



ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE

**THE EFFECT OF ADVERTISING AND SALES
PROMOTION ON BRAND EQUITY IN THE ETHIOPIAN
BEER INDUSTRY**

BY

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MAY, 2016

ADDIS ABABA, ETHIOPIA

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DEPARTEMENT OF MARKETING MANAGEMENT POST
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THE EFFECT OF ADVERTISING AND SALES PROMOTION ON
BRAND EQUITY IN THE ETHIOPIAN BEER INDUSTRY

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Master of Arts in Marketing Management.

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LETTER OF DECLARATION

Here, I, Solomon Assemahegn declare that this investigation, entitled, “ THE EFFECT OF ADVERTISING AND SALES PROMOTION ON BRAND EQUITY IN THE ETHIOPIAN BEER INDUSTRY” is my novel work and not used by any other university for any requirements and all sources of information in this study is acknowledged properly. I conducted the study with guidance and counseling of my adviser Rakshit Negi (Ph.D) by my own endeavor in order to fulfill the requirements for Master of Arts in Marketing Management at the Addis Ababa University School of Commerce.

Declared By

Solomon Assemahegn

Student

Sign.

Letter of certification

This investigation entitled, “THE EFFECT OF ADVERTISING AND SALES PROMOTION ON BRAND EQUITY IN THE ETHIOPIAN BEER INDUSTRY” was carried out by Solomon Asemahegn So as to obtain his second degree from Addis Ababa University School of Commerce.

He conducted his original work and suitable for submission of for award of MA in marketing management.

Certified by:

Rakshit Negi (PH.D)

Name

Signature

Acknowledgment

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List of Abbreviation / Acronyms

AMA:	American Marketing Association
TV:	Television
ANOVA:	Analysis of Variance
CBBE:	Consumer Based Brand Equity
UK:	United Kingdom
EPRDF:	Ethiopian Peoples Revolutions Democratic Front
ANDM:	Amhara National Democratic Movement
ETB:	Ethiopian Birr
VIF:	Variance Inflation Factor
SPSS:	Statistical Package for Social Science

ABSTRACT

The purpose of this study was to examine the effect of advertising and sales promotions on brand equity in the Ethiopian beer industry. The researcher came up to this objective by studying advertising from television advertising and Radio advertising perspective, as well as analyzing both monetary and non-monetary sales promotions. The study was a cross sectional survey research, based on survey of 384 beer consumer in Addis Ababa, this study focus on beer products in Ethiopian market at least one year in the market. Since currently there are six brands in the market which are manageable in number all are included in the study as product stimuli they are: Bedele, Dashen, Harar, Meta, St.George and Waliya. On the basis of this study, it was found out that , advertising is an important promotion mix tool for brewery companies influencing brand equity. While sales promotion is the least effective variable. This suggests that the brewery should focus on advertising rather than sales promotion.

KEY WORDS

Advertising; Sales promotion; Brand Equity; Beer Industry

CHAPTER ONE

Introduction

This chapter presents an introduction part of the all parts of the research. It contains background of the study, Statement of the problem, basic research questions, objective of the research, definitions of terms, significance of the study and delimitation of the study/scope of the study.

1.1. Background of the Study

The marketing literature suggests that nearly everyone in the modern world is influenced to some degree by advertising and other forms of promotion. Organizations in both the private and public sectors have learned that the ability to communicate effectively and efficiently with their target audiences is critical to their success. *George E. Belch and Michael A. Belch,(2003)* . In addition of this, marketing communications are the means by which firms attempt to inform, persuade, and remind consumers directly or indirectly about the brands they sell. In a sense, marketing communications represent the voice of the brand and are a means by which the brand can establish a dialogue and build relationships with consumers. Although advertising is often a central element of a marketing communications program, it is usually not the only element or even the most important one for building brand equity. (Keller,1988).

According to the American Marketing Association (2014) a brand is a; “*name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers*”. A strong brand comes with many benefits i.e. increased marketing- communication and channel effectiveness, greater customer loyalty and improved perception of product performance (Hoeffler & Keller, 2003). Thus, when a customer is to make a choice between different products; brands and brand management is important for an organization (Keller, 2009).

Brand equity is the value of a brand from a customer point of view it is based on consumer attitudes about positive brand attributes and favorable consequences of brand

use. From a marketers perspective it is a way to describe the value of having a well-known brand name in financial terms, basically it generates more money. (American Marketing Association, 2014)

According to (Keller and Lehmann, 2006) ,cited by Buil, Chernatony and Martinrz(2010) Brand equity has become a top priority for many organizations As significant asset, research has focused on understanding how to build, measure, and manage it. As well as developing further insights into the measurement of consumer-based brand equity, it is therefore important to examine the sources of brand equity. This enables managers to identify the drivers that contribute to the strengthening of brand equity and those that adversely affect performance.

This study examines the relationships between two marketing mix elements -advertising and sales promotions- on brand equity creation in Ethiopia Beer industry. In particular, the study focuses on TV advertisement and Radio advertisement. Similarly, the study investigates the effects of two kinds of sales promotion, i.e. price and non-price promotions.

1.2 Statement of the Problem

Building strong brands has become a marketing priority for many companies now a day because it provides multiple advantages to establish and create an identity in the market place for a company, while being a key source of competitive advantage (Aaker, 1996).Some researchers (e.g. Keller and Lehmann, 2006) investigated different elements of marketing mix with brand equity. These researchers did not investigate all dimensions of brand equity. There are some studies that include brand equity scale based on customers with marketing influence analysis. One of these exceptions is Yoo and et al, (2000) research that had been explained the relation between marketing selected mixes and brand equity based on customers. While their research creates new attitude about how marketing activities influences brand equity.

As stated in the African Business (Jeffrey, 2014) Ethiopia, one of the fastest growing countries in Africa has become the arena of fierce competition among multinational beverage companies slugging it out for a bigger share of an expanding market. This trend

is being replicated across the continent as companies reach out for new markets to offset slow growth in the West. These companies are the French brewing giant BGI Castel, the UK Diageo Plc and Dutch behemoth Heineken have recently stepped up investment in Ethiopia and pursued aggressive programs of mergers and acquisitions as they try to muscle away the opposition. With the entrance of giant international breweries like Diageo and Heineken that have far reach and ripened experience, the brewery industry is starting to turn into a highly competitive and vibrant sector.

Indeed, now a days the beer industry is filled with competition, since beer factories, both foreign and local, are starting to employ price –based promotion, which was not the case earlier. More over the Ethiopian beer market is hosting a tough competition between the existing beer factories and there seems to be a market share fluctuation especially since 2011, due to the joining of International brand bottlers such as Heineken and Diageo in the Ethiopian beer market but the coming of Waliya beer is apparently accelerating the competition. The competition in Ethiopia’s beverage industry is fierce, and undoubtedly getting fiercer every day. This means there is a tough battle ahead, but the company is looking forward to coming out as number one,

The challenge is to select the right mix of promotional activities to suit the particular business at a particular time and to then use it correctly to achieve a result. Former research indicates that marketing mix elements are key variables in building brand equity (e.g., Yoo et al., 2000).However it has not clear which marketing mix have strong influence on create brand equity in the Ethiopian beer industry. So this study examines which promotional mixes more effect on brand equity.

1.3. Research questions

This research tried to answer the following question.

- What is the relationship between advertising, sales promotion and customer based brand equity in Ethiopia Beer industry?

1.4. Objective of the study

1.4.1. General Objective

- The main objective of the study is to examine the effect of advertising and sales promotion on brand equity in the Ethiopian beer industry.

1.4.2. Specific Objective

- To assess the relationship of Radio advertising and CBBE.
- To assess the association of TV advertising and CBBE.
- To examine the influence of Price promotion on CBBE.
- To examine the impact of None Price promotion on CBBE.

1.5. Significance of the study

Creating brand equity, that is, building a strong brand is a successful strategy for differentiating a product from competing brands (Aaker 1991). Brand equity is one of the most important assets in any business. It is therefore critical to understand its key drivers. Beer Companies can optimize the brand equity management process by considering the relationships existing between the different dimensions of brand equity.

This research will be highly significant to Beer Companies in many respects. First, it will assist them on how to send highly impactful messages to their esteemed target audience. Second, it will assist them on how to save cost of marketing communications in the long run. This will translate to minimization of cost of marketing communication. Third, the outcome of the research will benefit these brewery companies on how to use marketing communications to build long-term client-customer relationships. Fourth, immense importance to the academic sector especially scholars in the field of marketing and marketing communication in particular who want to know the effect that a better coordinated marketing communication tools will have on an organization marketing objectives, consumers patronage, sales growth and market share.

This research therefore, will be highly significance to marketing and brand managers in Beer Company to examine the impact of advertising and sales promotions on beer brand

equity , to prioritize and allocate resources across the marketing mix, because resources are limited in terms of money, time and manpower to implement branding strategies.

1.6. Delimitation /Scope of study

The scope of this study was limit to only Addis Ababa area geographically .The specific product selects for explore in this study is Beer. From several factors identified as drivers of consumer-based brand equity this study examines the relationships between two marketing mix elements -advertising and sales promotions- and brand equity creation. In particular, the study focuses on TV advertisement and Radio advertisement. Similarly, the study investigates the effects of two kinds of sales promotion, i.e. price and non-price promotions

1.7. Definition of Terms

Conceptual Definition

Perceived quality

Perceived quality is ‘the customer’s judgment about a product or service’s overall excellence or superiority’ (Zeithaml 1988, p. 3). It is based on the consumer’s subjective evaluation of a product or service quality.

Brand awareness

Brand awareness is ‘the ability for a customer to recognize or recall that a brand is a member of a certain product category’ (Aaker 1991).

Brand Associations

Brand associations/ brand image is one of the most accepted aspects of brand equity (Aaker, 1992) and contains the meaning of a brand held in the consumer’s memory (Keller, 1993). Keller (1993, p. 3) defines brand image as “*perceptions about a brand as reflected by the brand associations held in consumer memory*”. It includes product attributes, customer benefit, uses, users, life-styles, product classes, competitors and countries (Aaker, 1992).

Brand Loyalty

Loyalty is a core dimension of brand equity. Aaker (1991, p. 39) defines brand loyalty as the attachment that a customer has to a brand.

Brand Equity

Aaker (1991,p. 15) stated that brand equity is ‘A set of brand assets and liabilities linked to a brand, its name and symbol, that adds to or subtract from the value provided by a product or service to a firm and/or to the firm’s customers.’

TV Advertisement

Television is a good medium to use whenever audio visual impact is required. With the help of television it is possible to build reach very quickly (Shah and D’Souza 2009). Television advertising is the sending of promotional messages or media content to one or more potential program viewers. The viewers are influenced by the messages which results in actions that benefit the advertiser.

Radio Advertisement

Radio is another medium which is useful to deliver specific local audiences. It is largely used as a support medium and is relatively cheap compared to, say, print or television.

Price Promotion (monetary promotion.)

Price promotions are short-term price discounts offered by retailers. These price cuts are often supported by manufacturers in the form of trade deals. Most of the existing literature on price promotions (Varian 1980; Narasimhan 1988; Raju, Srinivasan, and Lal 1990; Rao 1991; and Agrawal) interprets a mixed strategy to offer an explanation for price promotions. These analyses are typically conducted in the context of competing firms selling one product to satisfy the demand of a heterogeneous consumer base.

Non Price Promotion (Non-monetary promotion)

Non-monetary promotions are represented by store flyers, in-store displays, shelf talkers and other methods of drawing consumer attention to specific products, which do not involve some forms of price rebate to stimulate consumers to buy a brand (Pauler and Dick, 2006).

1.8. Organization of the research Report

After the study the report will have five chapters. Chapter one will deal with introduction part. Chapter two will deal with review of related literature. Chapter three will state research design and methodology. Chapter four will present results and discussion. Chapter five will be about summary, conclusion and recommendation. The details of the chapter will be presented as follows;

Chapter one: introduction

This chapter consists of the background of the study, statement of the problem, basic research questions, objectives of study, hypothesis, definition of terms, significance of the study, and delimitation/scope of the study.

Chapter two: review of related literature

This chapter deals with the literature relevant to this study. It includes both theory and empirical evidence related to the research. Previous research results will be exhibited under this chapter.

Chapter three: research methodology

The type and design of the research will be stated under this chapter. The sampling design and method will be discussed under this chapter. The participants will be defined under this chapter. Source of data will be exhibited under this chapter. The data collection methods will be justified and exhibited on the chapter. The procedures of data collection method and the analysis method will be stated on the chapter.

Chapter four: results and discussion

This chapter will summarize the results/findings of the study, and interpret and/or discuss the findings.

Chapter five: summary, conclusion and recommendations

This chapter comprises four sections, which include summary of findings, conclusions, limitations of the study and recommendations

CHAPTER TWO

Review of Related Literature

This chapter shall provide general literature review on customer based brand equity and promotional mix. Hence the topics presented outline three main categories. These are theoretical frame work, empirical review and conceptual framework with hypotheses.

2.1. Ethiopian Beer Brand

Beer industry in Ethiopia has been growing in recent years including a surge in demand associated with increased urbanization, population growth, and rising incomes. From a level of just one million hectoliters in 2003/04, total beer production of the country has increased to nearly 3.1 million hectoliters by 2008/09. Dashen's new brewery plant will now boost the total annual production capacity of the breweries in Ethiopia to around 10.5 million hectoliters. The new brewery followed the \$156 million Walia Brewery's plant with 1.5 million hectoliters of beer production capacity in inaugurated a year ago by the Dutch's multinational, Heineken.

Except St. George Beer of BGI (French's Castel Group), which was operating in Ethiopia since 1922, all breweries in Ethiopia were owned by the government. The 42-year-old brewery in the country, Meta Abo, was sold to Diageo for \$250 million in June 2012 while Bedele and Harar breweries are handed over to the Dutch-based Heineken \$178.3 million. One of the major milestone for the growth of the industry came in the past few years when the government transferred all state-owned breweries to private companies only keeping 49% share of Dashen Brewery, which still belongs to Tired Endowment Fund that is owned by Amhara National Democratic Movement (ANDM) - one of the four member parties of the ruling party coalition EPRDF.

Currently, Ethiopia's total beer production capacity stands at 7.1m hectolitres annually. BGI Ethiopia's capacity stands at 2.7m hectolitres from its three factories at Addis Abeba, Hawassa and Kombolcha. Heineken S.C., which owns Walia, Harar and Bedele breweries, has a capacity of 2.5m hectolitres. Diageo, owner of Meta Abo Brwery, and

Dashen Brewery S.C., follow with one million and 900,000 hectolitres, respectively (Esrael and Bereket, 2014).

There are now nine beer companies in Ethiopia, with production capacities of 10.5 million hecto liters, including Zebidar Brewery’s expected production capacity of 350,000 hectoliters, according to Akililu Kefyalew, director of beverage processing industries at the Ministry of Industry. He told that “Ethiopia’s per capita consumption of beer stands at eight liters, and it is expected to reach nine or 10 by the end of 2015/16”(Addis Fortune, 2015).

Since 2012 some breweries have been engaged in very aggressive marketing campaigns such as, ‘buy one and get another for free’ and covering a week-long expenses of Ethiopian football fans to Seychelles wit chartered plane.

1. Fig. 1: Poster of Sales Promotion



Source: Own Photograph from Field

Meta Beer of Diageo is known more for focusing on promotion of corporate social responsibility activities, entertainment sponsorships and campaigns like, ‘don’t drive if you are drunk’ as well as engaging with local malt producing smallholder farmers who supply only half of the demand of breweries in the country. On the other hand, BGI is mostly known for sponsoring holiday TV programs, helping artists and sponsoring entertainment programs, concerts, music albums etc. But a groundbreaking promotion was witnessed when Heineken’s introduced Walia Beer, taking the national football team’s name, ‘Walia (Anthelope)’. After successful market control with its new brand for over a year, the company recently fully sponsored Ethiopian football fans to Seychelles with a plane labeled with Walia Beer logo to travel and support their national.

Another creative marketing came last September 2016, when Dashen Beer signed a partnership with British’s Arsenal football club. The three-year-partnership agreement makes Dashen Brewery official beer partner of Arsenal football club. Following that Dashen launches a TV commercial with three famous players of Arsenal (Theo Walcott, Per Mertesacker and Nacho Monreal) dancing ‘Eskista’ with Ethiopian traditional music.

Fig. 2: Dashne Beer Advertisement



Source: <http://newbusinessethiopia.com>

2.2 Theoretical Frame Work

2.2.1 Brand Equity

Keller (1993, p. 2) defined brand equity as ‘the differential effect of brand knowledge on consumer response to the marketing of the brand.’ Brand knowledge consists of brand nodes in memory to which a variety of associations are linked. The core components of brand knowledge are brand awareness, brand favorability, and strengths and uniqueness of the brand associations in the consumer’s memory. More precisely, Farquhar (1989) defines Brand Equity as the added value that a brand brings to a particular product or service, and points out that Brand Equity is that set of assets and liabilities linked to a brand, its name or symbol, that incorporate or decrease the value provided by a product or service to the company or its customers.

Building and/or maintaining brand equity has become an important goal for marketers as they develop their sales promotion strategies. According Aaker, 1996 as cited Cristina, Porral; Normand Bourgault and Domingo Dopico(2013) Building strong brands has become a marketing priority for many companies nowadays because it provides multiple advantages to establish and create an identity in the market place for a company, while being a key source of competitive advantage .

Brand equity can give assistance to customer to interpret, process and store a mass of information about product and brand. Further, it can affect customer’s trust in decision making for purchase, because previously customer has experienced it and brand and all its features are familiar to him (Aaker, 1991).As Yoo, Dounthu and Lee(2000; P 196)quoted brand equity creates value for both the customer and the firm ,value for the consumer enhances value for the firm .For that rationale brand equity is defined as a valuable source of competitive advantage for companies. One important consensus among the definitions is that brand equity is the incremental value of a product due to the brand name (Srivastava and Shocker 1991).

Some discussion the importance of brand equity can be found in(Karbasi Var and Yarde,2011 P.15) brand equity is that allow to create value for both customers and

company for this reason marketers can have an access to competitive advantage using brand equity.

No matter how we define brand equity, though, its value to marketers as a concept ultimately depends on how they use it. Brand equity can offer focus and guidance, providing a means to interpret past marketing performance and design future marketing programs. Everything the firm does can help enhance or detract from brand equity. Those marketers who build strong brands have embraced the concept and use it to its fullest as a means of clarifying, communicating, and implementing their marketing actions.

2.2.2 Customer-based brand equity

Keller (1993) defined Consumer Based Brand Equity as the differential effect of brand knowledge on consumer response to the marketing of the brand. The Consumer Based Brand Equity involves consumer's reactions to an element of the marketing mix for the brand in comparison with their reaction to the same marketing mix element attributed to a fictitiously named or unnamed version of the product or service. Consumer Based Brand Equity occurs when the consumer is familiar with the brand and holds some favorable, strong and unique Brand Associations in memory.

A brand has positive customer-based brand equity when consumers react more favorably to a product and the way it is marketed when the brand is identified than when it is not (say, when the product is attributed to a fictitious name or is unnamed). Thus, customers might be more accepting of a new brand extension for a brand with positive customer-based brand equity, less sensitive to price increases and withdrawal of advertising support, or more willing to seek the brand in a new distribution channel. On the other hand, a brand has *negative* customer-based brand equity if consumers react less favorably to marketing activity for the brand compared with an unnamed or fictitiously named version of the product.

Brands with positive customer-based brand equity can command a price premium (Agrwal,1996)Moreover, consumers should also have a fairly inelastic response to price increases and elastic responses to price decreases or discounts for the brand over time(Simon 1979). Consistent with this reasoning, research has shown that consumers

loyal to a brand are less likely to switch in the face of price increases and more likely to increase the quantity of the brand purchased in the face of price decreases (Krishnamurthi and Raj 1991). In a competitive sense, brand leaders draw a disproportionate amount of share from smaller-share competitors (Allenby and Rossi 1991).

2.2.3 Brand equity dimensions

Brand equity consists of four dimensions: brand awareness, brand associations, perceived quality of brand and brand loyalty, as proposed by Aaker (1991, 1996) and Keller(1993).

2.2.3.1 Brand Awareness

Brand awareness is ‘the ability for a customer to recognize or recall that a brand is a member of a certain product category’ (Aaker 1991,p. 91). *Brand awareness* is related to the strength of the brand node or trace in memory, which we can measure as the consumer’s ability to identify the brand under different conditions (Rossiter and Percy1987).

Customer-based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory. In some cases, brand awareness alone is enough to create favorable consumer response; for example, in low-involvement decisions when consumers are willing to base their choices on mere familiarity.

Brand awareness is made up of brand recall and brand recognition (Aaker 1996). Brand recall is the ability of the consumer to remember the name of the brand when given the product category and is measured through free recall or prompted recall techniques where some information is given to the respondent to see if they can recall the brands in a particular category. Brand recognition is where the consumer is able to confirm that he/she has seen that brand before.

2.2.3.2 Brand Association

Aaker (1991 p. 109) defines brand associations as “anything linked in memory to a brand” and brand image as “a set of [brand] associations, usually in some meaningful way”. In the same way another writers define brand association is anything linked in memory to a brand and brand image as a set of associations, usually in some meaningful way (Pitta& Katsanis 1995).

Brand associations are one of the most significant constituent parts of brand equity Aaker (1991), Yoo & Donthu (1997). A brand association conceptualized to denote anything that has memory links to the brand. These links grow and develop as a consumer repeatedly exposed to the brand. Keller (2008) expresses that brands endowed with several positive brand associations have positive customer based brand equity.

2.2.3.3 Perceived Quality

Perceived quality is customers’ perception of the overall quality or superiority of a product or service compared to alternatives and with respect to its intended purpose (keller p.187). Zeithaml (1988) defines perceived quality as a “product’s overall excellence or superiority”. Aaker (1996, p. 109) discovered that “perceived quality is one of the key dimensions of brand equity, and an association that is usually central to brand equity.”

It is based on the consumer’s subjective evaluation of a product or service quality. Product’s or service’s perceived quality is frequently used as a strategic instrument by a firm. Yoo et al. (2000) stated:

High perceived quality means that, through the long-term experience related to the brand, consumers recognize the differentiation and superiority of the brand. Zeithaml [1988] identifies perceived quality as a component of brand value; therefore, high perceived quality would drive a consumer to choose the brand rather than other competing brands. Therefore, to the degree that brand quality is perceived by consumers, the enhancement level brand equity value will be decided.

2.2.3.4 Brand Loyalty

Aaker (1991) states that, brand loyalty is “a measure of the attachment that a customer has to a brand” (p. 91). In addition to this it takes for it to be a primary dimension of the brand equity. Another definition from Oliver (1997) defines brand loyalty as “a deeply held commitment to re buy or re patronize a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior” (p. 392)

Maintaining consumer’s brand loyalty is not easy. According to Aaker (1991), brand loyalty is one of many brand equity bases, one of which is the early experience of a brand user. Brand loyalty not only enhances business value but also it leads to lower expenses because it is many times more expensive to attract new customers than to retain current ones.

2.2.4 Promotional activities

2.2.4.1 Advertising

Patrick, Maggie & Van den (2010) define advertising as a sponsored activity by a number of stakeholders primarily with the aim of inducing awareness, persuading (building brand liking and encouraging brand switching) and reminding target markets that the brand is on the market. Advertising is usually paid by an identified sponsor with the aim to influence the people’s attitudes towards certain people, organizations, products, services or ideas (Belch & Belch 2003).

Marketing experts generally agree that advertising plays an important role in building and maintaining a brand’s image and position, which are core components of its equity. One important role of advertising in respect to branding strategies is creating and maintaining brand equity, which can be thought of as an intangible asset of added value or goodwill that results from the favorable image, impressions of differentiation, and/or the strength of consumer attachment to a company name, brand name, or trademark. Brand equity allows a brand to earn greater sales volume and/or higher margins than it could without the name, providing the company with a competitive advantage. The strong equity

position a company and/or its brand enjoys is often reinforced through advertising (Belch & Belch 2003).

According to (O'Quinn, Allen & Semenik 2009) Advertising plays an important role in today's competitive world by which organizations communicate with their customers, both current and potential. Companies allocate a considerable part of their sources to advertising. Kotler (1988) has noted that, the purpose of advertising is to enhance potential buyers' responses to the organization and its offering, emphasizing, "It seeks to do this providing information, by channeling desire, and by supplying reasons for preferring a particular organization's offer." Customers are valuable assets for the enterprise, but they can be costly to acquire and retain (Ibid)

One of the most difficult problems faced by advertising agencies, and advertisers, remains the issue of measuring the effectiveness of the advertising they create and run (Hall 2001). Advertising effectiveness is in two forms, that is sales effectiveness and communication effectiveness (Tsai and Tsai 2006).

Advertising comes in many different forms. Five major types of advertising are media (e.g., broadcast and print), direct response (e.g., mail, media, telephone, and internet), on-line (e.g., web sites, search ads, and banner ads), place (e.g., billboards, product placement, and movies), and point of purchase (e.g., shelf-talkers and in-store radio or TV) advertising. Because of its inherent versatility and the control that these different forms afford marketers, advertising can perform many different functions to contribute to brand-building and can accomplish many different objectives.

Finally, through advertising, brands can be linked to other people, places, events, brands, or experiences. Marketers often find themselves in need of borrowing equity from someone or something else that can help to remedy a brand deficiency or bolster a brand strength. Advertising is often indispensable as a means to leverage that other equity. Thus, although advertising is not the only important means of communication—personal selling, direct response, promotion, events and experiences, and public relations all can contribute to brand equity—it often plays a central role

2.2.4. 2 Sales promotion

Sales Promotion is defined as a diverse collection of incentive tools, mostly short term designed to stimulate quicker and/or greater purchase of particular products/services by consumers (Kotler, 1988). Paley (1989; 1996) regarded Sales Promotion as activities intended to motivate salespeople, retailers, and end consumers to match corporate plan through temporary incentives. Shimp (1993) suggested that Sales Promotion was an incentive which induced distributors and consumers to purchase products, or motivated salespersons to actively increase Sales Promotion. O'Guinn, Allen and Semenik (2000) defined Sales Promotion as the utilization of incentive techniques in creating a concept of greater brand values among consumers and distributors. The main purpose of consumer promotion is to have a direct impact on the purchase behavior of the firm's customers (Kotler, 1988; Blattberg and Neslin, 1990). Consumer promotions are aimed at creating a 'pull' for end customers as opposed to trade and retail promotion that are aimed at creating a 'push' through channel members.

2.2.4. 2 .1 Types of sales promotion

Based on the characteristics of Sales Promotion incentives, Dommermuth (1989) proposed two kinds of Sales Promotion: one was Sales Promotion from economic incentives like discounts, coupons, and rebates; another was Sales Promotion from Psychological incentives like premium and sweepstakes.

Campbell and Diamond (1992) classified different promotions as monetary and nonmonetary Sales Promotions on the basis of the concept that Sales Promotion incentives affected reference price. According to them, the incentives involving monetary Sales Promotion, e.g., discounts, or rebates, influence reference price, while the incentive involving nonmonetary Sales Promotion, e.g., premium or trial offer, was regarded as an extra benefit and was not able to influence reference price.

Blattberg and Neslin (1990) and Mela, Gupta, and Lehman (1997), categorized Sales Promotion as price based and non-priced (Premium) promotion. According to them, price based promotions are defined as promotions such as coupons, cents off, refunds and rebates that temporarily reduce the cost of goods or services and non-price based

promotions are defined as promotions such as give aways and contents in which value is added to the product.

2.3 Empirical Review

2.3.1 The relationship between brand equity and brand equity dimensions

Eda Atilgan, Safak Aksoy and Serkan Akinci, (2005), conducted a research study on "Determinants of the brand equity: A verification approach in the beverage industry in Turkey". This research study aims to examine the practicality and application of a customer-based brand equity model, based on Aaker's well-known conceptual framework of brand equity. The study concludes that brand loyalty is the most influential dimension of brand equity. Weak support is found for the brand awareness and perceived quality dimensions.

Ruchan Kayaman (2007) in his research paper, titled Customer based brand equity: evidence from the hotel industry emphasizes to explore interrelations of the four brand equity components. The paper aims to explore interrelations of the four brand equity components; brand awareness, brand loyalty, perceived quality and brand image in hotel industry and improve the conceptualization of customer based hotel brand equity. Brand awareness dimension was not found significant in the tested model for hotels. The present study contributes to the understanding of customer-based brand equity measurement by examining the dimensionality of this construct. The paper shows that hotel managers and executives should try to influence; perceived quality, brand loyalty, brand image and brand awareness and design their service delivery process by considering relations between CBBE components.

Wasihun(2014) the study was about measuring consumer based brand equity by empirically investigating the source of brand equity in the beer across different brands on Addis Ababa beer market ,among CBBE models the researcher Aaker's CBBE model and tested using SEM by considering 305 respondents, the findings showed that brand equity is being positively and significantly influenced by brand equity dimensions in the beer market of Ethiopia.

In the same manner Beidemariam(2014), the study entitle "Measuring customer based brand equity in the Ethiopian beer industry" this study aimed to assess the determinants

of CBBE in the Ethiopian beer market the study found that the major dimension which affects the CBBE in Ethiopian beer industry is perceived quality. Even though the others four variables did not strongly influenced the overall brand equity.

2.3.2 Effect of promotional activities on brand equity dimensions

Isabel, Lesly and Eva (2010), conducted a research based on 411 consumers in the UK the authors chose four diverse product categories: soft drinks, sportswear, consumer electronics and cars. The research explored the relationship between two marketing mix elements-advertising and sales promotion and brand equity creation. In particular, the study focused on advertising from a qualitative and quantitative perspective. Similarly, the study investigated the effects of two kinds of promotion, that is, monetary and nonmonetary promotions. The findings showed that the content of advertising play a key role in influencing brand equity dimensions, whereas, advertising spending improves brand awareness but it is not enough to positively influence brand associations. The researcher finds distinctive effects of monetary and non-monetary promotions on brand equity.

Ebru,Inci and Eva (2007) investigated the effects of selected marketing mix strategies on equity of brands performing in mobile phone sector. Perceived price, intensity of distribution, advertising campaigns and sponsorships activities conducted for the brand were proposed to be positively effective on the building of brand equity, and perceived intensity of price deals performed for that brand was proposed to be negatively effective on brand equity.

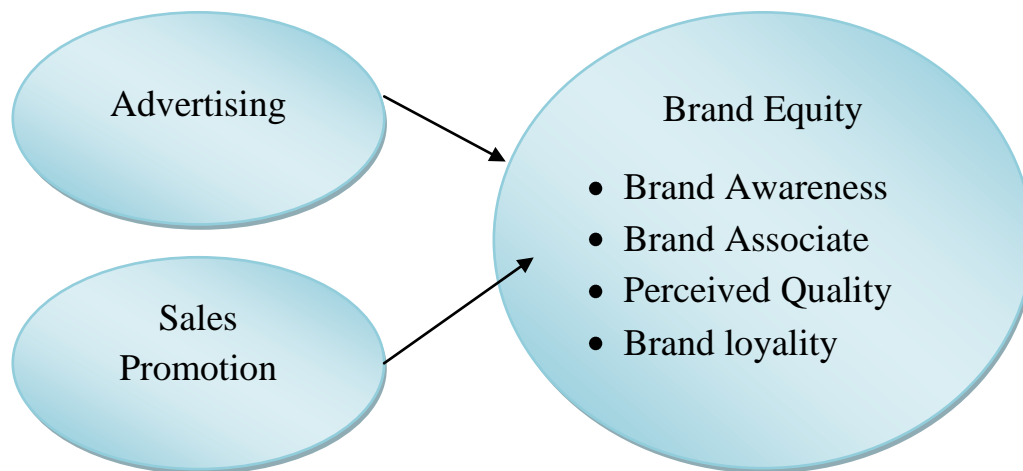
Hua (2005) studied the effect of marketing mix on brand equity. This study is done in three classification, razor, soap and orange juice in Australia market to show brand equity's criteria and also to examine the proposed effects. Advertising in some media are found with positive effect on brand equity and TV advertising have more effect on providing brand equity in comparison with publishing advertising. The effect of promotion on brand equity was complicated and only large promotion with negative effect on brand equity is found.

2.4 Conceptual Frame work and Hypotheses

Focusing on a consumer perspective, a large number of studies have drawn on different dimensions to conceptualize and measure brand equity. Following Aaker's (1991, 1996) and Keller's (1993). conceptual frameworks, the four dimensions of consumer-based brand equity examined in this study are brand awareness, perceived quality, brand associations and brand loyalty.

This research build on the framework proposed by Yoo,Donthu and Lee (2000) .It examines in depth marketing communication tools' effects on brand equity dimensions. The study focuses on the role of two specific marketing communications tools: advertising and sales promotions. Based on the above related literature review and concepts the conceptual fame work for the study is developed.

Figure: 3 Conceptual framework



Source: Adopted from Yoo, Donthu and Lee (2000)

1. Advertising has a significantly positive effect on Brand Equity.
 - 1.1 Television advertising has a significantly positive effect on Brand Equity.
 - 1.2 Radio advertising has a significantly positive effect on Brand Equity
2. Sales Promotion has a significantly positive effect on Brand Equity.
 - 2.1 Monetary sales promotion has a significantly positive effect on Brand Equity.
 - 2.2 Non monetary sales promotion has a significantly positive effect on Brand Equity.

CHAPTER THREE

Methodology

This chapter presents a brief discussion of the study. It contains research design, data type and source, target population, product stimuli, sample and sampling technique, sample size, data collection tools (instruments), Procedures of data collection and data analysis method.

3.1 Research Design

This study is quantitative method; it applies causal research methodology which seeks to test the relationships between two or more variables. It is based on the concept of causality where one variable is believed to cause or produce another variable. In this research, the researcher wishes to test the hypotheses stating that of advertising (TV advertising and Radio advertising) and sales promotion (monetary and non-monetary)are the causes of brand equity. Hence, overall brand equity and its four dimensions come as the dependent variables in this research that is affected by the other four independent variables— Television advertising, radio advertising, monetary and non-monetary promotion.

3.2 Data type and source

Data are the facts and figures collected for records or any statistical investigation. There are primarily two sources of information normally used for research purposes—primary and secondary sources of data. Primary sources are those in which we need to conduct a new survey for gathering information at different levels with regard to the inquiry. Secondary sources are those which are made available or have been collected for other research purposes.

Both primary and secondary sources of data were employed in the study. Primary data was collect by structured questionnaires were distributed to the respondents, while the

secondary data was collect from publications including, researches journals and various materials that have relevant to this research.

3.2.1 Target Population

Population is defined as the complete set of analysis that is under investigation (Davis 2000, p. 220). Proctor (2003:102) defines population as the total group to be used. The target populations for this study are the residents of Addis Ababa who customer of beer in Hotel, Restaurant, Bar, Grocery from both gender and aged over 18.

3.2.2 Product stimuli

In order to examine and measure the effect of promotional activities and brand equity, this study focus on beer products in Ethiopian market at least one year in the market. Since currently there were six brands in the market which was manageable in number all were included in the study as product stimuli : Bedele, Dashen, Harar, Meta, St.George and Waliya. Habesha and Raya beers were not included because of both of them less than one year age in the market.

From the five listed brands, respondents were request to select the one they are most familiar with and then to answer all the statements in the questionnaire for that particular brands.

3.3 Sample and sampling Technique

According to the methodology life there are two main sampling methods, probability and non-probability sample (Zikmud, 2000). In this study the lack of access to a list of the population being study (un available of the sampling frame) makes fully randomized samples(probability sampling) extensive and difficult to obtain , as a result multi stage sampling were used .Multi stage cluster sampling starts with dividing the total population in too many subgroups. In this study the sub-city administration of Addis Ababa to cluster the total population in to ten subgroups geographically .According to William (1991, cited by Kassahun 2014) cluster sampling try to secure heterogeneity within each subgroup.

In this research multistage sampling was used. In this study it impossible to access all the name of beer drinkers in Addis Ababa from hotels, Bars and Restaurants, which offers beer to its consumers. Cluster sampling therefore it was helpful for our large sample surveys. The researcher used 10 sub-cities of Addis Ababa as a cluster unit with heterogeneous population within but homogenous population with other sub-city. The ten sub-cities are: Addis Ketema, , Akaki-Kality, Arada, Bole, Gulele, Kirkos, Kolfe keranio, Lideta, , Lafto- Nefas Silk and Yeka. Using a simple random sample three clusters were selected from the above ten sub-city. Which are lafto-Nifas silek, Addis Ketema and Kirkos.

3.4 Sampling Size

Since the population of customers is unknown or infinite, we use the Topman formula (Okeke , 2005; Hair, Bush, & Ortinua, 2000).Accordingly, the sample size for customers is computed as follows:

$$n = Z^2 (p) (Q)/e^2$$

Necessary sample size=(Z-score)²*standard deviation * (1-standard deviation)/margin error²

Where: n = Sample size

Z = Standard deviation given a corresponding confidence level.

P = the estimated proportion of incidence of cases in the Population or assumed success rate with the instrument

Q = (1 –p) or assumed failure rate

E = proportion of sampling error or error margin in a given situation.

The researcher using the above formula to estimate a study sample can then come up with the following values. Since the population size of this research is unknown population sample formula will use it. using a 95% confidence level,0.5 standard deviation and a margin of error (confidence interval of +/- 5% and level correspondence to a z-score which is a constant value needed for the equation sample size will determine .Hence , Z-score for 95% confidence level is 1.96

$$((1.96)^2 * .5(5))/(0.5)^2$$

$(3.8416 \cdot .25) / 0.0025$

$.9604 / 0.0025 = 384.16$ the sample size for this study was **384**.

3.5 Data collection Tools/Instruments/

Questionnaire to be used must be prepared very carefully so that it may prove to be effective in collecting the relevant information. Structured questionnaires are those questionnaires in which there are definite, concrete and pre-determined questions. The questions are presented with exactly the same wording and in the same order to all respondents. Resort is taken to this sort of standardization to ensure that all respondents reply to the same set of questions.

A structured questionnaire based a Likert -type scale were used as a major instrument of data collection. The questionnaires consist of three sections. The first section elicit information on the demographic characteristics of the respondents, the second section is make of items that request information on the independent variables of the study i.e., Television advertising, Radio advertising, monetary and non-monetary promotion Yoo et al. (2000). While the third section measure the dependent variables of the study Brand equity dimensions (i.e. Brand Awareness Yoo et al. (2000); Netemeyer et al.(2004), Perceived Quality Papu et al.(2005,2006), Brand Loyalty Yoo et al. (2000) and Brand Association Lassar et al;Aaker (1996); Netemeyer et al.(2004) ;Papu et al.(2005,2006)). The entire part of the questioner attached on appendix 1.The purpose of the instrument was develop for this study to test the formulated research hypothesis.

3.6 Procedures of data collection

A pilot survey was conduct on 30 respondents prior to administrating the questionnaire to the selected sample size. The pilot survey was conducted to check if the questioner is clear, easy to understand and straightforward to ensure that the respondents able to answer the questions with no difficulty. In addition to these, the pilot study was administered to test the appropriateness, validity and reliability of the questioner.

According to the feedback from pilot survey, some changes were made on the questioner before administering to the selected sample size.

Based on the sample size 384 as computed on the above formula, 158 sample were taken from Kirolo sub-city, 97 sample were taken from Nifas Silk and 129 from Arada on based of the numbers of Hotels, Restaurant and Bars that took the data from Addis Ababa Trade Bureau to address consumers in Hotel, Bar, and Restaurant stratified sampling method will apply. The number of questioners to be distributing to each stratum will calculate proportional to the total number of Hotel, Bar, and Restaurant in each sub-city.

From customers who were volunteer to complete a questioner while spending time in those place without any discrimination by gender or age (considering all are above 18). In addition to the researcher six college/university prospective graduates students by after take some sort of orientation about the data collection is administer the survey.

3.7 Data Analysis Method

This last part of the research plan involves determining which methods of data analysis will be applied and how this data will be interpreted and presented to the client. Quantitative methods of data analysis may involve a variety of statistical techniques. The researcher use two major areas of statistics were descriptive and inferential. Descriptive statistics includes the collection, organization, summarization, and presentation of data.

Inferential statistics includes making inferences from samples to populations, estimations and hypothesis testing, determining relationships, and making predictions (Bluman, 2009 P.25). In this study descriptive analysis was used to analyze the demographic data of the sample and; data analysis method used for inferential statistics by using the techniques of correlation and regression analysis. Correlation is a statistical method used to determine whether a relationship between Variables exists. Regression is a statistical method used to describe the nature of the relationship between variables, that is, positive or negative, linear or nonlinear (Bluman, 2009).

3.8 Reliability and Validity

3.8.1 Reliability

It shows the extent to which the researcher can confidently rely on information obtained through the use of instrument adopted to gather data, for the research work. It actually shows the extent to which the researcher can confidently rely on the information gather through the use of research instrument (questionnaire) adopted to gather data for the research work. Thereafter, data collecting are subject to reliability analysis to establish the reliability of the measures and to ensure consistent measurement among the various items in the instrument (Kerlinger 1964, Philips 1976, Bailey, 1987, Singleton et al, 1993). A reliability test was carried out on the questionnaire using the Cronbach alpha test.

Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale; it represented as a number between 0 and 1. According to Zikmund et.al.(2010) scales with coefficient alpha between 0.6 and 0.7 or higher is considered adequate to determine reliability. The detailed information elaborated on chapter four the methodology part.

3.8.2 Validity

Among the four methods of measuring external validity, are face (Selltiz et al 1976, Barley 1987); content (Kerlinger 1964; Barley 1987, Singleton et al, 1993); Criterion (Philips 1976, Barley 1987) and Construct validity (Kerlinger 1964, Barley 1987 and Singleton et al 1993). Face and content validity were carry out on this work. **Content validity** measures the appropriateness of the wording of the instrument and the objectives of the study while face validity enables the researcher to make an assertion of claim to have measured what he or she intended to measure.

Ethical consideration

The study considered some ethical issues. This were the respondent had the right to respond or not, the respondent had the right to participate or not, the study had been inform respondents the purpose of the questioner and the study considers the

confidentiality of the response by not asked to state name. While conducting the study, emerging ethical issues was considered and given attention.

To increase the ethical standard of the questioners and the right of the respondents, the following statements will be included on the questioners;

- ✓ Introduction and rationale for study.
- ✓ Specific aim(s).
- ✓ Outcomes to be measured.
- ✓ Considerations of statistical power in relation to enrollment.
- ✓ Study procedures.
- ✓ Procedures for protecting against or minimizing potential risks. Plans for data safety monitoring and addressing adverse events if they occur. Alternative interventions and procedures that might be advantageous to the participate.

CHAPTER FOUR

Results and Discussions

This chapter presents the result of the data analysis according to the research methodology discussed in chapter three. A detailed discussion regarding to the three research hypothesis were presented and tested.

After distributing 384 questioners for beer consumer's respondent, a total of 349 were received showing 93% response rate. However, only 314 questioners were found completely filled and used for analysis.

4.1 Descriptive Statistics

In this study primary data collection instrument (questioners), section one was designed to get some demographic details of the respondents involved in the study. Section two and three was designed to acquire items on promotional mix and brand equity dimensions respectively.

4.1.1 Respondent's Gender

Table: 1 Gender Distributions of Respondents

Items	Frequency	Percent
Male	268	85.4
Female	46	14.6
Total	314	100

Source: Field Survey, 2016

The total of the participants as presented in the above table one revealed a total of 268 males in the distribution representing 85.4% and 14.6 females representing 14.6%. This indicates that higher number of male in the distribution. This imply that the number of male respondent were greater than the female counter parts. This is not out of the ordinary. In many parts of the country the number of male beer drinkers out weights the females.

4.1.2 Respondents Age

Table: 2 Age Distribution of Respondents

	Frequency	Percent
18-20	8	2.5
21-30	108	34.4
26-30	91	27.8
31-40	125	39.5
41-50	35	11.1
>50	38	12.1
Total	314	100.0

Source: Field Survey, 2016

The age of the respondents as presented in table 2 revealed that those between the ages of 18- 20 years were 8 respondents, which represent 2.5% and a total of 108 participants between 21-30 years, this represents 34.4%. Also, 125 for 31-40 years accounted for 39.8%, and 41-50 age were 35 representing 11.1%, and for greater than 50 representing 12.1 %. Looking at this table at a glance one would realize that adults greater than 30 dominated the participants of this study and this has indeed contributed to the quality of opinions gathered.

4.1.3 Educational Background of Respondents

Table: 3 respondent education level

	Frequency	Percent
Elementary	15	4.8
Secondary Completed	32	10.2
Diploma	88	28
Bachelor Degree	139	44.3
Post Graduate & Above	39	12.4
Total	314	100.0

Source: Field Survey, 2016

The educational background of the participants revealed that first degree holders and post graduate and above were more than those of the participants from elementary, high schools and diploma presented in table 3 The high literacy level of respondents helped the researcher in getting good and quality responses from respondents.

4.1.4 Occupation

Table: 4 Respondent occupations

	Frequency	Percent
Student	9	2.9
government employee	95	30.3
private organization employee	122	38.9
running own business	71	22.6
Others	17	5.4
Total	314	100.0

Source; The survey of (2016)

The occupation of the respondents as presented in table 4 revealed that those students were 9 respondents, which represent 2.9 %, among these all were university students which the country law allowed them to drink alcohol because their age 18 and above. 95 respondents were government employees which represent 30.3%, 122 the highest number of respondents were private organization employees which represent 38.9%, 71 respondents were running own business which represent 22.6% and also 17 respondents were belongs to others which represent 5.4%.

4.1.5. Respondent income

Table: 5 Respondent income

	Frequency	Percent
<1000	24	7.6
1000-2000	38	12.1
2001-3000	59	18.8
3001-5000	78	24.8
5001-10000	72	22.9
>10000	43	13.7
Total	314	100.0

Source: Field Survey, 2016

Table 5 has demonstrated the level of the income of the respondent, 24 respondent were earn below 1000 ETB which represented 7.6%, 38 respondents were earn 1001-2000 ETB which represent 12.1%,59 respondents were earn 2001-3000 ETB which represent 18.8%,78 respondents were earn 3001-5000 ETB which represent 24.8%,72 respondents were earn 5001-10,000 ETB which represent 22.9%,and 43 respondents were earn more than 10,000 ETB which represent 13.7%.this implies us income matters to drink beer and as the same time when income increase the consumption of beer shift to other high level alcohol.

4.2 Respondents Brand Familiarity

Table:6 Respondent beer brand familiarity

Item	Frequency	Percent
Bedelle	19	6.1
Dashen	74	23.6
Harar	12	3.8
Meta	28	8.9
St.george	139	44.3
Waliya	42	13.4
Total	314	100.0

Source: Field Survey, 2016

Table 6 has demonstrated the selection of most familiar brand, which generally reflects the six brand's currently available of in Ethiopia beer market. 44.3% respondents selected St.george as the most familiar brand which ranks the first place whereas Dashen beer was occupied 23.1% which ranks second place and the new comers Waliya 13.4 % got the third position. These three beer brands are believed as leading beer brand in beer consumer's mind in Addis Ababa which enjoying attractive advantage.

Subsequently, Meta 8.9%and Bedele 6.1% respondents selected so these beers ranks fourth and fifth respectively. The rest Harar 3.8% was selected and positioned sixth place.

4.3 Reliability and Validity

4.3.1 Reliability

It shows the extent to which the researcher can confidently rely on information obtained through the use of instrument adopted to gather data, for the research work. It actually shows the extent to which the researcher can confidently rely on the information gather through the use of research instrument (questionnaire) adopted to gather data for the research work. Thereafter, data collected were subjected to reliability analysis to establish the reliability of the measures and to ensure consistent measurement among the various items in the instrument (Kerlinger 1964, Philips 1976, Bailey, 1987, Singleton et al, 1993). A reliability test carried out on the questionnaire using the Cronbach alpha test.

Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale; it represented as a number between 0 and 1.According to Zikmund et.al. (2010) scales with coefficient alpha between 0.6 and 0.7 or higher is considered adequate to determine reliability.

Thus, Cronbach's alpha was calculated for all factors, almost all constructs were between 0.8440and 0.955. As a result, all constructs were accepted as being reliable for the research .The Cronbach's alpha coefficient of the four marketing communication tools, four dimensions of CBBE and over all brand equity is shown in table 7 below.

Table: 7 Reliability analyses of the variables.

Variables	Cronbach's alpha coefficient	Number of items
Television Advertisement	0.880	6
Radio Advertisement	0.876	6
Monetary Sales promotion	0.840	3
Non-Monetary Sales promotion	0.920	3
Brand Awareness	0.955	6
Brand Association	0.896	6
Perceived Quality	0.943	6
Brand Loyalty	0.913	5
Over all Brand Equity	0.930	5
All variables	0.853	46

Source; Survey data (2016)

4.4 Normality Test Descriptive Statistics

Table.8 Descriptive Statistic

	TVAD	RADAD	MONPR	NONPR	BRAW	BRASS	PERQUAL	BRLOY	OBEQ
Mean	3.59	3.44	2.55	2.98	4.06	3.65	3.89	3.72	3.86
Median	3.83	3.50	2.33	3.00	4.00	3.83	4.00	4.00	4.00
Skewness	-.586	-.314	.501	.024	-1.197	-1.395	-.727	-.629	-.868
St.dev	.912	.949	1.04	1.13	.869	.895	.881	.959	.928
Std.error of Skewness	.138	-.314	.138	.138	.138	.138	.138	.138	.138
Kurtosis	-.240	-.504	-.365	-.894	1.395	-.423	.359	-.116	.686
Std.error of Kurtosis	.275	.275	.275	.275	.275	.275	.275	.275	.275
Kurtosis/Skewness	0.40	1.60	0.72	37.25	-1.165	.001	-0.49	0.18	-0.79

Source: Survey SPSS result 2016

Paurva Shukla (2009) Stated that Skewness and Kurtosis test, and the low difference between mean and median is the basic ways of to check the normality of the

data.(Shukla,2009)positive Skewness values suggest clustering of data points on the low value(left hand side of the bell curves) and negative Skewness values suggest clustering of data points on the high values(right hand side of the bell curve). The data in the study suggests the response is clustering on the high values (right hand side of the bell curve) positive Kurtosis value suggest that the data points have peaked at (gathered in the center) with long thin tails. The data set is of a thin bell shape value.Kurtosis below zero suggests that distribution of data points is relatively flat (Shukla,2009).Besides ,as per Hair J.B (2010)when Kurtosis divided by Skweness and the result below ± 2.58 the data assumed normal. According to this rule, the result is a maximum of 1.60 that shows the input data is normally distributed. The case of normality might be affected when the sample is increasing (Shukula, 2009) .

Table 9 Collinearity Diagnostics^a

Model	Dimension	Eigen value	Condition Index	Variance Proportions				
				(Constant)	TV ad	Radio ad	MSP	NMSP
1	1	4.757	1.000	.00	.00	.00	.00	.00
	2	.110	6.566	.02	.06	.05	.58	.07
	3	.072	8.125	.02	.01	.00	.37	.91
	4	.035	11.612	.80	.02	.41	.05	.01
	5	.025	13.725	.15	.91	.53	.00	.01

a. Dependent Variable: OBREQ

In 2006 Robert when tolerance (It is an indicator of the percentage of variance in predictors).Hence very small values indicator "overlap" or sharing of predictive power (i.e the predictor is redundant).Both the Tolerance values greater than 0.10 and the VIF values less than 10are all quite acceptance accordingly, on the above table(8)since the tolerance value is $>.10$ and VIF is <10 the independent variables are free of multicollinearity problem.

4.4 Correlation analysis between promotional mix brand Equity

Correlations are a measure of the linear relationship between two variables .It does not imply cause-effect relationship. A Correlation coefficient has a value ranging from -1 to 1.

Table 10 Correlations between Television ad and Brand Equity

		TV add round average	OBREQ round average
TVadd round average	Pearson Correlation	1	.309**
	Sig. (2-tailed)		.000
	N	314	314
OBREQ round average	Pearson Correlation	.309**	1
	Sig. (2-tailed)	.000	
	N	314	314

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

Table 11 Correlations between Radio ad and Brand Equity

		OBREQ round average	Radioadd round average
OBREQ round average	Pearson Correlation	1	.337**
	Sig. (2-tailed)		.000
	N	314	314
Radio add round average	Pearson Correlation	.337**	1
	Sig. (2-tailed)	.000	
	N	314	314

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

Table 12 Correlations between Monetary sales promotion and Brand equity

		OBREQ round average	MSP round average
OBREQ round average	Pearson Correlation	1	.227**
	Sig. (2-tailed)		.000
	N	314	314
MSP round average	Pearson Correlation	.227**	1
	Sig. (2-tailed)	.000	
	N	314	314

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

Table 13 Correlations between Non monetary sales promotion and Brand Equity

		OBREQ round average	NMSP round average
OBREQ round average	Pearson Correlation	1	.263**
	Sig. (2-tailed)		.000
	N	314	314
NMSP round average	Pearson Correlation	.263**	1
	Sig. (2-tailed)	.000	
	N	314	314

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

From the above Table 10- 13 we can understand that all of the variables had positive correlation with brand equity as well as had positively correlated with each other. However, these tables may show the causal relationship between variables and the magnitude of the association between variables.

4.6 Regression Analysis between promotional mix and brand equity

Regression analysis was carried out to test the impact of promotional mix on Brand Equity in Ethiopian Beer industry .In this case, promotional mixes are the independent variables. From the table 8 , we can observe that brand equity are influenced by promotional mix by 16.1 remaining determined by Others factors.

Table 14 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.401 ^a	.161	.150	.856

a. Predictors: (Constant), NMSP, TV add, MSP, Radio ad..

From the ANOVA Table 15, a good fit was established between promotional mix and brand equity with $P = 0.000$ which is less than the significance level of 0.05

Table 15 ANOVA for effect of promotional mix on brand equity.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	43.445	4	10.861	14.832	.000 ^b
	Residual	226.279	309	.732		
	Total	269.724	313			

a. Dependent Variable: OBREQ round average

b. Predictors: (Constant), NMSP, TV ad, MSP, Radio ad.

Table 16. Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.185	.226		9.654	.000		
TVadd round average	.151	.066	.149	2.284	.002	.641	1.559
Radioadd round average	.180	.066	.185	2.748	.004	.601	1.663
MSP round average	.099	.052	.111	1.913	.057	.804	1.243
NMSP round average	.086	.050	.105	1.729	.085	.732	1.366

a. Dependent Variable: OBREQ round average

As hypothesized in literature review, Television advertising (H1.1) and Radio advertising (H1.2) have significant positive effect on consumer based brand equity. Opposite to this monetary sales promotion (H2.1) and non-monetary sales promotion have non-significant positive effect on consumer based Brand equity.

As it can see from Table 16, Television advertising (.002) and Radio advertising (0.04) were significant at p- value <0.05. These two hypothesizes were supported. In contrary to this monetary sales promotion (0.57) and non-monetary sales promotion (.085) were not significance at p-value <0.05. Hence these two hypothesizes were not supported.

According to regression coefficient (beta), Radio Advertising the most essential factor on brand equity which place first and Television is the second. While monetary sales promotion and non-Monetary are the lowest factor which influenced on brand equity, As well as t-test result clarifies that Radio Advertising is the variable that has the most positive influence on brand equity dimensions. While non-monetary sales promotion is the least effective variable.

CHAPTER FIVE

Summary, Conclusion and Recommendation

This chapter comprised four sections, which include summary of findings, conclusions, limitation of the study and recommendations.

5.1 Summary

The purpose of this study was to examine the effect of advertising and sales promotions on brand equity in the Ethiopian beer industry. The researcher came up to this objective by studying advertising from Television advertising and Radio advertising perspective, as well as analyzing both monetary and non-monetary sales promotions.

Brand equity is one of the most important assets in any business. It is therefore critical to understand its key drivers. It can help brand marketers and managers to create differentiation from their competitors in order to gain the competitive advantage in the market. Especially, in a high competitive beer market in Ethiopia, brand equity plays an essential role that affects developing business for a brand company.

This study was quantitative method; it applies causal research methodology which seeks to test the relationships between two or more variables. It is based on the concept of causality where one variable is believed to cause or produce another variable. In this research, the researcher wishes to test the pre-existing hypotheses stating that of advertising (Television advertising and Radio advertising) and sales promotion (monetary and non-monetary) were the causes of brand equity. Hence, overall brand equity and its four dimensions come as the dependent variables in this research that is affected by the other four independent variables— Television advertising, Radio advertising, monetary and non-monetary sales promotion.

In order to examine and measure the effect of promotional activities on brand equity, this study focused on beer products in Ethiopian market at least one year in the market. Since currently there are six brands in the market which are manageable in number all are included in the study as product stimuli they are: Bedele, Dashen, Harar, Meta, St.George and Waliya.

From the five listed brands, respondents were asked to select the one they are most familiar with and then to answer all the statements in the questionnaire for that particular brands. After distributing 384 questioners for target beer consumer respondent, a total 349 answered questioners were retrieved, which is 90.8% of the total distributed questioners. After checking took back questioners, the 314 questioners were valid for statistical analysis which means at the end of the day 81.7 % of the total questioners entered for the analysis.

To check the generalizability of the findings to the population, comparisons of mean have been conducted by different samples of the respondents. As per the finding there is small variable of mean differences. Since the variability between samples means are to insignificant, we can conclude that the findings of the study can be generalized to the population.

To summarize the result of the research ,the selection of most familiar brand, 44.3% respondents selected St.george as the most familiar brand which ranks the first place whereas Dashen beer was occupied 23.1% which ranks second place and the new comers Waliya 13.4 % got the third position. These three beer brands are believed as leading beer brand in beer consumer's mind in Addis Ababa which enjoying attractive advantage.

Subsequently, Meta 8.9%and Bedele 6.1% respondents selected so these beers ranks fourth and fifth respectively. The rest Harar 3.8% was selected and positioned sixth place.

The promotional mix of the variables had positive correlation with brand equity as well as had positively correlated with each other.

According to regression coefficient (beta), Radio Advertising (.185) the most essential factor on brand equity which place first and Television (.149) is the second. While monetary sales promotion (.111) and Non-Monetary (.105) are the lowest factor which influenced on brand equity, As well as t-test result clarifies that Radio Advertising is the variable that has the most positive influence on brand equity . While non-monetary sales promotion is the least effective variable. This suggests that the brewery should focus on advertising rather than sales promotion.

5.2 Conclusion

Brand equity is seen as the outcome of long term marketing efforts operated to build a sustainable, differential advantage relative to competitors, any marketing actions will affect on customers' brand knowledge.

The following major conclusions were extracted from findings section with regard to the general information of the respondents.

- St.george, Dashen and Waliya are the most favored beer brands respectively.
- Meta, Bedele, and Harar are the least favored beer brands respectively.
- Most of the beer consumers are youth's age greater than 20 and adults below 40 years.
- The educational background of the participants revealed that first degree holders and post graduate and above were more than those of the participants from elementary, high schools and diploma.

As hypothesized in literature review, Television advertising (H1.1) and Radio advertising (H1.2) have significant positive effect on consumer based brand equity. Opposite to this monetary sales promotion (H2.1) and non-monetary sales promotion have non-significant positive effect on consumer based Brand equity.

To sum up the conclusions Radio Advertising is the variable that has the most positive influence on brand equity. While non-monetary sales promotion is the least effective variable. These suggest that the brewery should focus on advertising rather than sales promotion.

5.3 Recommendation

On the basis of this study, the following recommendations are made: From the study the researcher clearly understand that First, advertising is an important marketing mix tool for brewery companies influencing brand equity. However, due to the growing number of brands competing in the markets with the same product, the marketing department of the brewery companies should pay special concentration regard to the production of their

Television advertising and Radio advertising. It should be attractive to get attention and persuade targeted customer.

Marketing Managers or Brand Managers should be to prioritize and allocate resources across the marketing mix, because resources are limited in terms of money, time and manpower to implement branding strategies. Respect this Radio Advertising is the variable that has the most positive influence on brand equity .While non-monetary sales promotion is the least effective variable. This suggest that the brewery should focus on advertising rather than sales promotion

Limitation of the study

The purpose of this study was to examine the effect of advertising and sales promotions on brand equity in the Ethiopian beer industry. The scopes of this study was limited to only Addis Ababa area geographically .The specific product selects for examine in this study was Beer. From several factors identified as drivers of consumer-based brand equity this study examined the relationships between two marketing mix elements - advertising and sales promotions- and brand equity creation.

Due to the limitations of this study, it is recommended that in future research, more considering different product categories and brand names and in other parts of the country be examined in order to consider socioeconomic and cultural difference the results can have better reliability and generalization.

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Appendices

Survey on Advertising, sales promotion and consumer based brand equity dimensions for Ethiopian beer.

Dear Respondents,

I am post graduate student at Addis Ababa University school of Commerce and currently I'm doing my thesis with objective to examine the effect of Advertising and sales promotion on consumer brand equity in the case of Ethiopian beer.

This information provided by you will be confidential and will be used for academic purpose. In advance, I thank you very much for your active cooperation.

Section I:: Personal information

The following questions are for background purpose only. Please choose one answer that describes your current situation and mark it (√).

1) What is your gender?

Male []

Female []

2) What is your age?

18 – 20 years old []

31 – 35 years old []

21 – 25 years old []

36 – 40 years old []

26 – 30 years old []

More than 40 years old []

3) Which category best describes your education level?

Elementary []

Bachelor Degree []

High School Graduate []

Post Graduate& Above []

Diploma []

4) Occupation: Student []

Government Employee []

Private Organization Employee []

Running Own Business []

Others (Please specify).....

5) Monthly Income (in ETB): Less than 1,000[]

1,001-2,000 []

2,000-3,000 []

3,000-5,000 []

5,000-10,000 []

Above 10,000[]

Section II In the following questions, the word “this” represents the brand you chose in this section question 1, Please (√) the box describing the extent of your **agreement/disagreement** with the following statements.

1.) From the following six brands, please choose one Beer brand you are **most familiar** with, please circle your answer.

1. Bedelle 2. Dashen 3 .Harar 4.Meta 5.ST.George 6.Waliya

TV advertisements	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
This brand is intensively advertised on the TV					
The TV advertisements for this brand seem very expensive, compared to competing brands.					
The TV advertisements for this brand are seen frequently.					
TV advertisings of this brand are seen very interesting, funny, exciting.					
TV advertisings of this brand are very popular					
TV advertisements for brand X are different from the advertisements of competing brands					
Radio advertisements					
This brand is intensively advertised in the Radio					
The Radio advertisements for this brand seem very expensive, compared to competing brands.					
The Radio advertisements for this brand are heard frequently.					
Radio advertisements of this brand are seen very interesting, funny, exciting.					

	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
Radio advertisements of this brand are very popular					
Radio advertisements of this brand are easy to remember					
Radio advertisements for this brand are different from the advertisements of competing brands					
Monetary sales promotion					
This brand is often promoted through price deals.					
Frequent price deals are offered for this brand.					
This brand uses price discounts more frequently than competing brands of beer					
Non monetary sales promotion					
This brand frequently offers gifts					
This brand often uses gifts for promotion					
This brand uses gifts more frequently than competing brands of beer					
Brand awareness					
I am aware of this brand					
When I think of beer, this brand is one of the brands that comes to my mind					
This is a brand of beer that I am very familiar with					

	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
I know what this brand looks like					
I can recognize this brand amongst other competing brands of beer					
I can quickly recall the symbol or logo of this brand					
Brand association					
This brand is good value for the money					
I like and trust the company, which makes this brand					
I respect and admire people who drink this brand					
Thinking of this brand brings back pleasant memories					
This brand has a unique brand image, compared to competing brands					
This brand makes me feel good					
Perceived quality					
This brand is of high quality					
This brand offers very reliable beer					
This brand offers products of consistent quality					
This brand offers products with excellent features					

	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree
This brand is a quality leader within its category					
I trust the quality of this brand					
Brand loyalty					
I consider myself to be loyal to this brand					
When having a beer, this brand would be my first choice					
I will not buy other brands if this brand is available at the store					
I am still willing to buy this brand even if its price is a little higher than its competitors					
I will keep on buying this brand as long as it provides me satisfied products					
Overall brand equity					
Even if another brand has the same feature as this brand, I would prefer to buy this brand.					
If there is another brand as good as this brand, I would prefer to buy this brand.					
If there is another brand has same price as this brand, I prefer to buy this brand.					
If I have to choose among brands of beer, this brand is definitely my choice.					

በኢትዮጵያ ቢራ ኢንዱስትሪ የማስታወቂያና የማስታወቂያ ሽያጭ

የብራንድ ገቢ (የንግድ ምልክት እሴት) ላይ ያላቸውን ተፅዕኖ

ለማረጋገጥ የሚደረግ የዳሰሳ ጥናት መጠይቅ

ውድ ምላሽ ሰጪዎች

በቅድሚያ ውድ ጊዜያችሁን ሰጥታችሁ ትክክለኛና ታማኝ የሆነ ምላሻችሁን ለመስጠት ፍቃደኝነታችሁን ስላሳያችሁ በጣም አመሰግናለሁ።

እኔ በአዲስ አበባ ዩኒቨርሲቲ የንግድ ሥራ ት/ቤት የማርኬቲንግ ማኔጅመንት የማስተርስ ዲግሪ ተማሪ ስሆን ይህ መጠይቅ የተዘጋጀበት የማስተርስ ዲግሪዬን በከፊል ለማሟላት ለምሠራው ጥናት እንደግብዓት ለመጠቀም ነው።

የዚህ ጥናት ዓላማ በኢትዮጵያ የቢራ ኢንዱስትሪ ውስጥ ቢያንስ አንድ ዓመት ቆይታ ያላቸው ቢራዎች የማስታወቂያና የማስታወቂያ ሽያጭ (ሴልስ ፕሮሞሽን) በብራንድ ገቢ (የንግድ ምልክት እሴት) ላይ ያላቸውን አስተዋፅኦ ለማረጋገጥ ነው።

ክፍል አንድ- ግላዊ አጠቃላይ መረጃዎች

(የእርስዎን ምላሽ የሚገልፀው ሳጥን ውስጥ ✓ ምልክት ያድርጉ።)

1. ፆታ ወንድ ሴት
2. ዕድሜ

h18-20 ዓመት <input type="checkbox"/>	h31-40 ዓመት <input type="checkbox"/>
h21-30 ዓመት <input type="checkbox"/>	h41-50 ዓመት <input type="checkbox"/>
h50 ዓመት በላይ	
3. ወቅታዊ የትምህርት ደረጃ

አንደኛ ደረጃ <input type="checkbox"/>	ዲፕሎማ <input type="checkbox"/>	የመጀመሪያ ዲግሪ <input type="checkbox"/>
10 ወይም 12ኛ ያጠናቀቀ <input type="checkbox"/>	ሁለተኛ ዲግሪ <input type="checkbox"/>	
4. ሥራ

ተማሪ <input type="checkbox"/>	የመንግሥት ቅጥር <input type="checkbox"/>	በግል ሥራ ተዳዳሪ <input type="checkbox"/>
የግል ድርጅት ቅጥር <input type="checkbox"/>	ሌላ <input type="checkbox"/>	
5. የወር ገቢ በኢትዮጵያ ብር ምን ያህል ነው

h1000 ብር በታች <input type="checkbox"/>	h1001-2000 ብር <input type="checkbox"/>
h2001-3000 ብር <input type="checkbox"/>	h3001-5000 ብር <input type="checkbox"/>
h5001-10000 ብር <input type="checkbox"/>	h10,000 ብር በላይ <input type="checkbox"/>

ክፍል ሁለት

ከዚህ በታች በሰንጠረዥ በቀረቡት ጥያቄዎች “ይሄ” ወይም “የዚህ” የሚለው ቃል በዚህ ክፍል ጥያቄ አንድ ላይ ካሉት የቢራ ብራንዶች እርስዎ የመረጡትን አንዱን ቢራ የሚወክል ነው። ስለሆነም በሚቀርቡት ሃሳቦች ላይ ምን ያህል እንደሚስማሙ ወይም እንደማይስማሙ ለመግለጽ ከተሰጡት ምርጫዎች ውስጥ የእርስዎን አቋም የሚገልፀውን ቁጥር ላይ ✓ ምልክት ያድርጉ።

1. ከዚህ በታች በቀረቡት 6 የቢራ ብራንዶች ውስጥ የእርስዎ ምርጫ የሆነው (በጣም የሚያወቁትን) **አንዱን ብራንድ** ይምረጡ

ሀ. በደሌ ለ. ዳሽን ሐ. ሐረር መ. ሜታ ሠ. ቅዱስ ጊዮርጊስ ረ. ዋሊያ

የቴሌቪዥን ማስታወቂያ	አጥብቄ አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	አጥብቄ እስማማለሁ
ይህ የቢራ ዓይነት በበቂ ሁኔታ በቴሌቪዥን ይተዋወቃል					
ይህ የቢራ ዓይነት ከሌሎች የቢራ ዓይነቶች ጋር ሲወዳደር ለቴሌቪዥን ማስታወቂያ ብዙ ወጪ የሚያወጣ ይመስላል					
የዚህ ቢራ ዓይነት ማስታወቂያዎች በቴሌቪዥን በተደጋጋሚ ይታያሉ					
የዚህ ቢራ የቴሌቪዥን ማስታወቂያዎች ሲታዩ ደስ የሚሉ፣ የሚሰቡና አዝናኝ ናቸው					
የዚህ ቢራ የቴሌቪዥን ማስታወቂያዎች ታዋቂዎች ናቸው					
የዚህ ቢራ የቴሌቪዥን ማስታወቂያዎች ከሌሎች ቢራዎች ሲወዳደር ለየት ያሉ ናቸው					
የሬዲዮ ማስታወቂያ					
ይህ የቢራ ዓይነት በበቂ ሁኔታ በሬዲዮ ይተዋወቃል					
ይህ የቢራ ዓይነት ከሌሎች የቢራ ዓይነቶች ጋር ሲወዳደር ለሬዲዮ ማስታወቂያ ብዙ ወጪ የሚያወጣ ይመስላል					

የዚህ ቢራ ማስታወቂያዎች በሬዲዮ በተደጋጋሚ ይሰማሉ					
የዚህ ቢራ የሬዲዮ ማስታወቂያዎች ሲደመጡ ደስ የሚሉ፣ የሚስብና አዝናኝ ናቸው					
የዚህ ቢራ የሬዲዮ ማስታወቂያዎች በጣም ታዋቂዎች ናቸው					
የዚህ ቢራ የሬዲዮ ማስታወቂያ ክሌሎች ቢራዎች ሲወዳደር ለየት ያሉ ናቸው					
ዋጋ ላይ የተመሠረተ የማስታወቂያ ሽያጭ					
ይህ የቢራ ብራንድ በአብዛኛው የሚያስተዋውቀው ዋጋ ላይ መሠረት ያደረገ ነው					
በተደጋጋሚ በዚህ የቢራ ብራንድ ላይ የዋጋ ቅናሽ ይደረጋል					
ይህ ብራንድ ቢራ ክሌሎች ተፎካካሪ ብራንዶች የበለጠ በተደጋጋሚ የዋጋ ቅናሽ በማድረግ የማስታወቂያ ሽያጭ ያደርጋል					

ዋጋ ነክ ያልሆኑ የማስታወቂያ ሽያጭ	አጥብቄ አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	አጥብቄ እስማማለሁ
ይህ የቢራ ብራንድ በተደጋጋሚ የተለያዩ ስጦታዎችን ይሰጣል					
ይህ ብራንድ ቢራ አብዛኛውን ጊዜ የተለያዩ ስጦታዎችን በመስጠት የሽያጭ ማስታወቂያ ያደርጋል					
ይህ ብራንድ ቢራ ከሌሎች ተወዳዳሪ ብራንዶች የበለጠ በተደጋጋሚ የተለያዩ ስጦታዎች በማቅረብ የማስታወቂያ ሽያጭ ያደርጋል					
የብራንድ እውቅና					
ይህን ብራንድ ቢራ አውቀዋለሁ					
ይህ ቢራ ስለ ቢራ ሳስብ ወደ አእምሮዬ ከሚመጡ የቢራ ዓይነቶች አንዱ ነው					
ይህን ብራንድ ቢራ በደንብ የማውቀው ቢራ ነው					
የዚህ ቢራ ብራንድ ምን እንደሚመስል አውቃለሁ					
የዚህን ቢራ ብራንድ ከሌሎች ተወዳዳሪ ቢራዎች መካከል መለየት እችላለሁ					
የዚህን ቢራ መለያ ምልክቶች ወይም ሎጎ ቶሎ ማስታወስ እችላለሁ					
የብራንድ ቁርኝት /ተዛምዶ/					
ይህ ቢራ ለወጣበት ዋጋ ይመጥናል					
ለዚህ ቢራ አምራች ኩባንያ እምንና አፍቅርት አለኝ					
ይህን ቢራ ለሚጠጡ ሰዎች አክብሮትና አድናቆት አለኝ					
ስለዚህ ቢራ ሳስብ መልካም የህይወት ገጠመኝና ትዝታዎችን ያስታውሰኛል					
ይህ ቢራ ከሌሎች ተወዳዳሪ የቢራ ምርት ዓይነቶች ጋር ሲወዳደር መለያው የተለየ ገጽታ አለው					
ይህ የቢራ ብራንድ ጥሩ ስሜት እንዲሰማኝ ያደርጋል					

ጥራትን መለየትና ግንዛቤ					
ይህ ቢራ የላቀ ጥራት አለው					
የዚህ ቢራ ምርቱ አስተማማኝ ነው					
የዚህ ቢራ ጥራቱ ምንጊዜም የጠበቀ ነው					
የዚህ ቢራ ምርት እጅግ በጣም ጥሩ የሚባል ባህሪያት አሉት					
የዚህ ቢራ ጥራት ከሌሎች ተወዳዳሪ ቢራዎች ደረጃ ይመራል					
የዚህ ቢራ ጥራት እምነት የምጥልበት ነው					
የብራንድ ታማኝነት					
እራሴን የዚህ ቢራ ታማኝ እንደሆንኩኝ እቆጥራለሁ					
ቢራ ከጠጣው የመጀመሪያ ምርጫዬ ይህ ቢራ ነው					
ይህ ቢራ ባለበት ሁሉ ምርጫዬ እሱ ነው ሌላ ቢራ አልጠጣም					
የዚህ ቢራ ዋጋ ከሌሎች ተወዳዳሪ ቢራዎች ዋጋ በመጠኑ ከፍ ያለ ቢሆን እንኳ እሱን ለመጠጣት ፍቃደኛ ነኝ					
ይህ ቢራ እርካታ እስከሰጠኝ ድረስ ይህንኑ መጠጣት እቀጥላለሁ					
አጠቃላይ የንግድ ምልክት እሴት					
ምንም እንኳ ሌላ የቢራ ዓይነት ተመሳሳይ ባህሪ ቢኖረውም እኔ የምመርጠው ይህንን ቢራ ነው					
ሌላ የቢራ ዓይነት ልክ እንደዚህኛው ቢራ ጥሩ ቢሆን እንኳ እኔ ለመጠጣት የምመርጠው ይህኛውን ቢራ ነው					
ሌላ የቢራ ዓይነት ከዚህ ቢራ ጋር በዋጋ አንድ ቢሆንም የእኔ ምርጫ ይህ ነው					
ከሌሎች ቢራዎች አንዱን ብራንድ ምረጥ ብባል የኔ ምርጫ የሚሆነው ይህኛው ነው።					

Appendix

Table: 17 ANOVA Result

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
TV advertisements	Between Groups	8.543	5	1.709	2.066	.105
	Within Groups	19.843	24	.827		
	Total	28.385	29			
Radio advertisements	Between Groups	2.429	5	.486	.700	.629
	Within Groups	16.660	24	.694		
	Total	19.089	29			
Monetary sales promotion	Between Groups	5.055	5	1.011	1.761	.159
	Within Groups	13.778	24	.574		
	Total	18.833	29			
Non monetary sales promotion	Between Groups	7.981	5	1.596	1.780	.155
	Within Groups	21.519	24	.897		
	Total	29.500	29			
Brand awareness	Between Groups	12.943	5	2.589	1.922	.128
	Within Groups	32.321	24	1.347		
	Total	45.264	29			
Brand association	Between Groups	7.553	5	1.511	1.469	.237
	Within Groups	24.674	24	1.028		
	Total	32.227	29			
Perceived quality	Between Groups	14.487	5	2.897	2.811	.039
	Within Groups	24.740	24	1.031		
	Total	39.227	29			
Brand loyalty	Between Groups	23.832	5	4.766	4.272	.006
	Within Groups	26.776	24	1.116		
	Total	50.608	29			
Overall brand equity	Between Groups	11.188	5	2.238	1.184	.346
	Within Groups	45.356	24	1.890		
	Total	56.544	29			

Table 18: ANOVA as per brand choice**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
BRAW	Between Groups	1.297	5	.259	.339	.889
	Within Groups	233.890	306	.764		
	Total	235.187	311			
BRASS	Between Groups	5.705	5	1.141	1.434	.212
	Within Groups	243.488	306	.796		
	Total	249.193	311			
PERQUL	Between Groups	8.619	5	1.724	2.266	.048
	Within Groups	234.350	308	.761		
	Total	242.969	313			
BRLOY	Between Groups	15.101	5	3.020	3.406	.005
	Within Groups	272.250	307	.887		
	Total	287.350	312			
OBREQ	Between Groups	10.069	5	2.014	2.389	.038
	Within Groups	259.654	308	.843		
	Total	269.724	313			

Table: 19 ANOVA as per INCOME**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
BRAW	Between Groups	8.073	5	1.615	2.175	.057
	Within Groups	227.114	306	.742		
	Total	235.187	311			
BRASS	Between Groups	5.316	5	1.063	1.334	.250
	Within Groups	243.877	306	.797		
	Total	249.193	311			
PERQUL	Between Groups	1.249	5	.250	.318	.902
	Within Groups	241.720	308	.785		
	Total	242.969	313			
BRLOY	Between Groups	.421	5	.084	.090	.994
	Within Groups	286.930	307	.935		
	Total	287.350	312			
OBREQ	Between Groups	3.074	5	.615	.710	.616
	Within Groups	266.649	308	.866		
	Total	269.724	313			

Table: 20 ANOVA as per Gender**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
BRAW	Between Groups	.042	1	.042	.056	.814
	Within Groups	235.144	310	.759		
	Total	235.187	311			
BRASS	Between Groups	.196	1	.196	.245	.621
	Within Groups	248.997	310	.803		
	Total	249.193	311			
PERQUL	Between Groups	.017	1	.017	.021	.884
	Within Groups	242.952	312	.779		
	Total	242.969	313			
BRLOY	Between Groups	.178	1	.178	.193	.661
	Within Groups	287.172	311	.923		
	Total	287.350	312			
OBREQ	Between Groups	.048	1	.048	.056	.814
	Within Groups	269.676	312	.864		
	Total	269.724	313			

Table: 21 ANOVA As per Age**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
BRAW	Between Groups	2.826	4	.706	.933	.445
	Within Groups	232.361	307	.757		
	Total	235.187	311			
BRASS	Between Groups	1.199	4	.300	.371	.829
	Within Groups	247.994	307	.808		
	Total	249.193	311			
PERQUL	Between Groups	3.337	4	.834	1.076	.369
	Within Groups	239.632	309	.776		
	Total	242.969	313			
BRLOY	Between Groups	1.073	4	.268	.288	.885
	Within Groups	286.278	308	.929		
	Total	287.350	312			
OBREQ	Between Groups	1.043	4	.261	.300	.878
	Within Groups	268.680	309	.870		
	Total	269.724	313			

Table: 22 ANOVA As Per education**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
BRAW	Between Groups	7.334	5	1.467	1.970	.083
	Within Groups	227.852	306	.745		
	Total	235.187	311			
BRASS	Between Groups	5.795	5	1.159	1.457	.204
	Within Groups	243.399	306	.795		
	Total	249.193	311			
PERQUL	Between Groups	6.494	5	1.299	1.692	.136
	Within Groups	236.475	308	.768		
	Total	242.969	313			
BRLOY	Between Groups	11.488	5	2.298	2.557	.028
	Within Groups	275.862	307	.899		
	Total	287.350	312			
OBREQ	Between Groups	5.975	5	1.195	1.395	.226
	Within Groups	263.749	308	.856		
	Total	269.724	313			