the advertisement of local foot wear product usually convinces me to buy a product.					

2.4 Slogans

S/No	Statement	SA	A	N	DA	SDA
1	I always understand what makes a leather foot wear product especial by the slogans used to promote the product.					
2	I usually position a leather foot wear product by the slogans used in an advertisements.					
3	A slogan used in the advertizing of a leather foot wear product convinces me to buy a product.					

2.5.Packging

S/No	Statement	SA	A	N	DA	SDA
1	I usually prefer a local leather foot wear product that are marketed with attractive packaging materials.					
2	Packaging of local leather foot wear products makes me loyal to the organization.					
3	The package appearance of a local leather foot wear product helps me in product recognition.					

2.6 Buying Decision

S/No	Statement	SA	A	N	DA	SDA
1	My decision to buy local leather footwear product is determined by the brand name of the product					
2	My decision to buy local leather footwear is determined by logo of the product					
3	My decision to buy local leather footwear is determined by character used in advertisement of a product.					
4	My decision to buy local leather footwear is determined by the slogans used in advertisements of a product					
5	My decision to buy local leather footwear is determined by the packaging material of a product					

Part Three Profile of respondents

DIRECTION: Please put “x” on the space provided for the following questions.

- Sex Male Female
- Age group 18- 25 26-35 36-45 Greater than 45
- Educational Qualification Illiterate Elementary (grade 1-8)
High School (Grade 9-12) Certificate Diploma
Bachelor Masters PhD
- Monthly income Below Birr 500 Birr 500-1500
Birr 1501-3000 Birr 3001- 5000 Above Birr 5000

If you would like to get a copy of the executive summary of this survey please write your e-mail address below

B) በአዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ትምህርት ቤት የገበያ ጥናት አስተዳደር ትምህርት ክፍል
ተመራ ለደህረ ምረቃ ትምህርት ፕሮግራም ማሟላት /ግብዓት/ የቀረቡ የናጣጥ መጠይቆች

ወድ የመጠይቅ መላሾች

ይህ መጠይቅ በአዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ት/ቤት ተመራ ለደህረ ምረቃ የትምህርት ፕሮግራም የመመሪያ ጽሁፍ ማሟላት /ግብዓት/ እንዲሆን የተዘጋጀ ሲሆን መጠይቅ የእርስዎን በቆዳ ጫጭ መጠሪያ ስም /Brand/ ላይ ያለዎትን ምልክታ /አስተያየት/ ይጠይቃል። በዚህም የተነሳ ጥያቄዎቹ በአመነኛ የጫጭ ምርቶች መጠሪያ /Brand name/ የእርስዎ የመገዛት ወሳኔ ላይ ያላቸውን ተፅዕኖ ለመረዳት ሰፊውን ቦታ የጫጭች መጠሪያ / Brand name / ላይ ትኩረቱን አድርጓል።

እንደትምህርታዊ መጠይቅነቱ ይህ መጠይቅ የእርስዎን ሙሉ ፈቃደኝነት ላይ የተመሰረተ ማላሾችን ይፈልጋል። የእርስዎም ማላሾ ለትምህርታዊ አላማ ብቻ የሚሆኑ በመሆኑ ለመጠይቆቹ ለሚጠቅሙ ማላሾ ማንነትዎን መግለፅ አይጠበቅብዎትም። እርስዎ ለእያንዳንዱ ጥያቄዎች የሚጠቅሙ ማላሾ አጥኚው የሀገር ወስጥ የጫጭ ምርቶች መጠሪያ / Brand name / በሽማግሌ የመገዛት ወሳኔ ላይ ያለውን ተፅዕኖ እና ነባራዊውን አስተሳሰብ እንዲረዳና እንዲያወቅ ያግዘዋል።

እርስዎ ማላሾዎን በሚጠቅሙበት በዚህ መጠይቅ በማግኘትዎ ጊዜ የመጠኑ ጥያቄ ወይም ቅሬታ ካለዎት በስልክ ቁጥር 0911 63 02 33 ወይም በ e-mail አድራሻዬ mohammedseid10@yahoo.com ሊጠይቁኝ /ሊገልፁልኝ/ ይችላሉ።

ከወድ ጊዜዎ ቀንሰው ይህንን መጠይቅ ለመሙላት ፈቃደኛ ስለሆኑም ምስጋናዬን አቀርባለሁ።

ክፍል አንድ አጠቃላይ መረጃዎች

መሠረዳ - ምላሽዎችን በጥያቄዎቹ ፊት ባለት ሳጥን ወስጥ የ "x" ምልክትን በማድረግ ይሰጡ

1. የሀገር ወስጥ የጭጭ ምርቶችን በዚህ አንድ አመት ወስጥ ገዝተዋል

አዎ

አልገዛሁም

2. መከሪያ /ብራንድ/ ያለው የሀገር ወስጥ ጭጭ ብቻ ነወይ የሚዘዙት

አዎ ሁልጊዜ

በጭራሽ

ጥራት ግድ ሲሆን ብቻ

ልጅ አልጅ

ክፍል ሁለት

መረጃዎቹ ጥያቄዎች

መሠረዳ - ምላሽዎን የእርስዎን ምላሽ ሊወክሉ በሚችሉት አሜሪካዊ ፊት ባለው ሳጥን ወስጥ የ "✓" በማድረግ ያሳዩ፤፤

በአ - በጣም እስማምለሁ

አ - እስማምለሁ

ገ - ገለልተኛ

አ - አልስማምም

በአ - በጣም አልስማም

2.1 መጠሪያ ስም /brand name/

ተ.ቁ	ጥያቄ	በአ	አ	ጋ	አ	በአ
1	የሀገር ወስጥ የጭጭ ምርት መጠሪያ /brand name/ በቀላሉ የመገዛት ወሳኔ ላይ እንድደርስ ያግዘኛል					
2	የቆዳ ጭጭቶች መጠሪያ /brand name/ ከሌለ /ካልተገለፀ/ ምርቱን የማን እንደሆነ ለመለየት እቸገራለሁ					
3	የሀገር ወስጥ ጭጭ መጠሪያ /brand name/ ቀድሞ የሚወቀው መሆኑ የመገዛት ወሳኔ ላይ ከፍተኛ ተፅእኖ አለው					
4	የሀገር ወስጥ የጭጭቶች መጠሪያ ስም ትርጉም የሚሰጥ መሆኑ የመገዛት ወሳኔ ላይ ከፍተኛ ተፅእኖ ያሳድራል					
5	የሀገር ወስጥ ጭጭቶችን መጠሪያ ማወቁ የምጠበቀውን አገልግሎት እንዳላገኝ ከሚደርገኝ አጋጣሚ ያድነኛል					
6	የሀገር ወስጥ ጭጭቶችን መጠሪያ ስም ማወቁ መገዛቴን ተከትሎ ሊመጡ ከሚችሉ የጠፍ ጠንቆች ይታደገኛል					
7	የጭጭ ምርቱን ስያሜ ማወቁ ካለአስፈላጊ ወጪ እንድድን ያግዘኛል					
8	የምገዛው የጭጭ ስያሜ /brand name/ ማህበረሰቡ ወስጥ የበታችነት ስሜት እንዳይሰማኝ ይረዳኛል					
9	የሀገር ወስጥ ጭጭ መጠሪያ ስም ማወቁ በመገዛት ሂደት ወስጥ ወድ ጊዜዬን እንድቆጥብ ይረዳኛል					
10	የቆዳ ጭጭ መጠሪያ ስም ጭጭን እንዳስታወሰው ያለው ተፅእኖ ከፍተኛ ነው					
11	የሀገር ወስጥ የጭጭ ምርቱ ስም /ብራንድ/ ስለምርቱ ያለኝን ግንዛቤ /አወቀት/ ከፍ ያደርግልኛል					

2.2 አርማ /Logo/

ተ.ቁ	ጥያቄ	በአ	አ	ጋ	አ	በአ
1	የሀገር ወስጥ የጫጫ ምርቶች አርማ አንድን ከሌለው ተመሳሳይ ጫጫ የመለየት ብቃቴ ላይ ተጽእኖ ያሳድርብኛል					
2	ለሀገር ወስጥ ጫጫዎች ያለኝ ግንዛቤ /አወቀት/ በጫጫዎቹ አርማ /Logo/ ይወሰናል					
3	የሀገር ወስጥ የጫጫ ምርቶች አርማ ጫጫዎቹን በቀላሉ እንዳስታወስ ይረዳኛል					
4	የሚገኘውና የሚከተለው አርማ ያላቸው የሀገር ወስጥ ጫጫዎች ብዙም የሚይዙ አርማ ካላቸው ጫጫዎች ይልቅ የመገዛት ወሳኔዬ ላይ ከፍተኛ ተፅእኖ አላቸው					
5	የምገዛው የሀገር ወስጥ ጫጫ አርማ /Logo/ በሚበረሰቡ ወስጥ ያለኝን ደረጃ /status/ ያሳይልኛል					

2.3 ሚሊያ /character/

ተ.ቁ	ጥያቄ	በአ	አ	ጋ	አ	በአ
1	የቆዳ ጫጫ ምርት ማስታወቂያ ላይ የሚገኙ ተንቀሳቃሽ ምስሎች (characters) ስለ ምርቱ ያለኝን ግንዛቤ እንዳዳብር ይረዳኛል					
2	የሀገር ወስጥ የጫጫ ምርት የሚያስተዋወቁ ተንቀሳቃሽ ምስሎች (characters) እኔ ለምርቱ ያለኝ እሳቤ ላይ ከፍተኛ ተፅእኖ አሳድረዋል					
3	የጫጫ ምርት የሚያስተዋወቁ ተንቀሳቃሽ ምስሎች (characters) የጫጫዎቹን ዋና ጠቀሜታ እንድረዳ አግዘወኛል					
4	የሀገር ወስጥ የጫጫ ምርቶችን የሚያስተዋወቁ ተንቀሳቃሽ ምስሎች (characters) ጫጫዎቹን እንደገዛ ተፅእኖ አሳድረወብኛል					

2.4 መሪ ቃል /Slogan/

ተ.ቁ	ጥያቄ	በእ	እ	ጋ	አ	በአ
1	በጭጭ ምርቱ መሪ ቃል አማካኝነት የጭጭ ምርቱ ምን የተለየ ነገር እንዳለው ሁልጊዜ እረዳለሁ					
2	ለሀገር ወስጥ ጭጭ የምሰጠው ግምት በማስታወቂያው ላይ በማሳለፍ የመሪ ቃል (slogan) ይወስናል፡፡					
3	በጭጭ ምርቱ ማስታወቂያ የሚገለጸው መሪ ቃል /Slogan/ ጭጭን እንድትገዛው ያደርገኛል					

2.5 ማሽጊያ /packging/

ተ.ቁ	ጥያቄ	በእ	እ	ጋ	አ	በአ
1	ሁልጊዜ ለመገዛት የምጥርጠው የጭጭ ምርት በተዋበ የማሽጊያ ቁስ /እቃ/ የተሰራውን ነው					
2	የጭጭ ምርቱ ማሽጊያ /packging/ ውብ መሆን የሁልጊዜ የጭጭ አምራቹ ደንበኛ /Loyal customer/ እንድሆን ያደርገኛል፡፡					
3	የሀገር ወስጥ የቆዳ ጭጭ ምርት የማሽጊያው አጠቃላይ ገፅታ ያንን ምርት አስቀድሜ እንዳስታወሰ አድርጎኛል፡፡					

2.6 የግዥ ወሳኔ /buying decision/

ተ.ቁ	ጥያቄ	በእ	አ	ጋ	አ	በአ
1	የሀገር ወስጥ የጭጭ ግዥ ወሳኔ በምርቱ መጠሪያ ላይ ይወሰናል: :					
2	የሀገር ወስጥ የጭጭ ግዥ ወሳኔ በምርቱ አርማ ላይ ይወሰናል: :					
3	የሀገር ወስጥ የጭጭ ግዥ ወሳኔ በምርቱ መለያ ላይ ይወሰናል: :					
4	የሀገር ወስጥ የጭጭ ግዥ ወሳኔ በምርቱ መሪ ቃል ላይ ይወሰናል: :					
5	የሀገር ወስጥ የጭጭ ግዥ ወሳኔ በምርቱ ማሻጊያ ላይ ይወሰናል: :					

ክፍል ሶስት - የመላሾች ሁኔታ

መጫያ - በጥያቄዎቹ አንጻር በተቀመጡ ሳጥኖች ውስጥ የ "x" ምልክትን በሚደረግ ምላሽን ይሰጡ

- የታ ወንድ ሴት
 2. የእድሜው ወሰን 18-25 26-30 36 ከ45 አመት በላይ
- የትምህርት ሁኔታ ማ.ፍ /ማኅበብ/ አንደኛ ደረጃ
- ሁለተኛ ደረጃ ሰርተፊኬት ዲፕሎማ
- ዲግሪ ዲግሪ/ማኅተርስ/ ዶክትሬት
- ወርሃዊ ገቢ ከ500 በታች ከ500-1500
- 1500-3000 3000-5000 ከ5000 በ