The Effect of Marketing Mixes on Brand Preference in Malt Drinks in Addis Ababa (A Case of Negus Malt)

By: -Helen Abera

Advisor: - Dr Beza Libeyesus

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Statement of Certification

This is to certify that the thesis prepared by Helen Abera, entitled: "**The Effect Of Marketing Mixes On Brand Preference In Malt Drinks In Addis Ababa (A Case Of Negus Malt)** ", submitted to Addis Ababa University, College of Business and Economics for the award of Degree of Master of Art in marketing under our guidance and supervision complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

Main Advisor's Name	Date	Signature
Dr Beza Libeyesus	______________________	____________________
Co-Advisor's Name	Date	Signature
________________________	____________________	
Internal Examiner's Name	Date	Signature
____________________	____________________	____________________
External Examiner's Name	Date	Signature
____________________	____________________	____________________
Chairperson's Name	Date	Signature
____________________	____________________	____________________

DECLARATION

I, the undersigned, declare that this study entitled: "**The Effect Of Marketing Mixes On Brand Preference In Malt Drinks In Addis Ababa (A Case Of Negus Malt)**" is my original work and has not been presented for a degree in any other university and that all sources of materials used for the study have been duly acknowledged.

Researcher's Name	Date	Signature
Helen Abera	____________________	____________________

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Abstract

The purpose of this study was to investigate the effect of marketing mixes on customers brand preference in malt drinks in Addis Ababa in case of Negus malt. The studies major approach was quantitative and used qualitative data. Purposive sampling technique has been used. Primary and secondary data were collected from 384 respondents. The primary data was collected using lickert scale questionnaire data collection instrument. Secondary data was collected from different written sources like magazines and websites. The collected data was analyzed using frequencies, percentage, correlations and regression analysis methods. The finding showed that there is positive and significant relationship among quality, price, promotion placement and customers brand preference. From open ended question it has found that the packaging material has significant relationship with customers brand preference. Therefore, the study recommends that, the company has to provide the product in plastic package. The company has to, make reasonable price, and make the product easily accessible.

Keywords: customer preference, quality, price, promotion, placement

CHAPTER ONE

INTRODACTION

1.1 Background of the Study

Everything changes in fraction of seconds in our dynamic and changing world. Every day firms will launch a newly added product and service with a new brand. So in the product and service that have same feature customers have more than one brand to select from. That is why nowadays firms care and give more value to their brand since brand preference is dependent on the brand. The brand has been defined by different scholars at different time and from their point of view or understanding.

According to Godin, (2009) , account for a consumer's decision to choose one product or service over another because of a perception that they have for the product due to the features the brand have. No brand value exists for that consumer if the consumer (whether it's a business, a buyer, a voter or a donor) doesn't pay a premium, make a selection or spread the word.

According to London college of contemporary arts, (2015) Branding started by the practice of branding livestock. It is understood that early man might have used symbols drawn in paint and tar to mark cattle with it. This belief came from cave paintings from the Stone Age. By 2000 BC, livestock owners switched to a more permanent method which is burning.

During the late 19s and early 2000s the practice of branding has emerged. Different advertising and customers services were used by different companies to brand their company. This activities work together to create one unique and attention-grabbing profile (Sridevi & Rajaram, 2012). Whenever and wherever consumers are deciding between alternatives, brands can play a vital decision-making role. It allows the customers and clients to know what to expect from the firm and it what makes an unforgettable impression on consumers. It is a way of differentiating one company from the competitors and clarifying what it offers that makes the brand a better choice.

Brand preference how much customers desire and want a particular brand over other competing product and services. The advertising movement is estimated by the brand inclination of organization. In this manner organizations need to continuously monitor the position the brand holds in clients mind. By it makes mindfulness and assisting organizations with fostering serious areas of strength. It empowers organizations to make steadfast clients out of their interest group. Assuming that clients need mindfulness or choice for additional notable options because of the shortfall of viable marking items will sit in the shadow of their rivals. Establishing brand preference helps to increase revenue, profit, and market share as a long term strategy. It also helps to determine a brand's popularity and strength in the market against competitors by playing a role in building brand equity.

Companies will be able to drive the brand preference of their products by understanding buyer's decision making behavior and the driving forces after conducting market research. According to Isik & Yasar, (2015) the decision making process of a consumer is strongly affected by brand name of a product. This shows that brand creates consumer awareness and need that can facilitate consumer decision making and activate brand purchase.

directly or indirectly, peoples brand experiences built consumer's preferences toward certain brands. Various researchers have tried to identify certain factors affecting brand preference in their study these studies has used different methods to reach on their conclusion some of these are stated below:

According to Heilman et.al., (2000) consumers brand preference is also affected by advertisement. When customer's familiarity with a brand is increased and may affect their purchasing decision then consumers will create more preferences for brands. Other demographic, behavioral and psychological factors also play important role in it. in developing brand preference these factors should be combined to understand the role of each of them (Ebrahim et al., 2016).

According to Lema & Negash, (2018) the brands quality, price, name, accessibility, picture, and advertisement are the factors that are significantly associated with consumers' brand choice for bottled water products. However, the influences of brand image, brand name, packaging, and expenditure on consumer's brand choice decisions were more contributing than others.

According to Huq & Sarker, (2020) Cultural influence, brand elements, price of brand, brand image, brand availability, packaging and quality of brand has strong influence on customers brand inclination. Additional to the stated factors the marketing mix (quality, price, promotion and placement) can affect the customers brand preference as well. Even though there are studies conducted on the effect of marketing mix however the studies are conducted in case of beer, bottled water and food. To the best knowledge of the researcher there is no study conducted in Ethiopia in case of malt drink.

1.2 Statement of the Problem

Branding is a ways of creating strong position in customers mind. It is a deliberate action companies take to influence customer's perception of for their product or service. A successful branding activity makes customers to choose the brand again and again. The perception of many peoples can be changed by branding activities. But it can also do the opposite if done wrongly or not at all.

The concept of branding is not being implemented fully in current situation in Ethiopia. Due to the economy of the country the customers are price sensitive. Thus achieving brand loyalty or getting brand loyal customer has become difficult. if it achieved the desired loyalty status in in customers mind, a brand could be a source of income for a particular firm.

Even though the studies conducted in Ethiopia on the factors affecting brand preference in malt drinks is insufficient, scholars and researchers have tried to identify the factors affecting the industry. The empirical studies such as Woldesemayate, (2020), Anteneh, (2020), Kim et al., (2010) has stated that there is significant relationship between perceived quality, price advertisement and customers brand preference.

On the other hand there are studies which found out that there is no relationship between the some elements of marketing mixes and customers brand preference. These studies include; Beyene, (2018) also identified that from marketing mix elements the brand pricing have insignificant relationship with clients brand inclination while there is huge connection between brand inclination and item quality, advancement and placement. However, the study of Bagwell, (2007) revealed as promotion have no significant effect on customers' preference of a particular product. This studies show a controversy in the field due to the different result they show in their studies. This shows the knowledge gap that exists in the topic area.

Additionally there are also studies (i.e. Lema & Negash, (2018); Bosona & Gebresenbet, (2018); Abiy Kebede, 2020) conducted without considering marketing mix of placement as indicator variables. Also the demographic factors that can influence on customers to use malt drinks was ignored by, those studies. This shows that there is methodological hole in these examinations. Further, the studies by Abiy Kebede, (2020); (Bosona & Gebresenbet, 2018); Woldesemayate, (2020); Anteneh, (2020); Kim et al., (2010) emphasized on electricity, luxury product, food and over all beverage as case study. In Ethiopia, even though there are various alcohol free drinks like Sofi malt, Malta Gunnies, SinQ' malt and Negus malt, to the best knowledge of the researcher there is no study conducted in regarding factors affecting alcohol free drinks. This implies as there are lack of studies in alcohol free drinks.

By conducting study in Ethiopia in the topic of the effect of marketing mixes on malt drinks brand preference. The study fills the place gap. It also fills empirical and knowledge gap by including all marketing mix elements that can influence customers buying behavior and also the demographic factors. Additionally, most of the studies conducted in the area are descriptive research but this study has filled the methodological gap by conducting both descriptive and explanatory research type and it provides insight on how to practically improve customers brand preference in malt drinks in Ethiopia in case of Negus malt.

1.3 Research Questions

To address the above problem, this study tried to answer the following research questions

- Does product quality have effect on Negus malt brand preference?
- What is the effect of price on Negus malt brand preference?
- What is the effect of promotion on Negus malt brand preference?
- What is the effect of distributional strategies on Negus malt brand preference?

1.4 Objectives of the study

1.4.1 General objective

The main objective of the study was to examine the effect of marketing mixes on customer brand preference in malt drinks in case of Negus malt.

1.4.2 Specific objectives

The specific objectives of this study were:

- To identify the effect of the product qualities have on Negus malt brand preference.
- To identify the effect of the price have on Negus malt brand preference.
- To examine whether promotional activities have effect on Negus malt brand preference.
- To examine the effect distributional strategies have effect on Negus malt brand preference.

1.5 Significance of the Study

By giving knowledge on factors influencing shoppers brand inclination the review will contribute for the development of malt industry. It will empower the malt industry to know the connection between the dependent and independent variables and shape their strategy in the marketing mix in a way that they will be able to satisfy their clients. It fills the gap of previous researches and academicians can also use the finding of the study as input, by for doing similar research in this field in the future.

1.6 Scope of the Study

The research is conducted on the effect of marketing mixes on customer's preference in malt drinks in case of Negus malt. Even though the company's product is widely distributed in the whole country, due to budget and time constraints the study was delimited in capital city of Ethiopia, Addis Ababa. Conceptually, the study is delimited on the four marketing mix elements which can affect the customers brand preference in malt drinks specifically Negus malt. These elements are perceived quality, price, promotion and placement. It has also examined the demographic factors affecting customer's preference like Religion, income, gender, health care as well as various demographic factors. The study is conducted by using eleven cafe and restaurant's customers as a sample. The cafe and restaurants were selected from each sub-cities of Addis Ababa.

1.7 Definition of terms

Beverage: - any potable liquid, especially one other than water, as tea, coffee, beer, or milk. (Wikipedia.com

Malt drink:- is a fermented drink in which the primary ingredient is the grain, or seed, of the barley plant, which has been allowed to sprout slightly in a traditional way called "malting" before it is processed (the journal of food measurement and characterization, 2020)

Alcohol-free or non-alcoholic drink: - also known as a temperance drink, is a version of an alcoholic drink made without alcohol, or with the alcohol removed or reduced to almost zero. These may take the form of a non-alcoholic mixed drink (a "virgin drink"), non-alcoholic beer ("near beer"), and "mock tails", and are widely available where alcoholic drinks are sold (Birhanu Beyene, 2018).

Perceived quality: - The term "Perceived Quality" refers to the quality that customers acknowledge via the look, the touch, and the feel of a car. It is the impression of excellence that a customer experiences about a product, brand or business, derived through sight, sound, touch, and scent (Birhanu Beyene, 2018).

Price: - it is the amount of money that has to be paid to acquire a given product. It is the amount people are prepared to pay for a product represents its value, price is also a measure of value

Promotion: - it is the entire set of activities, which communicate the product, brand or service to the user. The idea is to make people aware, attract and induce to buy the product, in preference over others. (Ozlem, 2020).

Placement (distribution): -it is the activity of both selling and delivering products and services from manufacturer to customer (Abiy, 2018)

1.8 Organization of the Study

The study will be organized into five chapters. The first chapter provides a general introduction of the study including the background of the study, statement of the problem, basic research questions, objectives of the study, significance of the study, and scope of the study.

The second chapter will be constituted of the literatures relevant to the study and also the theoretical, empirical and conceptual reviews will be incorporated.

The third chapter will explain the research methodology, sampling technique, data collection, and data analysis method that will be used in the study. The fourth chapter will be data presentation and analysis. Finally the fifth chapter will be findings, conclusion and recommendation.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter deals about the review of the literatures written by different authors on their study related with the topic of the effect of marketing mix on customers brand preference. This chapter consists of the literature review, theoretical models, empirical review and conceptual framework of the study.

2.2 THEORETICAL REVIEW

2.2.1 Brand

Brands have been constantly reviewed and redefined in the marketing literature and there are numerous definitions for brand. A definition of a brand according to Keller & Kotler, (2012) “A brand is a name, term, sign, symbol, design, or a combination of these elements that is intended to identify the goods or services of a seller and differentiate them from competitors”. For consumers, when deciding between brands which are in the marketplace will include brands as an element to determine the qualities of the product rather than employing their time to enhance their knowledge of the product in information searching activities. Therefore, consumers use brands as cues to make decisions to purchase or try products.

As per Chaudhuri & Holbrook (2001)a brand is basically the entirety of the specific fulfillment that it conveys to the client who purchases that particular brand, the aggregate being its name, fixings, cost, bundling, dispersion, notoriety and eventually to its offer.

2.2.2 Brand Preference

Brand tendency shows how brands are loved despite various decisions available and it is one way to deal with position the brand in purchaser’s black box. As referred to by Fereja & Demeke (2019) buyers appear to have high capacity to pay for explicit brands regardless, when the choices are fair-mindedly near. Most of purchasers commonly purchase a solitary brand of lager, cola, margarine (Dekimpe et al., 1997) despite the fact that general costs fluctuate fundamentally extra time and shoppers frequently can't recognize their favored image in blind preferences.

Brand inclination is one of the exceptional elements for the client prior to buying any item (Kwok & Tadesse, 2006). The benefit of brand is beyond imagination other than identifying the company from others it can also fulfill a client's necessities. In any case, in the event that it neglects to keep up with quality and economically, clients won't have any desire to go on with a similar brand for quite a while.

Additionally, the fundamental piece of brand dedication that assists with expanding the deals edge is called brand inclination (Rundle Thiele & Mackay, 2001).

The business association generally takes the difficulties to make the brand number one for the client and uncovered a scope of items. Then again, the client searches for the brand in light of the item and administrations. (Isik & Yasar, 2015).

Thus, brand inclination shows the degree of interest by the customers that includes significant expense and has a huge effect on buyer life (van Rijnsoever et al., 2009). Item picture is one of the huge parts in brand inclination (Lema & Negash, 2018). Taking into account the pay level of the buyer and item picture, they mean to buy the item from different rivals on the lookout.

Brand inclination for the most part relies upon the encounters of the client. The positive experience that is shared by the client makes brand inclinations (Bolton & Drew, 1991). Customer's mentalities are shared in the wake of utilizing items and administrations. A devoted client with their favored image acknowledges no other substitute item on the lookout (Keller & Kotler, 2012).

At the limit, brand inclinations could not entirely set in stone by encounters in youth (Zajonc & Markus, 1982). Brand tendency is described diversely as the client's tendencies toward a brand that changes depending upon the outstanding convictions that are enacted at a given time; the shopper biasness toward a specific brand; the degree to which a buyer favors one brand over another. The expression "Brand Preference" signifies the inclination of the customer for one brand of an item comparable to different brands of a similar item accessible on the lookout. Brand inclination helps to uncover the decision of the customers. Brand inclination is the degree that respondents liked and expected to remain with their specialist organization (Chaudhuri & Holbrook, 2001).

The degrees of inclinations and their relating conditions of devotion has been proposed by Rossiter & Bellman (2005). There is solid brand inclination for single or different brands; the state at which shoppers can be faithful to a specific brand. Where there is no tendency towards a specific brand and purchasers are bound to change starting with one brand then onto the next, moderate brand inclination alludes to the condition of brand exchanging. Unbiased inclination alludes to how buyers can know nothing about the brand or faithful to different brands. When shoppers are not, and won't become, steadfast, negative brand inclination happens (Rossiter & Bellman, 2005). Each brand inclination level addresses a market fragment; consequently, promoting chiefs plan systems, focusing on purchasers at each portion, in light of the degree of inclination.

The estimation of brand inclination was difficult to decide, however this should be possible by implication measuring repurchasing and the reference program. Brand inclination was the significant element since it could advance repurchasing expectation and furthermore affected the reference program of the improvement or its evasion (Prentice & Handsjuk, 2016). The advancement intend to make brand inclination was the point of convergence.

In each item classification, customers have more options, more data and better standards than any other time. Brands need to follow through on their worth relational word, as well as unstick another person from the shopper's current inclination set to move purchaser from preliminary to inclination. Inclination is a scale, and brands climb, down and, surprisingly, off that scale with and without a watchful administration system (Keller & Kotler, 2012).

Hypotheses of reception have frequently been use to make sense of how shoppers structure inclination for different labor and products (Rogers, 1995). Similarly, a few examinations have long guessed that brand inclination could be a component of past utilization which could enter expected utility straightforwardly. At the limit, brand inclination could still up in the air by experience in youth. All massively affect the place of our image in the purchasers inclination set, however the overall significance of each component relies upon the idea of industry viable, area and social qualities of the buyer of various brands.

Buyer attitude models, for instance, Fish bein's model, which rely upon the expectation regard model, are for the most part used to get a handle on client tendencies. According to this model, the purchaser's tendency for a brand is a part of his/her psychological feelings about the brands weighted credits (Bass and Wilkie, 1973). This model adds to the investigation of inclinations and is still generally utilized (Muthitcharoen et al., 2011). Be that as it may, it has been censured over the course of the years for the accompanying: In the first place, brand tendency is assessed by a solitary worth, the consequence of a mathematical condition (Bagozzi, 1982) and centers around utilitarian convictions as the primary driver of buyer assessment reactions. Second, it overlooks different sources, like profound reactions (Agarwal & Malhotra, 2005); which add to inclination advancement (Bagozzi, 1982); (Grimm et al., 2005). Third, the tight viewpoint on this model limits its usage to specific sorts of on a very basic level utilitarian things (Park and Srinivasan, 1994). Nonetheless, the pertinence of multi-quality models to items with unmistakable traits that contribute just in a minor manner to customer inclinations has been addressed (Holbrook & Hirschman, 1982); (Zajonc & Markus, 1982). Fourth, the consideration of weightings as a piece of the mathematical condition introduced in this model declines its prescient power. Moreover, the corona impact of this model can prompt wrong choices connected with brand plan and situating (Leuthesser et al., 1995). This has ignited the need to consider different ways to mark inclination development other than the customer's remarkable convictions of brand credits.

Besides, clinicians view inclination as a learning build and characterize insight and data handling as the two fundamental wellsprings of shopper inclination learning (Howard & Sheth, 1969). They suggest that brand tendency implies purchasers' tendency towards explicit brands that summarizes their psychological information taking care of toward brand supports. This hypothesis and other data handling models (Bettman et al., 1975) center both the focal control unit and the psychological capacities of customers. In this manner, it follows that a customer's discernment about brand credits prompts inclinations or perspectives, which influences his/her goals and brand decisions (Bagozzi, 1982). As such, tendency tends to a change state between the information sources and consequences of the client choice model. It is the connection between data handling and the aim to really buy or pick. It is suggested that experience should be gotten together with the brand importance set aside to clients to encourage tendencies. This exploration characterizes brand inclination as a social propensity that mirrors a shopper's demeanor towards a brand. As an immediate wellspring of shopper inclinations, it is recommended that experience advances better memory with clear and substantial data. Shows that purchasers depend on their encounters as confided in wellsprings of data, to decide concerning options and decide. Shoppers lean toward brands that give a significant encounter (Goode et al., 2010).

Worth of a thing is reflected in the way clients be in which clients offer return associations to the distillery firms. As per Christian & Sunday (2013), brand inclination is a proportion of the degree to which clients will pick a particular brand to the detriment of other present brands, and is or alternately will acknowledge substitutes when that brand isn't free.

Bettman et al. (1975), called attention to that decision is worried about the choice and utilization of the brand. Customers will be inspired to purchase due to the preference they have for the brand. Both will be for the most part be more solid. Sagoff, (2003) suggests that the association between brand assurance and brand tendency is probably going to financial circumstances. In amazing economic situations, buyers will browse their favored other options. While in the flawed market decision is liable to situational factors like accessibility; by which, purchasers' image decisions can be conflicting with their inclinations.

Shockingly, Amir & Levav (2008) noticed that promoting directors are more intrigued by brand inclination than brand decision to flag rehashed buys, since customer inclinations will quite often be consistent across the various settings, instead of decision restricted to an unmistakable setting. Proof of brand strength is its prosperity, showing its capacity to win shopper inclinations and build durable connections. Buyer brand inclination consistently gotten mentionable consideration from advertisers because it is a fundamental stage in understanding shopper brand decision

Lee et al. (2006) suggested that brand inclinations address customer demeanors to incline toward a specific brand. It alludes to the conduct propensities mirroring the degree to which buyers like one brand over another. Brand inclination is near reality with respect to reflecting shopper assessment of brands. In the commercial center buyers frequently face circumstances of choosing from a few choices. As indicated by Grimm et al. (2005), buyer inclinations for brands reflect three reactions: mental, emotional and mental or social. The mental parts envelop the utilitarian convictions of brand components. The emotional reactions allude to the level of enjoying or leaning toward that reflects purchaser sentiments towards the brand. The mental or conduct inclinations are signified by as the customers anticipated or moved toward act towards the item. Purchaser's decisions shows uncovered inclination.

Chernev et al. (2011), accepts that the relationship of conduct result, for example, ability to pay and brand inclination. These are ventured to be related with the conduct propensities. Gupta et al. (2006) affirmed that the brand execution and portions of the overall industry which reflects adjustments of customer brand inclinations.

Brand preference offers a backhanded and inconspicuous method for surveying striking highlights because brand inclination consolidates the ideal ascribes and shopper discernments. Revealing shopper brand inclinations are viewed as basic contribution to plan effective brand technique, brand situating, and gives experiences into item advancement. Thusly, understanding brand inclinations adds to major areas of strength for fabricate and ready to foster long haul relationship with purchasers (Schoenfelder & Harris 2004),

2.3 Theoretical review

The following are four theories about human psychology that will help to improve a company's brand experience:

2.3.1 The Propinquity Effect

Impacting individuals' brains through openness can be tied with Propinquity Effect. The more times a client sees a name and content, they are more able to like the brand. In friendly brain research, this is the mental closeness between individuals. An organization needs to make this between the brand and clients. Mindshare can be expanded by developing brand character. Extraordinary brands comprehend that openness and reach are significant on the grounds that they acquire new clients and further develop commitment.

To stick out and contend with different brands, a brand should put out a large number of bits of content consistently via virtual entertainment. This might appear to be overwhelming and impossible, and it tends to be finished on the off chance that an organization puts resources into the right instruments to help itself. Right now in the media scene, getting content of a brand seen is hard to contend with different brands. On the off chance that you don't, you risk your substance/image, not getting seen.

To further develop their image insight the organization ought to continually be interfacing with its clients via online entertainment. Commitment is a significant piece of the client venture and can make brand steadfastness in the event that an organization has a decent brand system. The more they see the brand and read about it, the more noteworthy the chance they are to like the brand and purchase from them.

2.3.2 Social Learning Theory

Renowned conduct analyst Albert Bandura is known for the Social Learning Theory from the "bobo doll explore" that finished up kids advance by perception. According to his finding, before behaving, kids learn from their environment which will be an experience for them. They then, at that point, proceed to mirror this way of behaving. This isn't a shock to us, since we've realized youngsters emulate their good examples until the end of time. This also applies to purchaser conduct as it applies to kids as well. In web-based entertainment forces to be reckoned with of the flood this does make sense. Even though they do as such in a manner that addresses their way of life, they frequently publicize items yet. Powerhouses make a great many dollars advancing items along these lines. Purchasers become involved with this since they notice their "optimal way of life" and additionally "extreme brand insight."

2.3.3 The Baader-Meinhof Phenomenon

You know that feeling once you find out about another brand or item you begin seeing it all over? This is the Baader-Meinhof Phenomenon. When an organization strikes a line or an interest in a client's psyche, they will begin seeing a brand to an ever increasing extent. Since it is fundamental, a brand insight must be focused on. By this point clients will likely be searching the brand out via online entertainment, following it and drawing in with its substance. An organization needs to put however much data out there about the brand as could reasonably be expected. This implies posting on all virtual entertainment however much they can. Extraordinary brand experience makes computerized encounters for their crowd.

2.3.4 The Modes of Persuasion

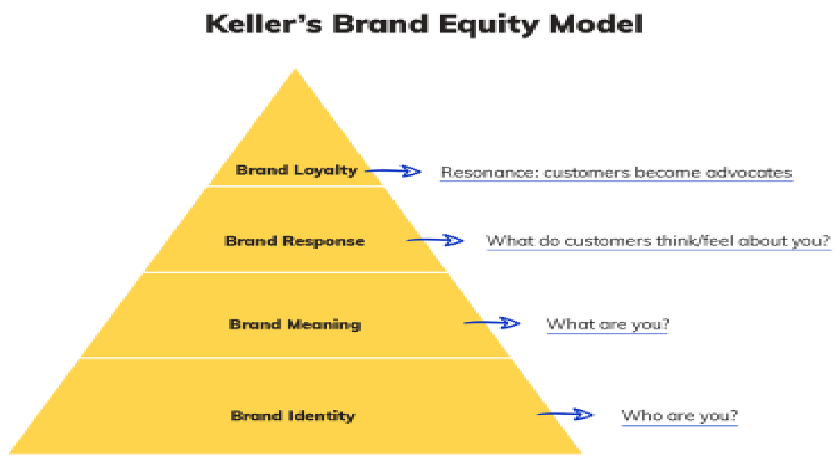
The three strategies for impact: ethos, logos, and feeling made the old Greek pragmatist, Aristotle known. They are a conclusive old mental theory. Ethos is about brand. Reasoning is appealed by logos while feeling is charmed by strength. While fostering an experiential displaying exertion, association's picture will utilize these modes. On an organization's site and being dynamic on all web-based entertainment, it can accomplish major areas of strength for a utilizing social confirmation. On the grounds that the substance and promoting ought to be the legitimate answer for the shoppers, logos are significant. Finally, poignancy, or close to home promoting, is fundamental. Organization's client assistance ought to think often about its clients and show them. To the six essential human feelings the extraordinary substance offers worth and requests. A promoting dollar will be very much consumed on the off chance that an organization is steady with a brand guarantee and use brain science to interface with the purchaser. A business needs to make a critical encounter for the customer and connect with them consistently so they recollect the brand.

2.4 Theoretical models

2.4.1 Keller's brand equity model

As per Keller & Kotler (2012), shaping the manner in which its clients think and feel about it will create strength for the organization. Client insight is the source of image esteem. In Keller's model brand mindfulness is shown by using a pyramid. In the pyramid, brand character (responding to the inquiry "Who are you?") is the beginning and "reverberation", is the finishing the stage where clients are prepared to advocate for the brand that they have adequately sure brand experience..

Figure 2.1 Keller's brand equity model



Keller's picture esteem model is portrayed by Donica Popovic (2021), as follows:

Brand character: "Who are you?" is one key inquiry you need to respond to at this stage,: You really want to comprehend the reason why you're doing what you are doing. Normally, benefit is a strong motivating force; however there must be another explanation, typically a craving to take care of a current issue.

Brand meaning: Once you know what your identity is, now is the right time to address the subject of "what"? How and what precisely do you do? How a specific item or administration addresses your clients' issues or characterizing your item execution are the activities of this stage.

Brand reaction: Once the inward impression of your image is framed, now is the right time to begin building brand connections. As indicated by Keller & Kotler (2012), client's image discernments fall into two classes: decisions and sentiments. The presumptions clients make of your image in light of seen quality, believability, helpfulness and predominance from the rivals will force the decisions to be made. Examination or a clear cut rationale aren't really upheld by intensive (without adequate proof, individuals will pass judgment on you), they generally have a reasonable clarification of some kind: for example the web composition is obsolete so I don't think this organization is extremely capable.

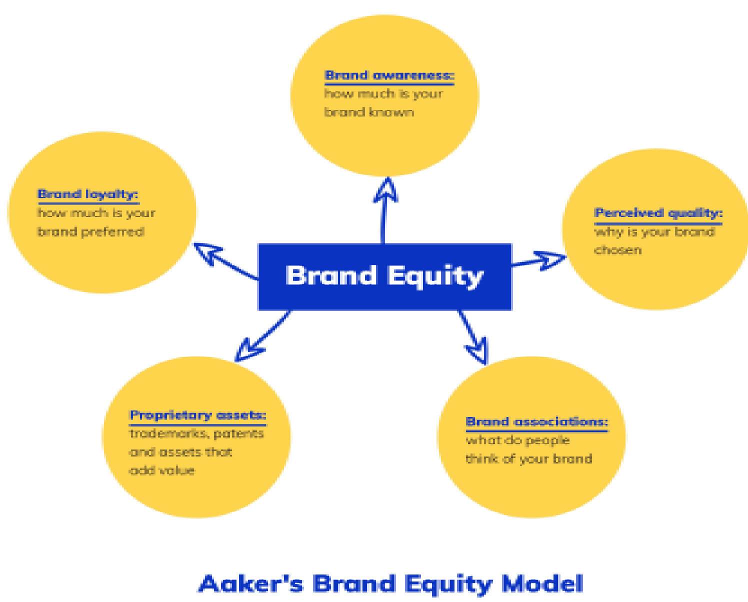
Notwithstanding, marks additionally initiate a close to home reaction, which can either be coordinated towards your item or internal, to the actual clients. As indicated by Keller, there are six good brand sentiments which are warmth, fun, fervor, security, social endorsement, and self-esteem.

Brand reverberation/dependability: This stage, likewise called reverberation, sits at the highest point of Keller's pyramid and presents a last stage in building brand steadfastness. As per Keller, here clients become mentally reinforced with it after recognizing themselves with your image. However in addition progression of your image with others since this doesn't mean just rehashed buys. Once at this stage, you want to continue to support these connections through customer care services.

2.4.2 Aaker’s brand equity model

The second most renowned brand value model was created by David Aaker, a teacher at UCLA. Aaker characterizes brand value collectively of resources and liabilities related with the brand

Figure 2.2 Aaker’s brand equity model



As per Donica Popovic (2021); Aaker, (1991) brand value model are made sense of as follows.

Brand mindfulness: Awareness of a brand addresses the degree to which a brand is known in the general population/among its ideal interest group. Estimating brand mindfulness is finished through a few boundaries:

The strength of the brand name: how well are individuals acquainted with it;

Preferring: are individuals' relationships with the brand generally certain;

Buy thought: does it immediately strike a chord in a bunch of comparable brands before buy.

Brand reliability: As the name recommends, this is the degree to which individuals are faithful to a brand (for example would pick it over another brand). To quantify brand dependability, Aaker proposes the accompanying measures:

Decreased promoting costs: showcasing to steadfast clients is a lot less expensive than securing new ones;

Simplicity of drawing in new clients: faithful clients assist with references;

Additional opportunity to answer contender dangers: clients are less inclined to do a change to a contender rapidly, regardless of whether the deal is once in a while better;

Consistent pay: a piece of pay is steady with a reliable client base.

Seen quality: While brand reliability doesn't be guaranteed to need to relate to apparent quality (at times individuals stay faithful to brands without much forethought), these two are generally normally associated. This is the way the view of value is estimated:

The genuine nature of the item and the reasons individuals get it: do they truly need it, or is it simply less expensive/more generally accessible than the rest;

Level of separation: what does it offer that the contenders don't; Cost Accessibility in deals channels

Brand affiliations: This is a more subjective part of brand mindfulness, and is estimated by unambiguous affiliations set off by a brand

2.5 EMPERICAL REVIEW

In surviving writing, brand inclination has been getting expanded consideration. Schoenfelder & Harris (2004), noticed that most new developments accompany high dangers as the greater part of them bombed in the commercial center making the requirement for advertisers to have a reasonable comprehension of progress factors in gathering brand. As per Chalotte (1999) speculations of reception have frequently been utilized to make sense of how buyers structure inclinations for different labor and products.

For the most part, Wee (2003) noticed that these hypotheses underline on the significance of various attributes of the items in brand inclination. The general significance of each variable relies upon the idea of industry viable, area and social attributes of the shoppers of the various brands. Marija (2010) the variables where it is found that purchaser can lean toward brand that gives worth in pre-utilization stage are brand, quality and mark and taste, comfort where taste is the fundamental piece of characteristic quality aspect are in post utilization stage. Inclinations and item acknowledgment of buyer's is affected by their past involvement in brand.

Accordingly, for this specific review the analyst will survey the accompanying variables that influence brand inclination. saw thing quality, worth, headway and thing plan (transport) are stated as example.

2.5.1 Perceived Quality

Item quality alludes to how the item fulfills client needs. clients are urged to make buys from here on out and be loyal due to the quality of an item (Saputra & Djumarno, 2021). Jahanshahi et al.(2011) expressed that item quality is likewise one of the components that shape client steadfastness. Executioner (2011) said that item quality depends on useful item execution as well as on greater execution examinations additionally, like speed, accuracy, and care of thing movement also establishment.

Aaker (1991) characterizes apparent quality as the client's impression of the general nature of an item or administration and their conduct feeling of tolerating it. Notwithstanding, it is generally founded on fundamental aspects which incorporate qualities of the items to which the brand is joined like dependability and execution.

Perceived quality is a wellspring of customer fulfillment it makes them to repurchase the item, which prompts dependability (Uggla, 2001). Item quality permits a firm put itself unmistakably on the lookout and charge greater cost to customer. Brand name is accompanied by excessive cost for marked items which are legitimate by customer quality suspicions. Compared with non-marked items, marked items are additionally expected to show confirmation of better difference, and vital levels of significant worth are displayed in premium brands (Woodside, 2009).

Item quality influences buy on the grounds that apparent quality makes individual shopping esteem and supports a standard acquisition of the brand (Snoj et al., 2004). Higher item characteristics upgrade utilitarian worth as well as remuneration the shopper sincerely by giving really satisfying experience (Babin et al., 2004).

clients for pick a brand that guides in the improvement of brand reputation and thing quality is a critical determinant. Quality has a place with the item viewpoint of a brand's personality though seen quality is the manner by which a brand's quality is seen by the shoppers. Item quality influences buy in light of the fact that apparent quality makes individual shopping esteem and empowers a customary acquisition of the brand (Snoj et al., 2004).

According to the observation by Paswan et al., (2007), there is a tendency that price sensitive customers purchase low quality product without considering its worth or saw esteem cost is one of the deciding variables if a thing cost is unnecessarily high and customers can't pay for it.

Seen quality could be determined and characterized into two variables: item quality and administration quality. Item quality aspects are execution, dependability and conformance with particulars, highlights, administration capacity and wonderful awesomeness are the seven quality aspects that can influence buyers insight (Aaker, 1991).

Thus,

H1: Perceived quality has a significant & positive relationship with Brand preference.

2.5.2 Product Pricing

Armstrong et.al. (2006), portray cost as "how much money charged for a thing or organization, or measure of the characteristics that purchaser's exchange for the benefits of having or using the thing or organization" Moreover, Groucutt et.al. (2004), call attention to that cost is the main variable of the promoting blend that is thought about only for income creating.

An organization or showcasing supervisor needs to consider many variables not just the costs in deciding the price of an item, it takes to deliver the thing, yet additionally the client's discernment on the worth of the item (Pueyo & Hanna, 2015). In financial matters, Adam Smith gives the thought of cost as "esteem in return". Besides, not set in stone by the convergence of organic market on the lookout, or the purported market system (Stiglitz & Walsh, 2006).

As per Mulushewa (2019) scientists like, McDonald &Sharp (2003) expressed that price can be utilized as a justification for brand inclination in two ways; either by minimization of cost or the greatest cost to accomplish item superior performance. Price is likely the main thought for the typical customer. Then no matter their shape and form is, if high and continuous commitment is taken, customers will purchase. In which is impacted by cost of items and administrations. Cost inside the sponsorship of the worth doled out to something purchased, sold or presented for deals, communicated regarding units of finance. Customers' eagerness to purchase the product is eventually influenced by an item's cost, as high, low/fair and their view on them, (Ahmad & Vays, 2011).

Abedniya & Zaeim (2011), fought that the issue of reference evaluating likewise presents complex difficulties to advertisers. As per Anttila (2004) reference estimating alludes to the cost against which customers look at the recorded cost of an item or administration with the limited cost. At the point when a customer sees that a retailer charges exorbitant cost for an item, the buyer likewise sees that the retailer has a demeanor of extravagance, which might prompt recurrent buys. As indicated by Yelkur (2004) because of the awareness of cost to various fragments of the market, to cook at the cost delicate part of the market, few retailers have turned to presenting conventional items or house brands. Jin & Sternquist (2003), recommended that this methodology is guaranteed on the view that for certain shoppers, while specific clients see that extreme expenses are an indication of better quality and regard inordinate expense simply implies giving up additional resources for the product.

As indicated by Jahanshahi et al. (2011), the view of price in cocktail industries is dependent on their capacity to produce benefits, deals, and buyer traffic, as well as what they mean for the stores image.

As per Bosona & Gebresenbet (2018), price assumes a significant part in impacting customer's image inclination the brand capacity or execution, and is an especially significant characteristic in brand determination. Price is connected with the brand esteem. As per the previous findings, in brand buy and thought choice, that price assumes significant parts.

H2: the price of a brand has a significant & positive relationship with Brand preference

2.5.3 Promotion

Promotion can impact customers' opinion on items, what feelings they experience in buying and utilizing them and what ways of behaving they perform remembering looking for specific store and explicit brand purchase (Groucutt et al. 2004) Besides, as per Wells & Foxall (2012), conventional advancement includes all the showcasing apparatuses presently accessible, most apparent advertising directs that are utilized in created nations, like TV and the websites. They have been described by being cost productive as being able to have an impressive range and at sensible costs. Mindfulness has been viewed similar to a compelling variable in customer direction.

According to Miriti (2016), spearheaded the examination at the singular choice level inspected the impacts of brand mindfulness on shopper decision. As per the review it was uncovered that mindfulness influences heuristically on the apparent nature of the brand. Essentially, as indicated by purchaser conduct hypothesis, item decision is viewed as an exceptionally including critical thinking process (Wells & Foxall, 2012).

As per Jahanshahi et al. (2011), Promotion includes giving information about the company and its product or management as well as influencing shoppers perception towards the store and what it brings to the table. Direct promoting by using at least one media is an intelligent process for showcasing to impact a quantifiable response or possibly trades at any area (Rogers, 2003).

Olayemi (2012), proposes whatever the customers perceive about the brand they probably won't change it. Inside the monetary brand industry deals force is presumably the main component in the brand inclination (Keller & Kotler, 2012). The journal of retailing (2011) conducted experimental meta-examination on post-promotion brand inclination. The study gave knowledge in that on normal deals advancements don't influence post-advancement brand inclination.

H3: promotion has a significant & positive relationship with Brand preference

2.5.4 Placement (distribution)

The effectively openness of an item impacts the client purchasing conduct (Boadu, 2012). Brand accessibility is key brand execution driver and circulation strength is surely a main consideration that drives brand inclination and eventually brand unwaveringness (Park & Srinivasan, 1994).

As indicated by Keller & Kotler (2012), with regards to clients' image inclinations, item accessibility is a central point. Further, Jo (2005) deflects that shoppers are probably going to favor purchasing from an association whose item accessibility is guaranteed. Many on occasion are supply hiccups that outcome in deficiencies in provisions or complete run-outs. Item and administration accessibility is in this manner, a proportion of provider or retailer unwavering quality (cited in Miriti, 2016).

An examination was conducted to decide the client inclination in view of the accessibility of retail location, it was observed that pay and the youthful age clients are well affecting the decision of the retail location, aside from occupation and the grown-up clients (Ravilochanan & Devi, 2012).

Any conflict between showcasing channel individuals on objectives and jobs might make channel struggle which ultimately could hamper generally notoriety of the particular brand (Keller & Kotler, 2012).

H4: Placement (distribution) has a significant & positive relationship with Brand preference.

2.6 Hypothesis of the Study

To test the relationship between the marketing mixes and brand preference the following hypothesis has been developed after reviewing various literatures in the area.

H1: Perceived quality has a significant & positive relationship with Brand preference.

H2: The price of a brand has a significant & positive relationship with Brand preference

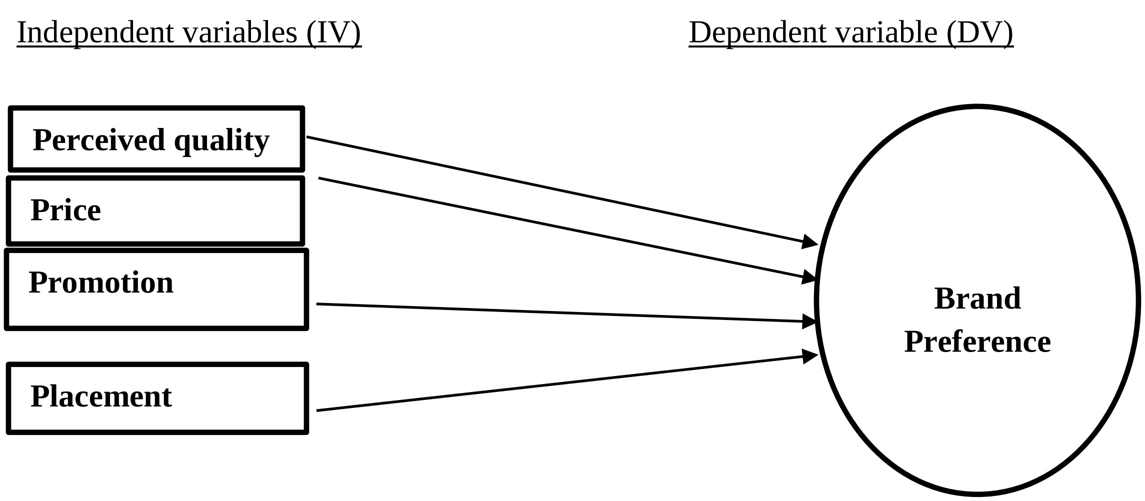
H3: promotion has a significant & positive relationship with Brand preference

H4: Placement (distribution) has a significant & positive relationship with Brand preference.

2.7 Conceptual model

After the cautious investigation of writing survey, a conceptual model is formed to show the elements influencing brand preference. The model shows perceived quality, price, promotion and placement as autonomous factors and brand inclination as relevant variable.

Figure 2.3 conceptual framework



CHAPTER THREE

RESEARCH METHOD

Introduction

This chapter describes the methodology that is used in the study and it includes:- the research approach, research design, the population of the study, sample techniques, target population and, sample size, source of data collection, data collection instruments, data collection procedure, data analysis methods, and ethical considerations.

3.1. Research approach

Both qualitative and quantitative exploration approach has been utilized for the purpose of this study. The response of the open ended questions in the questionnaire is analyzed by using the qualitative approach while quantitative approach is used to assess quantitative aspects like current performance of the company and the ratio of the variables.

3.2 Research Design

For the purpose of this study, descriptive and explanatory research design has been used. In-order to identify and discuss current practice of branding in case of Negus malt and the characteristics of respondents, descriptive research design was used. To examine the relationship between variables explanatory research design has been used. Therefore, the mixed research approach has been considered.

3.3. Data type and source

Both the primary and secondary data has been used to conduct this study. The data was collected from the primary and secondary data sources. By using data collection instruments the relevant and necessary primary data has been collected from managers and customers of selected Cafe and restaurants. Moreover, secondary data was collected from relevant documents especially previous evaluation reports and also the secondary source of data used to support the topics in some different issues was collected from different written document available, such as magazines, internet, and book, publications and research articles.

3.3. Population, sample size and sampling technique

We have multiple numbers of cafe and restaurants in Addis Ababa. This research was conducted by targeting customers in selected eleven cafe and restaurants in Addis Ababa. The eleven café and restaurants were selected from the eleven sub-cities of the city. From each sub-city one restaurant was selected. The populations of the study were the customers who get service in selected café and restaurant in Addis who are purposively selected. To increase the probability of selection of different economic status respondents, cafe and restaurants was selected as a case area.

The study was conducted to identify the factors affecting customer's preference in alcohol free drinks in Addis Ababa. But it is difficult to know the population size exactly, therefore to find the total target population the research paper has used Hair et al sample size Formula.

$$n = \frac{Z^2pq}{e^2}$$

n = stands for the sample size which would be drawn

e= level of precision or sometimes called sampling error

p= population proportion

z = level of confidence

q =1-p

$$\mathbf{n} = ((1.96)^2 x0.5\ (0.5))/\ (.05)^2$$

$$\mathbf{n = (3.8416x0.25)/.0025}$$

$$\mathbf{n}=0.9604/0.0025 \quad n=384.16$$

$$\mathbf{n} = 384$$

Purposive sampling technique was used to select eleven cafe and restaurants in Addis Ababa.

3.4. Methods of Data Collection

Both primary and secondary data was used to collect data from primary and secondary sources. Standardized questionnaire was used as primary data collection tool from sample respondents. The standardized questionnaire was one that is written and administered so all participants are asked definitively similar inquiry in an indistinguishable configuration and reactions are kept in a uniform manner. Using standardized questionnaire will benefit for accuracy, quantification, communication and scientific generalization.

3.5 Procedures of data collection

To collect the data from the selected respondent's questionnaires were used as data collection instrument. Before distributing the questionnaires the questions were adapted based on the objective of the study, then the questions were given to the research adviser to check the validity of the questionnaires, after the questionnaires was checked it was printed and distributed to respondents. The willingness and the usage of the products at least once are taken as criteria to select the respondents. The researcher was present to answer any questions that arose from the respondents during the data collection. After the respondents returned the questionnaires and finally the data was analyzed.

3.6 Data Presentation, Analysis and Interpretation

First the information was gathered, confirmation was directed and complete questionnaire were additionally distinguished. Then, at that point, the information was coded in to SPSS (factual bundle for sociology) as per the factors chose and the inquiries posed. By utilizing graphic and inferential insights the information examination was performed. SPSS/insights (factual Package for social researchers) programming adaptation 20 rendition was utilized to deal with the information. The last report of the applicable segment factors was delivered through focal inclination estimations (recurrence and recurrence dissemination, substantial and combined percentage and correlation of mean). Also, even clarifications were utilized to give the outcome the assistance of SPSS.

In inferential statistical analysis, correlation and multiple linear regression, auto correlation and Homoscedasticity methods was utilized using statistical package for social sciences (SPSS) software. Correlation (r) was used to describe the strength and direction of relationship between two variables. Since all variables are measured as an interval level, Pearson product moment correlation was used. Correlation "r" output always lies between -1.0 and +1.0 and if "r" is positive, there exists a positive relationship between the variables. If it's negative, the relationship between the variables is negative. While computing a correlation, the significance level shall be set at 95% with alpha value of 0.05 or a chance of occurrence of odd correlation is 5 out of 100 observations.

The collected and presented data was analyzed in terms of inferential statistics (Pearson correlation and regression analysis). The Pearson correlation is used to assess data that have two or more quantitative variables and to determine the relationship of variables, (the strength and direction of association). It was used to test the factors affecting customer's preference: the four marketing mixes. The analysis was used to determine the potential connection between independent variables and the dependent variable of the study.

Multiple linear regression method is used to study relation between the independent variables and dependent variables. The regression function is defined as follows:

$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon_i$

Where: Y = Customers brand preference

X_1 = Product quality X_2 = price X_3 = promotion X_4 = placement ϵ_i = error term

β_0 is the intercept term- it gives the mean or average effect on Y of all the variables excluded from the equation, although its mechanical interpretation is the average value of Y when the stated independent variables are set equal to zero.

3.8 Validity and Reliability

3.8.1 Validity

Research validity in surveys relates to the extent to which the survey measures the right elements that need to be measured. In simple terms, validity refers to how well an instrument measures what it is intended to measure. According to John Dudovskiy (2018) validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. It is whether one can draw meaningful and useful inference from the scores on the instrument. To assure the validity of the constructs pilot test is made by the researcher.

3.8.2 Reliability

In simple terms, research reliability is the degree to which research method produces stable and consistent results. A specific measure is considered to be reliable if its application on the same object of measurement several times produces the same results (John Dudovskiy, 2018). Cronbach's coefficient alpha will be used as a reliability criterion. Appropriate data source and data collection mechanism has contributed for the reliability of the research. As shown on table 3.4 below the test result shows Cronbach's α of 0.771 which is acceptable Cronbach's α.

Table 3.3 Cronbach α criterion

Cronbach α	$\alpha \geq 0.9$	$0.8 \leq \alpha < 0.9$	$0.7 \leq \alpha < 0.8$	$0.6 \leq \alpha < 0.7$	$0.5 \leq \alpha < 0.6$	$\alpha < 0.5$
Consistency	Excellent	Good	Acceptable	Questionable	Poor	Unacceptable

Table 3.1 Cronbach α test result

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.771	.786	20

3.9 Ethical Considerations

Ethical considerations is made by considering their right to choose whether they want to participate or not and they are safe from any physical or psychological harm, to keep the confidentiality of respondents, they don't have to write their names and responses was treated in strict confidentiality. Also, the purpose of the study was disclosed in the introductory part of the questionnaire and it was used for academic purposes only and Permission letter was given to the hotels to get access to them. The letter was sought by Addis Ababa University to ensure confidentiality.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1. Introduction

This chapter includes the data presentation, analysis and interpretation. As proposed earlier, the demographic factors were analyzed using descriptive analysis while the variables were analyzed using inferential statistics. The findings from the analysis of the structured questionnaire were supported by the analysis of open ended questionnaire.

All the 384 were filled and returned from 384 questionnaires distributed. After the data is collected it is encoded and cleaned for further analysis

4.2. Demographic Characteristics of Respondents

Table 4-1: Demographic Data of Respondents

		Frequency	Percent
Gender	Male	273	71.1
	Female	111	28.9
Age of respondents	<20	49	12.8
	20-35	134	34.9
	36-45	161	41.9
	>45	40	10.4
Marital status of respondents	Single	119	31.0
	Married	260	67.7
	Divorced	5	1.3
	Widowed	-	-

Religious background	Christian	287	74.7
	Muslim	60	15.6
	Other	37	9.6
Employment status	Student	31	8.1
	Business man	146	38.0
	Employee	207	53.9
Educational status	Primary complete	4	1.0
	Secondary complete	51	13.3
	Diploma	58	15.1
	Bachelor of Arts	238	62.0
	Masters and above	33	8.6
Monthly income	<4000	10	2.6
	4001-7000	33	8.6
	7001-11000	19	4.9
	11001-20000	187	48.7
	>20000	135	35.2

Source: survey 2022

As shown in table 4.1, 71.1% (273) are male and 111% (28.9) are female respondents. This shows there is a male dominance in the sampled sectors and the brand is more preferred by males than females.

About the age group of the respondents, 12.8% of the respondents are below age 20 years, 34.9% are between 20-35years, 41.9% of the respondents are within the interval of 35 up to 45 years and 10.4 % are above age 45. This shows most of the respondents are young. This implies that even though young citizens have many choices for entertainment due to the absence of restriction because of age and health related problem they are choosing and using alcohol free drinks like Negus malt on their own preference.

Regarding marital status 31% of the respondents are single 67.7% are married, 1.3% of the respondents are divorced. This shows that since 67.7% of the respondents are married they have a huge sense of responsibility to secure their families future.

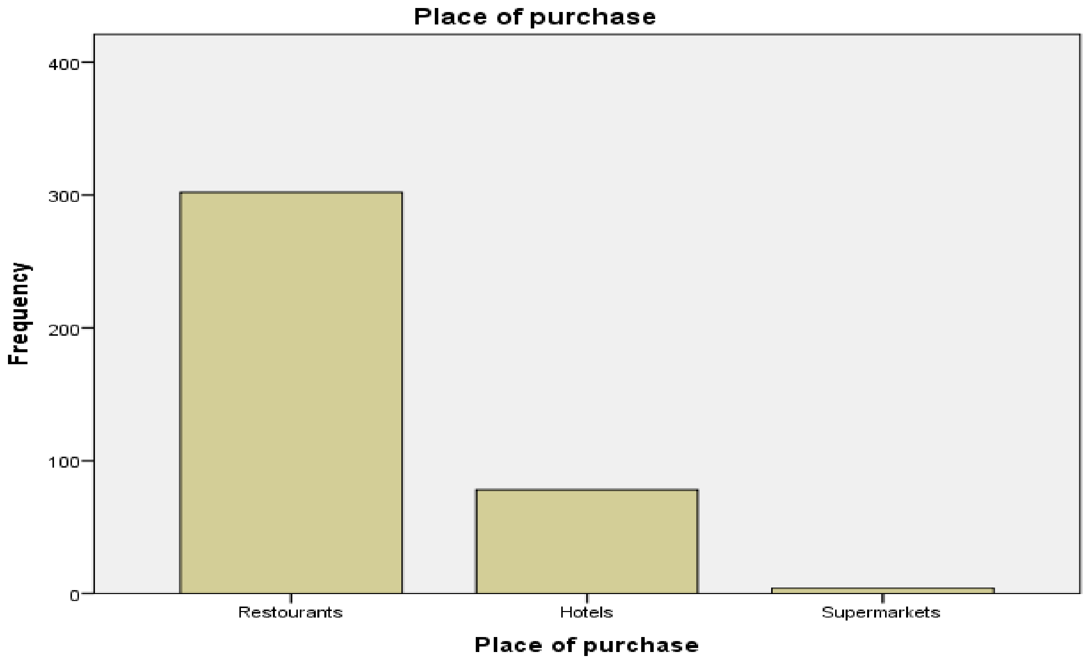
Regarding religious characteristics, 74.7% are Christians, 15.6 % are Muslims 9.6% are from other religion. This implies even though most of the Christianity followers use alcoholic drinks based on the view of that alcohol drinks are allowed for consumption; however most of our respondents use alcohol free rinks because of their preference.

From total respondents 8.1% of the respondents are students, 38.0% of the respondents are business men and 53.9% are employee of different sectors. Teachers, bankers, public servant and health workers are included in the respondents list. This shows that the respondents have financial security and are capable of affording entertainment mechanisms. This implies their financial security enables them to use product of their own preference.

Regarding educational level, 1.0% of the respondents are primary complete, 13.3% are secondary complete, 15.1 % are diploma, 62.0% of the respondents have BA degree and 8.6% of the respondents are masters and above. This implies that the respondents are intellectually capable of understanding the concept of a brand. This means they can understand various factors associated with brand referencing to select their best brand with fits their requirements.

Regarding income status, 2.6% respondents have less than 4000birr monthly income, 8.6% respondents have 4001-7000birr monthly income and 88.2% of the respondents have more than 7000 birr monthly income. The data shows the sample respondents are economically fit to be customer of Negus Malt Company and other companies in the industry.

Figure 4.1 place of purchase of alcohol free drinks

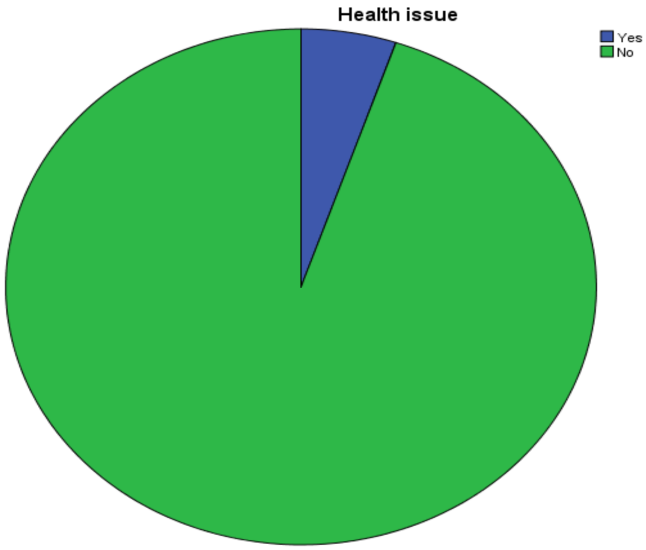


Source: Personal survey

As shown on the above chart, from the total respondents, 78.6% of the respondents purchase alcohol free drinks from cafe and restaurants while 20.3% of the respondents purchase alcohol free drinks from hotels and the rest 1% of the respondents purchase alcohol free drinks from supermarkets. This shows more than half of the respondents use Cafe and restaurant as a place entertainment while using alcohol free drinks. This means the company has to provide the product in these places.

As shown below on the pie chart, 5.2% of the respondents have health problem that prohibits them from using alcohol drinks and 94.8% of the respondents don’t have health problem that prohibits them from using alcohol drinks. This implies most of the respondents use alcohol free drinks because of they prefer to use alcohol free drinks not because of they are prohibited from using other drinks like alcoholic drinks.

Figure 4.2: Health issue of respondents



Source: Personal survey 2022

4.2 correlation analysis

According to sciencedirect.com correlation analysis is a statistical method used to evaluate the strength of relationship between two variables. A Pearson correlation analysis is an analysis method used for analyzing scale data and high correlation means that two or more variables have strong relationship with each other, while weak correlation means that the variables are hardly related. in other words it is a means of studying the strength of relationship with available statistical data.

Table 4.2 Pearson correlation analysis

	Product preference	Quality	Price	Promotion	Placement
Product preference	1				
Quality	.365**	1			
Price	.600**	.310**	1		
Promotion	.491**	.384**	.420**	1	
Placement	.570**	.502**	.460**	.890**	1

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

Source: personal survey

4.2.1 The relationship between product quality and customers brand preference

To investigate the effect of product quality on customers brand preference, respondents are asked several questions and their response statistics is presented in table 4.2 above and results are interpreted as follows

Pearson product correlation of product quality and customers brand preference was founded to be low positive and statistically significant ($r = .365$, $p < .001$). By squaring the correlation and then multiplying by 100, we can determine what Percentage of the variability they shared. Thus, when squared .365 it would be 0.133225, multiplied by 100 it is 13.3225 % hence the share of variability of product quality and customers brand preference is 13.3225 %. This shows the increase in product quality will lead to higher customer brand preference.

4.2.2 The relationship between price of product and customers brand preference

To identify the effect of the price of the product on customers brand preference, respondents are asked several questions and their response statistics is presented in table 4.2 above and results are interpreted as follows

Pearson product correlation of price of product and customers brand preference was founded to be moderate positive and statistically significant ($r= .600$, $p < .001$). By squaring the correlation and then multiplying by 100, we can determine what Percentage of the variability they shared. Thus, when squared .600 it would be 0.36, multiplied by 100 it is 36 % hence the share of variability of product quality and customers brand preference is 36 %. This shows the increase in price will lead to higher customer brand preference.

4.2.3 The relationship between promotion of product and customers brand preference

To identify the effect of the promotion of the product on customers brand preference, respondents are asked several questions and their response statistics is presented in table 4.2 above and results are interpreted as follows

Pearson product correlation of promotion of product and customers brand preference was founded to be low positive and statistically significant (r= .491, $p < .001$). By squaring the correlation and then multiplying by 100, the Percentage of the variability is 24.1 % hence the share of variability of product promotion and customers brand preference is 24.1 %. This shows the increase in promotion will lead to higher customer brand preference.

4.2.4 The relationship between placement or distribution of product and customers brand preference

To identify the effect of the placement of the product on customers brand preference, respondents are asked several questions and their response statistics is presented in table 4.2 above and results are interpreted as follows

Pearson product correlation of placement of product and customers brand preference was founded to be moderate positive and statistically significant (r= .570, $p < .001$). By squaring the correlation and then multiplying by 100, the %age of the variability is 32.49 % hence the share of variability of product promotion and customers brand preference is 32.49 %. This shows the increase in placement will lead to higher customer brand preference.

4.3 Regression Analysis

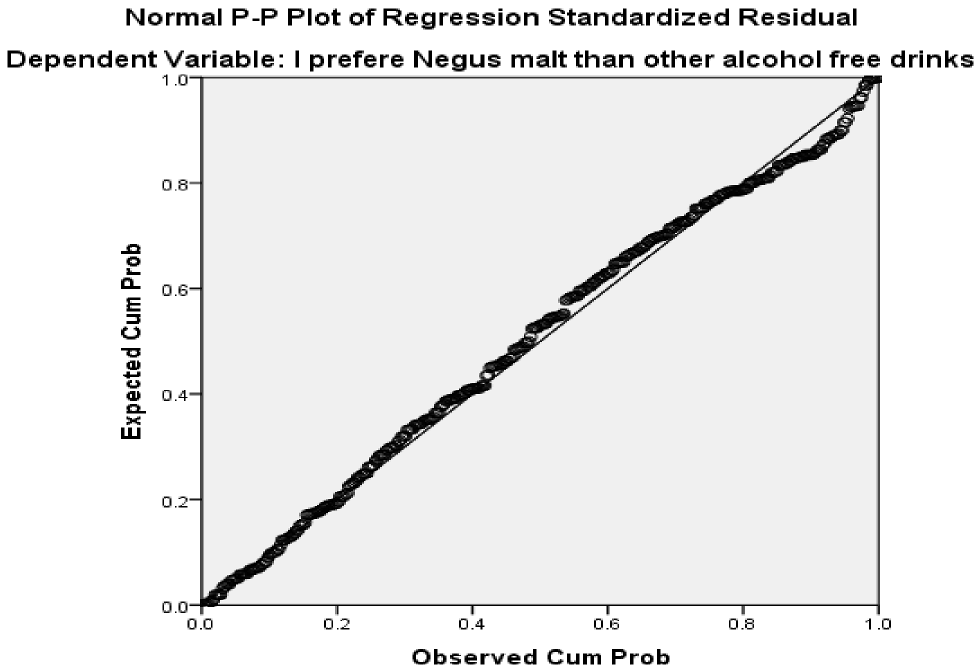
4.3.1 Assumptions

The regression analysis was conducted to know by how much the independent variable explains the dependent variable. The assumptions of regression are the following and the tests have been done to check the assumption**.**

4.3.1.1 Linearity test

First the multiple linear regression analysis requires the relationship between independent and dependent variable should be linear. The linearity has been tested using p-p plots. As the result, the test shows there is no linearity problem because all most the data’s lay on the straight line. This implies the relationship between the independent and dependent variable is linear.

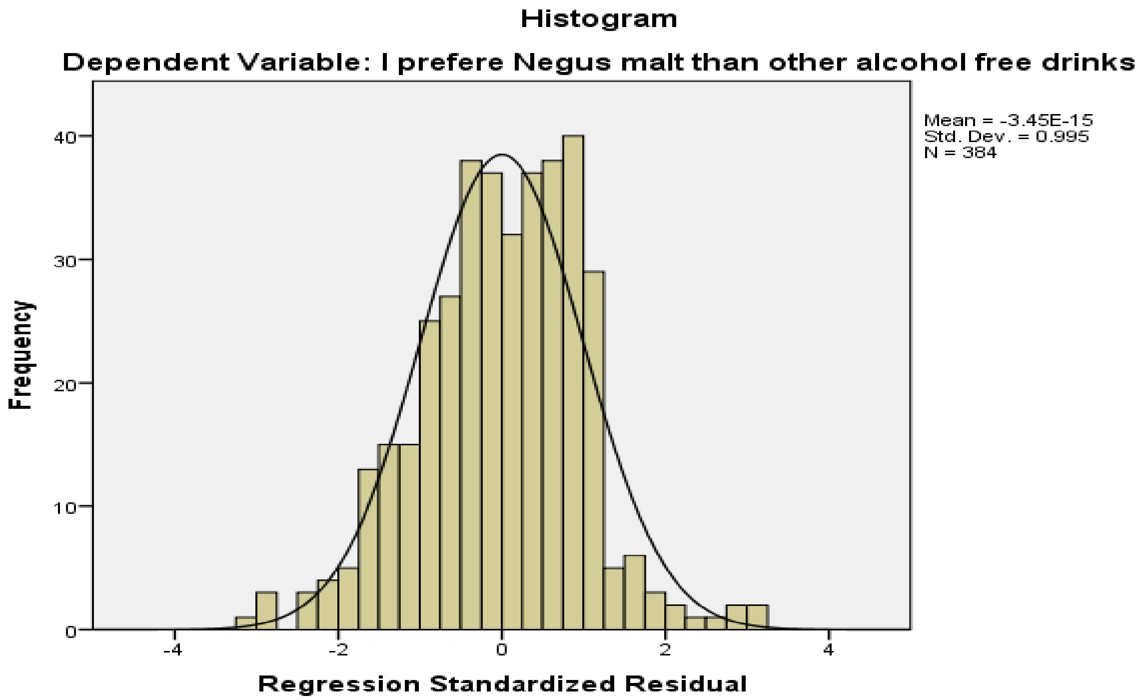
Figure 4.3 linearity test result



4.3.1.2 Normality test

Secondly; the regression analysis requires the errors between observed and predictive values should be normally distributed. This assumption has been checked using histograms. As shown on the below; the histogram is bell shaped symmetrical curve and it can be observed that the maximum scores are at the middle and lesser at the edge. This implies there is no normality problem in the data.

Figure 4.4 Normality test result



4.3.1.3 Multi-collinearity test

Thirdly, linear regression assumes that there is little or no multicollinearity in the data. It occurs when the independent variables are too highly correlated with each other. When computing the correlation of Pearson's bivariate correlation among all variables the correlation coefficient should be smaller than one. As shown on table 4.2 above the correlation between all independent variables is smaller than one. Thus there is no multi-collinearity the data. The tolerance test and Variance Inflation Factor (VIF) shows that as all predictors VIF is below 10 and none of the Tolerance levels is < or equal to .1. Thus the data does not have multicollinearity problem.

Table 4.3 multi- collinearity test

Model		Collinearity Statistics	
		Tolerance	VIF
1	Promotion	.914	1.095
	Product Quality	.720	1.389
	Product price	.755	1.324
	Product placement	.596	1.677

a. Dependent Variable: I prefer Negus malt than other alcohol free drinks

4.3.1.4 Autocorrelation

The auto correlation assumption is tested by Durbin Watson model. As the following table indicated since the Durbin Watson result is two there is no autocorrelation problem in the data

Table 4.4 Auto correlation

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.688[a]	.474	.468	1.00002	2.162

a. Predictors: (Constant), Product placement, Product price, Product Quality, Product promotion

b. Dependent Variable: I prefer Negus malt than other alcohol free drinks

4.3.4.5 Homoscedasticity

Is the assumption that the dependent variable exhibit similar amount of variance across the range value across the range of values for independent variables. As shown in the below scatterplot the data's are within the range this the data is homogenous.

Figure 4.5 Scatter plot

4.3.2 Regression Result

Table 4.4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.688[a]	.474	.468	1.00002

a. Predictors: (Constant), Product placement, Product price, Product Quality, Product promotion

b. Dependent variable, customers brand preference

Source: regression result

As the table indicates, R= 0.688 and R square= 0.474. The R square shows the power of independent variables to affect the dependent variable or it shows the extent to which changes in the dependent variable can be explained by changes in the independent variables. Thus the independent variables affect the dependent variable by 47.4 %. In other word, 47.4 % of customers brand preference is affected by the indicated independent variables while the rest 52.6 % is affected by other factors. R indicates the relationship between independent and dependent variables. This shows there is strong correlation between the variables.

Table 4.5 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	340.861	4	85.215	85.213	.000[b]
	Residual	379.011	379	1.000		
	Total	719.872	383			

a. Dependent Variable: customers brand preference

b. Predictors: (Constant), Product placement, Product price, Product Quality, Product promotion

Source: regression result

Table 4.5 shows that the F-value is 85.213 with a p-value of 000. As the p-value of ANOVA is less than the significance level which is 0.01 and 0.05, it means that all the independent variables have a significant relationship to the dependent variable. The analysis showed that the residual result is higher than the regression result thus is due to the fact that the dependent variable is affected by the stated independent variables by 47.4 % while the rest 52.6 % is affected by other variables. This means more studies should be done by including other variables that are not indicated in this study.

Table 4.6 Coefficients

Model		Unstandardized Coefficients		T	Sig.
		B	Std. Error		
1	(Constant)	.107	.310	.346	.729
	Quality	.113	.083	1.356	.176
	Price	.542	.055	9.786	.000
	Promotion	.011	.062	.184	.854
	Placement	.472	.066	7.201	.000

a. Dependent Variable: customers brand preference

As shown above, product price have beta coefficient of 0.542 The regression coefficient of 0.542 shows, holding other factors constant, if product price increase by one %, then the customers brand preference will increase by 54.2 %. This means price has high effect on customers brand preference.

The product placement have beta coefficient of 0.472. Regression coefficient of 0.472 shows, holding other factors constant, when satisfaction of customers grow by one %, then customers brand preference will increase by 47.2 %. This means product placement has high effect on customers brand preference.

As the result show the effect of quality and promotion on customers brand preference is statistically insignificant.

According to the t- statistics result shown in the above table, price has high effect on brand preference with the value of 9.786. Next to price promotion has high effect on brand preference.

4.4 Hypothesis Summary

Based on the result shown on table above the following summaries have been made about the hypothesis using p- value.

Table 4.7 Hypothesis summary

No	Hypotheses	sig	Decision
1	Quality of the product has positive and significant effect on customers brand preference	.176	Reject
2	Price of the product has positive and significant effect on customers brand preference	.000	Accept
3	Promotion of the product has positive and significant effect on customers brand preference	.854	Reject
4	Placement of the product has positive and significant effect on customers brand preference	.000	Accept

Source: personal survey

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter presents the summary of findings, conclusions and recommendations on the study's findings on factors that affect customers brand preference.

5.2 Summary of findings

The aim of this study was to investigate effect of marketing mixes of customers brand preference on alcohol free drinks in case of Negus malt. For the purpose of these study eleven restaurants was selected from the eleven sub-cities of the city using purposive sampling technique. By using Hair et al sample size formula 384 sample sizes was selected and data was gathered. Based on their response the finding of the study is summarized as follows.

Factors that affect customers brand preference in alcohol free drinks are the quality of the product, price, promotion and placement. As the response of the respondents show the brand (Negus malt) meets customer's requirement and satisfy their demand on quality. It also have reasonable and affordable price. Regarding promotion they have responded that they get realistic advertising with adequate information and also they are satisfied with the placement of the band because they get it in their preference places like café, bar and restaurants and hotels.

Additionally from open ended question it is found out that packaging also affects the customers brand preference.

The result of the correlation analysis shows that there is positive and significant relationship between the independent variables and dependent variables. The results of the correlation analysis are .365, .600, .491, and .570 respectively for quality, price, promotion and placement. This show the strength of the relationship varies. The correlation also shows that price has highest relationship with customers brand preference.

From the regression results it is found out that price and promotion has significant effect on Negus malt customers brand preference while the effect of quality and promotion is insignificant. The beta coefficient of price show that it has high effect compared to other variable followed by placement .542 and .472 respectively.

5.3 Conclusion

The study aimed to investigate effect of marketing mixes on customers brand preference in malt drinks in case of Negus malt. The study analyzed four independent factors with one dependent factor. The independent variables were quality, price, promotion and placement and the dependent variable was customers brand preference on malt drinks. Based on the analysis made in previous chapters on the above factors that affect the customers brand preference the following conclusions are made.

Even though there is a positive and significant relationship between quality of the product and customers brand preference from the result of the result of regression analysis it can be concluded that effect of quality is insignificant. Price of the product is also another important factor that affects the customers brand preference. The result of correlation showed positive and significant relationship between the two variables. It has also high effect on customers brand preference.

The positive and significant relationship between promotion of the product and customers brand preference indicated the more customers become aware of the product the more they prefer the product of the brand. But the effect of promotion on customers brand preference is insignificant.

Also the positive and significant relationship between placement of the product and customer's brand preference implies that the more the product is accessible to customers on their favorite place of purchase and their residential area the more they prefer the brand of the product. Its effect on customers brand preference is also significant. Finally the packaging of the product has high impact on customers brand preference. The more the packaging is attractive and become easy for handling the more they prefer it.

5.4. Recommendation

Based on the major findings and conclusions of the study, the following recommendations are forwarded for the company and other companies in similar industry.

- Since price has high significant effect on customers brand preference, company has to provide the product with better attractive and reasonable price compared to the competitors. The company can be able provide the product with better product of it can minimize costs and control the price of the retail of the product.
- Due to the significant effect of placement on customers brand preference, the company has to also give emphasis for distributional activities. It has to distribute the product widely on Cafe and restaurants, hotels, supermarkets and small shops which are found in the residential area of customers to increase place utility of customers from the brand which will lead to higher brand preference. To accomplish this by engaging different distributers to the industry.
- Finally, the company has to offer the product in plastic packaging additionally to bottle packaging. This will make the product accessible and easily handled without the fear of braking and damaging it.

5.5 Limitation and Suggestion for future studies

This study is conducted on customers brand preference in malt drinks in Addis Ababa in case of Negus malt. The finding of the study is based on the data collected from eleven bar and restaurants and hence may not represent the whole population of Addis Ababa. Studies should be conducted in wider scale covering more samples. The study is conducted by focusing on marketing mixes only. Other studies should be conducted covering other variables also.

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Appendix

Survey Questionnaire

Dear Respondents,

This questionnaire is designed to gather information about the major factors affects customers brand preference in alcohol free malt drinks in Addis Ababa. All responses will be used to conduct a study for the partial fulfillment of the requirements for the Degree of Master of Art in Marketing Management at Addis Ababa University. Your anonymity/ secrecy will be strictly maintained as we do not ask for your name here and will ***not*** be used for any other purpose. This survey should only take about **5 minutes** of your time. We are grateful for your cooperation in advance!

Instruction I: Please put a **(√)** mark to all your responses in the circle provided in front of each question

Part I: Personal Information

1. Gender of respondent: Male ◯ Female ◯

2. Age of respondent: Below 20 years ◯ 20-35 Years ◯ 36-45Years ◯ >45 years ◯

3. Marital Status: Single ◯ Married ◯ Divorced ◯ Widowed ◯

4. Religion: Christian ◯ Muslim ◯ Other ____________.

5. Occupation: Student ◯ Businessman ◯ Employee ◯

6. Level of education: Primary completed ◯ Secondary completed ◯ Diploma ◯ Bachelor Degree ◯ Master Degree or above ◯

Other, specifies ____.

7. Could you indicate in which category your monthly income belongs?

Less than Br. 4, 000 ◯ Br. 4, 001-7, 000 ◯ Br. 7, 001- 11, 000 ◯
Br. 11,001-20,000 over Br. 20,001 ◯

8. Which of the following format you prefer to make a purchase?

Hotels ◯ Supermarket ◯ Convenient stores ◯ Retail stores ◯

9. Do you have health problem that prohibits you from using alcohol? Yes ◯ No ◯

10. If your answer for question number ten is 'yes' what is your health problem? ____.

Instruction II: Please rate your opinion on the agreement of the concepts in each part by making a tick mark (√) on the space provided. The numbers represent the following options.

1. Strongly disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

No	Statements	Possible responses					Source
		1	2	3	4	5	
1	Product quality						Olayemi (2012)
	Negus malt has an acceptable product quality						
	Negus malt can meets my requirement						
	Negus malt has consistent quality						
	Negus malt has good artistry						
2	Price						
	Negus malt is reasonably priced						Olayemi (2012)
	Negus malt considers the purchasing power of its customers						
	Negus malt offers quality product which is related with the price						
3	Promotion						
	Negus malt adverts give adequate information						Olayemi (2012)
	Negus malt offers attractive promotional prizes						
	Negus malt advertising is realistic						
	Negus malt promotion is attractive and unexaggerated						
4	Placement (distribution)						
	Negus malt is easily accessible in my residential area						

	Negus malt is available in my favorite hotels and restaurants						Olayemi (2012)
	Negus malt has excellent distribution channels						

Instruction III: Please rate your opinion on the agreement of the concepts in each part by making a encircling on the space provided.

1. Which reason for purchasing Negus malt brand is important to you?
   a. Product quality
   b. Price of the product
   c. Promotion of the product
   d. Availability of the product
   e. I don't know
   f. Other reasons…………..
2. From the items offered below, select the three most important that you consider when you buy alcohol free drink and rank them by importance from 1 to 3 (1—the most important, 2—of less importance, 3—of the least importance)
   (a) Price 1 2 3
   (b) Nutritional value 1 2 3
   (c) Impact on health 1 2 3
   (d) Taste 1 2 3
   (e) Diversity of the offer 1 2 3
   (f) Packaging appearance 1 2 3
   (g) Packaging size 1 2 3
   (h) Information about producer 1 2 3
   (i) Other ________________________________ (Please, specify)

3. Where do you usually purchase alcohol free drink products from?

   (a) In bar and restaurants

   (b) In hotels

   (c) In supermarkets

   (d) In small shops

   (e) In stores specialized for selling drinks

   (f) At the markets

   (g) Directly from the producer

(h) Other ____________________________(Please, specify)

4. How much higher price of Negus malt alcohol free drink (compared to other malts) are you ready to pay:

(a) I am not ready to pay higher prices for Negus malt drink

(b) 0%–20%

(c) 20%–40%

(d) 40%–60%

(e) 60%–80%

(f) 80%–100%

5. From which sources do you usually collect information about alcohol free drink products?

(a) Friends and family members

(b) TV shows

(c) TV and radio commercials

(d) Social networks

(e) Internet portals or specialized websites

(f) Magazines

(g) Flyers

(h) Other ____________________ (Please, specify)

Instruction III: Give short answer on the provided place.

1. How long have you used this product?

____
____
____

2. What do you like about this product?

____
____
____

3. How can the product be improved for you?

____
____
____