

**Effect of Brand Equity on Consumer Purchase Intention:
The Case of Ethiopian Leather Footwear industry**

**A Thesis Submitted for the partial fulfilment of Marketing
Management**

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School of Commerce
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**June 2016
Addis Ababa, Ethiopia**

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Board of Examiners Approval Sheet

**Addis Ababa University School of Commerce
Graduate Program**

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Approval Board Committee

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Declaration

I, Hanna Kassu, declare that this work entitled “Effect of Brand Equity on Consumer Purchase Intention: The Case of Ethiopian Leather Footwear industry” is the outcome of my own effort and has not been presented for any degree in any other university and that all sources of materials used for the study have been dully acknowledged.

I have produced it independently except for the guidance and suggestion of the Research Advisor Ato Mesfin Workneh. It is offered for the partial fulfillment of the degree of Masters of Arts in Marketing Management [MMA].

Declared by:

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List of Acronyms

CSA: Central Statistical Agency

LIDI: Leather Industries Development Institute

FDI: Foreign Direct Investment

SPSS: Statistical Package for Social Sciences

Abstract

The main aim of this research was to examine the effect of brand equity on purchase intention in Ethiopia leather footwear industry. The study Mainly used quantitative technique in which 361 respondents from Addis Ababa were included. This respondent were selected by first using stratified sampling to proportionally allocate the sample of respondents to each brand for the study and Convenience sampling was also used in order to select the target customers of the four shoe brands shops. Qualitative information were also used in which an interview was made to marketing managers of sample four footwear producers engaged both in domestic and international markets. The data collected from the questionnaire were analyzed using Statistical tools such as mean, standard deviation, correlation, and multiple regression. The result of the study shows that among the four variables brand association and perceived quality have positive significant impact on purchase intention while brand awareness and brand loyalty don't. The highest impact on consumer purchasing intention refers to brand association.

Keywords: Brand Equity, Brand Awareness, Brand Association, Perceived Quality, Brand Loyalty, Purchase Intention, Leather Footwear.

Chapter one

Introduction

1.1. Background of the study

Consumption can occur for a number of reasons. Among the most important reason is when an offering meets someone's needs, values, or goals. Some consumers consume as form of self-expression, while others do it to fit into a group. Sometimes consumer's reasons for using an offering are filled with conflict, which leads to some difficult consumption decisions (Wayne D. Hoyer & Deborah J. MacInnis , 2008).

Purchase approach is formed and developed during the lifetime since childhood of the customer, or can be spontaneous and based on emotions. The purchase approach the customer demonstrates has different usage purposes. Purchase decision making is also affected by customer consumption values. The consumption values explain why a customer chooses one brand over another, which type of the product is more suitable and adaptable for him or her, and why they choose to purchase the product they use in their daily routine (Petrauskaite , 2014)

Assel (2004) defines purchase behavior as the tendency to act on the object. Purchase behavior is the stage prior to purchasing decisions in the purchase decision process. According to Assel (2004) marketers are always testing the elements of the marketing mix that may influence buying behavior, for example by testing product concepts, advertising strategy, packing or brand.

In today's very competitive business environment Branding has become so strong that hardly anything goes unbranded. Among the consumer goods shoes are one of the basics. Currently, different types of shoes are produced by different companies in different countries to different consumers around the world. Petrauskaite (2014) mentions that Shoes became self-identification tool that helps individuals to distinguish themselves form the masses. Shoes can represent an individual's lifestyle, habits or profession.

According to Kotler & Armstrong (2011, p. 231) Consumers view a brand as an important part of a product, and branding can add value to a product. Customers attach meanings to brands and

develop brand relationships. Therefore, customers usually prefer to wear known brand Shoes with good reputation.

Ethiopia's footwear industry and its leather sector in general enjoy significant international comparative advantages owing to its abundant and available raw materials, highly disciplined workforce and cheap price (Embassy of Ethiopia, 2015).

Ethiopia possesses the largest livestock population in Africa, and the tenth largest in the world. Ethiopia's livestock population is estimated at 55.03 million cattle, 27.35 million sheep, and 28.16 million of goats (CSA, 2014). This places the country as one of the richest countries in livestock resources. It has a huge potential for production of hide and skins. For instance, its potential was estimated at 3.78 million cattle hides, 8.41 million sheep skins and 8.42 million goatskins in 2012/13 (CSA, 2013).

According to LIDI Currently 32 tanneries in Ethiopia produce all forms of hides and skins and finished leather for the domestic and export markets. There are 17 large mechanized shoe industries currently in operation.

According to Samuel (2008) cited on Adamu (2011) The Ethiopian footwear industry produces shoes that are globally competitive in terms of both quality and price. As footwear sub-sector in Ethiopia has continued to grow very fast and the competition is very stiff. Building effective brand equity is becoming very important in order to differentiate shoe from one another. Therefore the focus of this paper was to assess the effect of brand equity on purchase intention on Ethiopian leather shoe industry by using Aaker's brand equity model.

1.2. Background of the Footwear Companies

The production of leather shoes in Ethiopia dates from the late 1930s when Armenian merchants founded two shoe factories in Addis Ababa. These factories nurtured a number of shoe makers, who opened their own factories and trained their workers (Sonobe, et al., 2009).

According to LIDI report in 2007 currently there are about 17 largely mechanized footwear manufacturers in operation. Among them 12 companies are local footwear companies who operate both for local and export market. Five of them are foreign direct investment companies four of them produce only for export only one company which is called "Mohan plc" produce both for local and export market.

Bellow summary of footwear companies is presented.

Table 1.1. Footwear Manufacturing Industries Profile					
Sn	Company name	Export/local (%)	Production capacity in pairs/ day		
			Actual	Ideal	%
Local Footwear Companies Profile					
1.	Tikur abay shoe s.c.	20/80	2900	4900	59.18
2.	Anbessa shoe s.c.	4/96	1550	2500	62
3.	Peacock shoes factory	40/60	1500	2000	75
4.	Ramsay	55/45	1200	2000	60
5.	Ras Dashen shoes factory	70/30	1000	1200	83.3
6.	Elico Fontenina shoe factory	50/50	600	1000	60
7.	Sheba	30/70	600	1000	60
8.	Walia leather and leather products plc	75/25	400	1000	40
9.	Kangaroo shoe factory	10/90	650	800	81.25
10.	Modern Zege leather products plc	40/60	400	800	50
11.	Ok Jamaica shoes factory	17/83	300	500	60
12.	Bostex plc	90/10	150	200	75

Source: LIDI, 2007 E.C: Footwear manufacturing industries profile

Table 1.2 Summary of FDI Footwear Company Profiles					
1.	Mohan PLC	25/75	800	1800	44.44
2.	Huajian int'l shoe city (Ethiopia) plc	100/0	4000	5500	72.73
3.	George shoes Ethiopia plc	100/0	1300	3000	43.33
4.	New wing Addis Shoes Factory	100/0	1000	3000	33.33
5.	Oliberte limited (Ethiopia branch)	100/0	100	150	66.67

Source: LIDI, 2007 E.C: Footwear manufacturing industries profile

Anbessa shoe

Anbessa Shoe, formerly known as the Darmar Shoe Factory, was first founded by an Italian owner in 1935. Anbessa Shoe engaged in the production and distribution of shoes for gents, ladies, children, and handicaps. It offers leather shoe uppers, finished leather footwear, leather articles,

worker's shoes, civilian shoes, and military shoes. Currently the factory has a total capacity of 2,500 shoes per day.

Tikur Abay Shoe Factory

Tikur Abay Shoe Factory formerly known as Asko shoe factory is located ten kilometers from Addis Ababa and was established in 1948. The objective of the factory is to produce leather shoes for local and export markets. Its market share is estimated at 85% for military shoes, 60% for working boots and 10% for civilian shoes. Currently the factory has a total capacity of 2,900 shoes per day 2300 pairs in its old factory and 600 in its new factory.

Peacock Shoes Factory

Peacock Shoe Factory is located at Bole Ring road in Addis Ababa and it is under Dire Industry Plc. Originally the factory was located in Piazza with a total capacity of 200 shoes per day. Currently the factory has a total capacity of 2,000 shoes per day.

Ramsey Shoe Factory

Ramsey Shoe Factory is registered as Efenesh Zelalem Shoe and Leather Products Manufacturing General Partnership. It was established in 1993 with two partners from the same family with an initial capital of \$200,000. The firm produces both men's and women's shoes, with men's shoes accounting for more than 85% of output. Currently the firm has a production capacity of 2000 pairs per day.

1.3. Statement of the problem

Today the Ethiopian shoe industry survived the very difficult time where the country was flooded with cheap imports from Asia. The majority of local customers preferred those imported shoe. Many Local manufacturers were unable to survive where many shoe makers shifted to doing other businesses, With time, customers began to appreciate durable, well-designed local shoes (Gessesse, 2014).

The Ethiopia footwear industry is improving step by step According to LIDI in 2015 earnings stood at \$34.58 million from \$5.737 million five years ago Which is six times bigger than five years ago however while exports have been growing, they remain below government's targets which was \$315 million. The footwear industry still lacks the share in world trade of footwear

compared with foreign brands. Customers still tends to prefer foreign brands over the local one. Adamu (2011) on his study Factors Affecting Consumers' Shoe Preference on Domestic versus Imported Leather Shoes the respondents favored imported products over domestic products. Due to the intense competition customers are exposed to several brands from across the globe therefore Building brand equity becomes an important means of differentiation.

Among many factors that affect the consumer purchase intention the company's brand equity is one of the most important. Customer-based brand equity occurs when the consumer is aware of the brand and holds some favorable, strong, and unique brand associations in memory (Keller, 1993, p. 17). Brand equity when correctly and objectively measured, is the appropriate metric for evaluating the long-run impact of marketing decisions.

Brand equity plays very important role in purchase decision for a particular brand of product. In order to create purchase intention consumers, have to first be aware of the brand, be able to associate the brands product attribute in their mind, consumers past experience with the brand should be consistent and usually consumers are loyal customers of the brand already. Therefore, effort to create positive brand equity is very important.

Although many empirical evidence indicated that brand equity can affect purchase intention in different industries. Up to the best knowledge of the researcher, limited effort was given to study Regarding the effect of Brand equity dimensions on purchase intention in Ethiopia and in this particular industry. this research attempts to examine how the elements of brand equity affect customers buying intention in Ethiopia leather footwear industry

1.4. Research Question

This study is designed to answer the following research questions:

- Do brand equity dimensions affect purchase intention?
- Is there significance relationship between brand equity dimensions and purchase intention?
- Which customer based brand equity dimension is the most important to affect consumer purchase intention?

1.5. Objective of the Study

The main objective of this study was to assess the effect of brand equity on customers purchase intention in leather footwear industry; how the customer based brand equity dimensions affect consumer purchase intention Specifically, the study have the following objectives.

- To determine the effect of Brand equity dimensions on consumer purchase intention in leather footwear industry.
- To determine if there is significant relationship between brand equity dimensions and consumer purchase intention in leather footwear industry.
- To examine which among the customer based brand equity dimension is the most important to affect consumer purchase intention.

1.6. Research Hypothesis

The following hypothesis were tasted in this study.

H1: Brand awareness has a significant direct effect on consumer purchase intention.

H2: Brand association has a significant direct effect on consumer purchase intention.

H3: Perceived quality has a significant direct effect on consumer purchase intention.

H4: Brand loyalty has a significant positive direct effect on consumer purchase intention.

1.7. Significance of The Study

The results of the study will serve as input for the organizations to assist in decision making as it provides information on how brand equity affect their customers purchase intentions. The study will also serve as a reference document for researcher as the direction for further research work in the area.

1.8. Scope of the study

The purpose of this research was to assess the effect of brand equity on consumer purchase intention, the case of leather footwear industry in Ethiopia. Among several brand equity models in the literature, Aaker's brand equity model is used because of the popularity of this model in branding research.

This study is delimited to leather footwear produced in the domestic industry. In addition to conduct this study in all over Ethiopia and all firms operating in this sector in this short period of time is unrealistic. So to make extensive and feasible investigations and analysis, the study was

limited to Addis Ababa city, For the study four firms was addressed from the sector who operate both locally and in foreign market and customers from Addis Ababa in which firms main target market in their local operation. This firms are Anbessa shoe, Tikur abay shoe, Ramsay shoe and Peacock shoe.

1.9. Limitation

This study mainly focused on the effect of brand equity dimensions on purchase intention but there might be various variables which affect brand equity like needs, purchase power, price...

This study focused only on largely mechanized leather footwear industry which limits the generalizability for the micro and middle sector.

1.10. Ethical consideration

The data need to be collected ethically, with sensitivity to individuals, populations being studied, and research sites (Creswell , 2012). Letter about the nature and purpose of the study from school of Addis Ababa University Commerce, Department of Marketing Management to Anbesa shoe, Tikur Abay shoe, Peacock shoe and Ramsey shoe. Respondent was provided with information regarding the purpose of the study and what expected from them. They were informed that participation is voluntary and that their answers will remain confidential.

1.11. Definition of terms

Brand equity refers to the differential effect that knowing the brand name has on customer response to the product and its marketing. It's a measure of the brand's ability to capture consumer preference and loyalty

Brand awareness refers to the strength of a brand's presence in consumers' minds

Brand association refers to anything linked in memory to a brand

Perceived quality is not the actual quality of the product but the consumer's subjective evaluation of the product.

Brand loyalty is a situation which reflects how likely a customer will be to switch to another brand.

Purchase intention is subject to willing purchase, considering purchase and recommendation purchase.

1.12. Organization of The Paper

This thesis is organized into five chapters. The first chapter is an introduction which consists background of the study, problem statements, objectives, significance of the study, scope and limitation of the study. The second chapter address review of related literatures which consists theoretical backgrounds, review of previous empirical studies and conceptual frameworks. The third chapter consist the research methodologies applied in the study. Chapter four focus on the result and discussion of the study. The fifth chapter focus on major findings, conclusion and recommendation for future research.

Chapter Two

Review of Related Literature

2.1. Introduction

This chapter was concerned with presenting the review of related literature. Which is divided in to three part. The first part deals with the theoretical review, the second part deals with empirical review the third part deals with the conceptual frame work.

2.2. Theoretical review

2.2.1. Definition of Brand

Branding has been around for centuries as a means to distinguish the goods of one producer from those of another. In fact, the word brand is derived from the Old Norse word brand which means “to burn,” as brands were and still are the means by which owners of livestock mark their animals to identify them (Keller, 2013, p. 30).

According to the American Marketing Association (AMA), a brand is a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.

Brands are a key element in the company’s relationships with consumers. Brands represent consumers’ perceptions and feelings about a product and its performance everything that the product or the service means to consumers (Kotler & Armstrong, 2011). profitable set of customers; Branding also helps the supplier to segment markets (Kotler, et al., 2005, p. 549)

2.2.2. Brand equity

Aaker (1996) defined brand equity as “a set of assets and liabilities linked to a brand’s name and symbol, that adds to or subtracts from the value provided by a product or service to a firm and/or that firm’s customers. Brand equity is the added value endowed on products and services. It may be reflected in the way consumers think, feel, and act with respect to the brand, as well as in the prices, market share, and profitability the brand commands (Kotler & Keller, 2012, p. 243). Marketers and researchers use various perspectives to study brand equity.

Customer-based approaches view it from the perspective of the consumer either an individual or an organization and recognize that the power of a brand lies in what customers have seen, read, heard, learned, thought, and felt about the brand over time (Kotler & Keller, 2012, p. 243).

Keller (2013) defines customer-based brand equity as the differential effect that brand knowledge has on consumer response to the marketing of that brand.

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. 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 (Keller, 2013, p. 69).

According to Dass, Shuvo & Jansson, Carl (2012) The financial perspective which is also often referred to as firm based brand equity (FBBE) focuses on the financial value the brand equity creates for the business. One way of determining the financial value of the brand, and perhaps also the simplest way, is to look at the value stated in the balance sheet when the brand or the company is sold. However, it is the consumer's response to the brand name which determines the financial value of the brand equity.

2.2.3. Brand Equity Model.

Brand equity model has been developed by many however only David Aaker's brand equity model and Keller's brand equity model will be discussed. Aaker (1996) proposes that brand equity consists of four dimensions: brand loyalty, brand awareness, brand association, perceived quality. Keller (1993) argues that, it composes of two components: brand awareness and brand image.

Aaker's brand equity model

According to Aaker (2012) the most important assets to create Brand Equity are, brand awareness, brand association, and perceived quality and brand loyalty.

Brand Awareness

According to Valkenburg & Buijzen (2005) Brand awareness commonly refers to an individual's active and passive knowledge of a specific brand. Brand Awareness is an important and sometimes undervalued component of brand equity. Awareness can affect perceptions and attitudes. it can be a driver of brand choice and even loyalty. Brand awareness reflects the salience of the brand in the customer's mind. There are levels of awareness, which include: Recognition, Recall, Top-of-Mind, Brand Dominance, Brand Knowledge and Brand Opinion (Aaker, 1996, p. 114). Brand awareness is an important component of brand equity. It refers to the ability of a potential buyer to recognize or recall a brand as a member of a certain product category (Aaker, 1991). Brand awareness can be a sign of quality and commitment, letting consumers become familiar with a brand and helping them consider it at the point of purchase (Aaker, 1991).

Brand Associations

The key associations component of brand equity usually involves image dimensions that are unique to a product class or to a brand. The challenge, then, is to generate general measures that will work across product classes. Measurement of associations/differentiation can be structured around three perspectives on the brand: the brand-as-product (value), the brand-as person (brand personality) and the brand-as-organization (organizational associations) fading brands. These results suggest that differentiation is indeed driving some key dynamics. Of course, more definitive judgments will require additional measures over time so that changes in differentiation can be observed (Aaker, 1996, p. 111)

Perceived quality

Aaker (1991) cited on Xiao Tong & Jana M. Hawley (2009, p. 264) states that Perceived quality lends value to a brand in several ways: high quality gives consumers a good reason to buy the brand and allows the brand to differentiate itself from its competitors, to charge a premium price, and to have a strong basis for the brand extension.

Perceived quality is related to a consumer's judgment of a product or brand's overall superiority or excellence (Zeithaml, 1988). High perceived quality allows for consumers to be convinced about buying the brand; for differentiation of the brand from competition; and for the firm to charge a premium price and then extend the brand (Aaker, 1991)

Brand Loyalty

Brand loyalty is the heart of brand equity. It is defined as “a deeply held commitment to rebuy or re patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same-brand set purchasing despite situational influences and marketing efforts having the potential to cause switching behavior” (Oliver, 1997)

Loyalty is a core dimension of brand equity. You usually offend your core first because they are connected to the brand and they care. Therefore, brand equity blunders that go to the heart of the customer relationship should affect loyalty (Aaker, 1996, p. 105). Brand loyalty is the attachment that a customer has (Aaker, 1991).

According to Aaker 2012, (p. 11) Brand loyalty is at the heart of any brand’s value because once obtained loyalty is persistent. Customer inertia will benefit the brand that has earned loyalty. Breaking loyalty link is difficult and expensive for a competitor.

Keller’s brand equity model

According to Keller (1993) brand equity have two dimensions which is brand awareness and brand image.

Brand awareness

According to Keller (1993, p.3) Brand awareness consists of two sub-dimensions: brand recall and recognition.

Brand recognition is consumers ability to confirm prior exposure to the brand when given the brand as a cue and Brand recall is consumers’ ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or a purchase or usage situation as a cue (Keller, 2013, p. 73)

Brand image

According to Keller (2013, p.77) Creating a positive brand image takes marketing programs that link strong, favorable, and unique associations to the brand in memory. Brand associations may be either brand attributes or benefits. Brand attributes are those descriptive features that characterize a product or service. Brand benefits are the personal value and meaning that consumers attach to the product or service attributes

2.2.4. Consumer Behavior

Consumer behavior reflects the totality of consumers’ decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences,

people, and ideas by human decision-making units over time (Wayne D. Hoyer & Deborah J. MacInnis , 2008, p. 3). According to Kotler, et al., (2005, p.255) Consumer buying behavior refers to the buying behavior of final consumer's individuals and households who buy goods and services for personal consumption. Kotler & Keller (2012, p.151) Also define Consumer behavior as the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

2.2.5. Consumers' Buying Roles

Group members can influence purchases in many ways. For example, men normally choose their own newspaper and women choose their own tights. For other products, however, the decision-making unit is more complicated with people playing one or more roles:

- **Initiator.** The person who first suggests or thinks of the idea of buying a particular product or service. This could be a parent or friend who would like to see a visual record of Anna's holiday (Kotler, et al., 2005).
- **Influencer.** A person whose view or advice influences the buying decision, perhaps a friend who is a camera enthusiast or a salesperson (Kotler, et al., 2005).
- **Decider.** The person who ultimately makes a buying decision or any part of it whether to buy, what to buy, how to buy or where to buy (Kotler, et al., 2005).
- **Buyer.** The person who makes an actual purchase. Once the buying decision is made, someone else could make the purchase for the decider (Kotler, et al., 2005).
- **User** the person who consumes or uses a product or service (Kotler, et al., 2005).

2.2.6. Consumer Buying Decision Process

Problem Recognition

Problem recognition is the perceived difference between an ideal and an actual state. This is a critical stage in the decision process because it motivates the consumer to action (Wayne D. Hoyer & Deborah J. MacInnis , 2008, p. 195). The buying process starts when the buyer recognizes a problem or need triggered by internal or external stimuli. Marketers need to identify the circumstances that trigger a particular need by gathering information from a number of consumers. They can then develop marketing strategies that spark consumer interest. Particularly for discretionary purchases such as luxury goods, vacation packages, and entertainment options, marketers may need to increase consumer motivation

so a potential purchase gets serious consideration (Kotler & Keller, 2012, p. 167). The buying process starts with need recognition the buyer recognizing a problem or need. The buyer senses a difference between his or her actual state and some desired state. The need can be triggered by internal stimuli when one of the person's normal needs hunger, thirst, sex rises to a level high enough to become a drive. A need can also be triggered by external stimuli. At this stage, the marketer needs to determine the factors and situations that usually trigger consumer need recognition. The marketer should research consumers to find out what kinds of need or problem arise, what brought them about and how they led the consumer to this particular product. (Kotler, et al., 2005, p. 279)

Information Search

The stage of the buyer decision process in which the consumer is aroused to search for more information; the consumer may simply have heightened attention or may go into active information search. An aroused consumer may or may not search for more information. If the consumer's drive is strong and a satisfying product is near at hand, the consumer is likely to buy it then. If not, the consumer may simply store the need in memory or undertake an information search related to the need (Kotler, et al., 2005).

According to (Kotler & Keller, 2012, p. 167) consumers often search for limited amounts of information. Surveys have shown that for durables, half of all consumers look at only one store, and only 30 percent look at more than one brand of appliances. The search can distinguish between two levels of engagement in the search. The milder search state is called heightened attention. At this level a person simply becomes more receptive to information about a product. At the next level, the person may enter an active information search: looking for reading material, phoning friends, going online, and visiting stores to learn about the product.

According to Kotler, et al., (2005) the consumer can obtain information from any of several sources:

- Personal sources: family, friends, neighbors, acquaintances.
- Commercial sources: advertising, salespeople, the Internet, packaging, displays.
- Public sources: mass media, consumer-rating organizations.
- Experiential sources: handling, examining, using the product.

Evaluation of Alternatives

No single process is used by all consumers, or by one consumer in all buying situations. There are several processes, and the most current models see the consumer forming judgments largely on conscious and rational basis. First, the consumer is trying to satisfy a need. Second, the consumer is looking for certain benefits from the product solution. Third, the consumer sees each product as a bundle of attributes with varying abilities to deliver the benefits. The attributes of interest to buyers vary by product (Kotler & Keller, 2012, p. 168)

According to Kotler, et al., (2005) consumers do not use a simple and single evaluation process in all buying situations. Instead, several evaluation processes are at work. How consumers go about evaluating purchase alternatives depends on the individual consumer and the specific buying situation. In some cases, consumers use careful calculations and logical thinking. At other times, the same consumers do little or no evaluating; instead they buy on impulse and rely on intuition. Sometimes consumers make buying decisions on their own; sometimes they turn to friends, consumer guides or salespeople for buying advice (Kotler, et al., 2005).

Purchase Decision

Kotler et al., (2005) the consumer's purchase decision will be to buy the most preferred brand, but two factors can come between the purchase intention and the purchase decision. The first factor is the attitudes of others. Purchase intention is also influenced by unexpected situational factors. The consumer may form a purchase intention based on factors such as expected family income, expected price and expected benefits from the product. When the consumer is about to act, unexpected situational factors may arise to change the purchase intention. Thus preferences and even purchase intentions do not always result in actual purchase choice. They may direct purchase behavior, but may not fully determine the outcome. A consumer's decision to change, postpone or avoid a purchase decision is influenced heavily by perceived risk. The amount of perceived risk varies with the amount of money at stake, the amount of purchase uncertainty and the amount of consumer self-confidence. A consumer takes certain actions to reduce risk, such as avoiding purchase decisions, gathering more information and looking for national brand names and products with warranties.

Postpurchase behaviour

The stage of the buyer decision process in which consumers take further action after purchase based on their satisfaction or dissatisfaction. The marketer's job does not end when the product is bought. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in postpurchase behaviour of interest to the marketer. The relationship between the consumer's expectations and the product's perceived performance determines whether the Buyer satisfied or dissatisfied with a purchase. If the product falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied; if it exceeds expectations, the consumer is delighted (Kotler, et al., 2005).

2.2.7. Purchase Intention

Based on dictionary definition purchase intention is the willingness of customer to buy a certain product or certain service. (Mba Skool, 2016). According to Whitlark, Geurts and Swenson (1993) cited on Wan Halim & Hamed (2005) define purchase intention as a purchase probability associated with an intention category at the percentage of individuals that will actually buy product. According to Mba Skool (2016) purchase intention is a dependent variable that depends on several external and internal factors such as stimulus or trigger the cue that triggers a buyer towards considering a product or a brand to be included in the consideration set, outcome expectation out of the use of the product or a service, the aspirational value, recommendation and emotional association. Roozy, et al., (2014) also states The purchase intention is subject to willing purchase, considering purchase and recommendation purchase.

2.3. Review of Previous Empirical Studies

According to Latwal & Sharm (2012) entitled The Effect of Brand Equity on Purchase Intention: An Empirical Investigation with Special Reference to Car Owner in West Delhi. The finding reveals there is direct causal relationship between that brand equity dimensions and purchase intention, however one of the brand equity dimension brand awareness does not show significant influence on purchase intentions. The study recommend the marketer should carefully consider the brand equity components while designing their strategies.

Jalilvand , et al., (2011) Tested Aaker's well-known brand equity model in automobile industry by studying effect of brand equity dimensions on purchase intention by collecting data from 242

consumers using structural equation method to test hypothesis. The result indicates that brand awareness, brand association, brand loyalty, and perceived quality have a significant impact on consumers' intention to purchase products. The researchers recommend that marketers should carefully consider the brand equity components when designing their branding strategies and that Marketers have to adapt their branding approaches to fit each marketing environment and enhance brand loyalty to reduce the switching behavior of consumers.

Tharmi & Senthilnathan (2012) study entitled the relationship of brand equity to purchase intention this study considers brand equity as the independent variable and purchase intention as the dependent variable. While both the variables individually have high level attributes of the customers, the Pearson's correlation analysis explores a positively significant linear relationship between brand equity and purchase intention. This implies that the purchase intention of a customer for purchasing branded baby soap can be predicted with the customer's nature of brand equity.

According to Khan, et al., (2015) study entitled causal relationships among dimensions of consumer-based brand equity and purchase intention: fashion industry the finding indicate that there is a casual relationship among the dimensions of brand equity and each dimension has special effect on purchase intention of Malaysian consumers in fashion industry. Brand loyalty has stronger impact on purchase intention, subsequently followed by perceived quality, brand image and brand awareness.it suggests that retailers should develop the effective marketing communication program that create the brand image to realize the quality of the brand. In the meanwhile, retailers should design the attractive loyalty program that motivates the customer towards purchase intention.

According to Roozy, et al., (2014) study entitled The effect of brand equity on consumer purchase intention the finding indicate brand awareness is not enough for purchase selection and decision and intention, even though brand association, which is a stage after the brand awareness, has a meaningfulness effect on the willing and considering purchase, it does not lead to recommendation brand to others. brand loyalty had a major role in increasing the brand equity and purchase intention. Perceived quality is very important and it recommend that food companies should keep their products quality in a proper extent because nowadays it's the absolute right for the customers. Also, the awareness and association should be accompanied at the beginning. It recommends that

this strategy is the heavy advertisements. It's necessary to plan well for the informative, strong and vast advertising in orders increase the brand equity.

Similarly, Fouladivanda, et al., (2013) study entitled The effect of Brand Equity on Consumer Buying Behavior in term of FMCG in Iran this quantitative research targets consumer behaviors in purchasing fast moving consumer's goods (FMCG) in term of Brand of products. For this purpose, four elements as brand equity's components were identified that has potential affect purchasing FMCG, and they are Brand Awareness, Brand Association, perceived Quality, and Brand Loyalty. At the end, results showed the highest impact on consumer purchasing behavior refers to Brand Loyalty.

Chi, et al., (2009) study the effects among brand awareness, perceived quality, brand loyalty and customer purchase intention and mediating effects of perceived quality and brand loyalty on brand awareness and purchase intention by collecting data from 267 cellular phone users living in Chiyi. The result indicates the relations among the brand awareness, perceived quality and brand loyalty for purchase intention are significant and positive effect, perceived quality has a positive effect on brand loyalty, perceived quality and brand loyalty will meditate the effects between brand awareness and purchase intention. The study suggests that cellular phone manufacturers ought to build a brand and promote its brand awareness through sales promotion, advertising, and other marketing activities.

Malik, et al., (2013) Studies the effect of brand awareness and brand loyalty on purchase intention. Data is collected from 220 customers clothing customers of Fabric (unstitched Clothing) and Garments (Readymade Clothing) in different cities of Punjab including Lahore, Gujranwala, Faisalabad and Sialkot through convenience sampling technique. The result indicates that Brand Awareness and brand loyalty have strong positive association with purchase intention. The researchers suggested that managers all over the world should strive to promote the brand awareness along with brand loyalty as both of them contribute towards positive purchase intentions.

Gunawardane (2015) study entitled Impact of Brand Equity towards Purchasing Decision. Where The purpose of the research is to examine the impact of brand equity on purchase intention on Mobile connection service provider in Sri Lanka. Data is collected from 300 questionnaires. the result indicate that There is a strong positive relationship between the brand awareness and

perceived quality with purchase intention. But brand association, brand loyalty and with purchase intention have less or moderate level relationship.

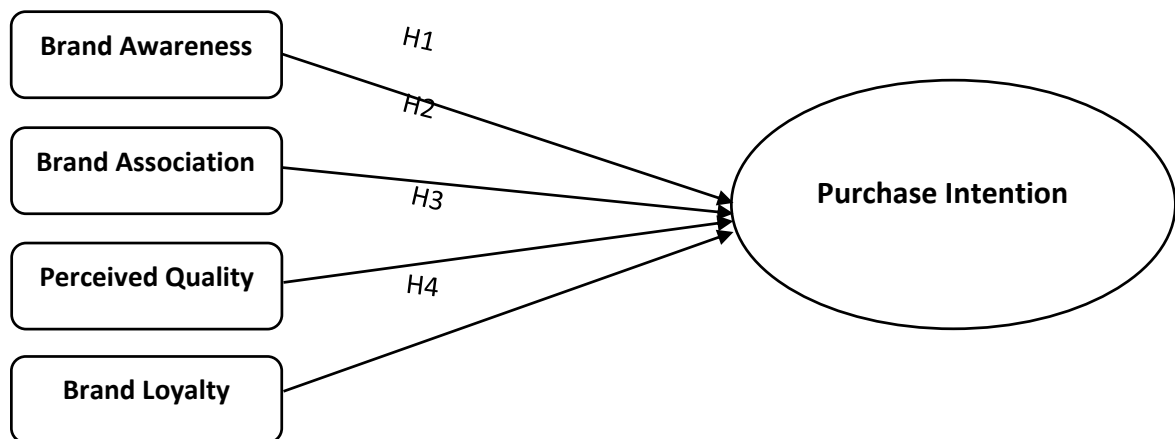
According to Thammawimutti & Chaipoo Pirutana, (2005) study entitled the relationship between brand equity, product attributes and consumers' purchase intention toward Sony Cyber-Shot digital cameras in Bangkok. Data was collected from 400 respondents in 5 locations throughout Bangkok. The result indicate that the relationships between elements of brand equity and purchase intention are moderately positive and The relationships between product attributes (durability, CCD resolution, memory card capacity, ease of use, zoom distance, compatibility, size, design, and video record function) and purchase intention are weak. The study recommends that Sony should maintain or increase the level of advertising exposure, to ensure that consumers receive full information related to product attributes of Sony Cyber-Shot cameras. Due to relatively lower brand loyalty among consumers, Sony has to find ways in which to increase this factor among its consumers.

2.4. Conceptual framework

The conceptual framework indicates the crucial process, which is useful to show the direction of the study. In the framework, brand equity was set as independent variable which includes brand awareness, brand association, perceived quality and brand loyalty. Purchase intention was set as the dependent variable of this study.

Figure 2.1 conceptual framework

Brand Equity



Source: Jalilvand, et al., (2011)

Chapter Three

Research Methodology

3.1. Introduction

This chapter provides the research methodology adopted to address the Research problems. The method and procedures in this study includes Research Approach, Research Design, Sampling Design, Data collection methods and procedure and also Data Analysis Procedure, Reliability and Validity and Research Ethics.

3.2. Research Approach

This study employed quantitative approach and used some qualitative information. In order to get deep insight on the problem. personal interview was made with the marketing manager of the shoe factories under study.

3.3. Research Design

Research design provides a framework for the collection and analysis of data and subsequently indicates which research methods are appropriate (Walliman, 2006). The research design for this study is Explanatory research design. it is used to identify and explain the nature of the problem.

According to Creswell (2012) an explanatory research design is a correlational design in which the researcher is interested in the extent to which two variables or more co-vary, that is, where changes in one variable are reflected in changes in the other. Since this study attempts to assess the effect of brand equity components (Independent variable) on purchase intention (Dependent variable) employing explanatory research design is appropriate.

Cross-sectional field survey method is also employed. According to Creswell (2012) cross-sectional survey design is where the researcher collects data at one point in time. In cross-sectional survey design Independent and dependent variables are measured at the same point in time using a Single questionnaire.

3.4. Sampling Design

3.4.1. Target Population

A population is a group of individuals who have the same characteristic...A target population is a group of individuals or a group of organizations with some common defining characteristic that the researcher can identify and study (Creswell , 2012, p. 142). The target population for this study includes consumers of Anbesa shoe, Tikur Abay shoe, Peacock shoe and Ramsey shoe located in Addis Ababa.

3.4.2. Sampling Technique

Seventeen largely mechanized footwear manufacturers are currently in operation. Among them 12 companies are local footwear companies who operate both for local and export market. Five of them are foreign direct investment companies four of them produce only for export market with the exception of one firm.

For this study only factories who operate both for local and export market is taken in to consideration since the respondents are customers who are found in Addis Ababa. Out 13 shoe factories 30.81% (4 shoe factories) were purposely selected as product stimuli which are Anbesa shoe, Tikur abay, Peacock shoe and Ramsey shoe.

This four brands were selected on the assumption that they could represent the 13 largely mechanized shoe factories, they are well known brands in Ethiopia, they operate for both local and export market and are top four shoe factories on their production capacity.

Stratified sampling was used to proportionally allocate the sample of respondents to each brand for the study. Convenience sampling was also used in order to select the target customers of the four shoe brands shops.

Convenience sampling technique was used because of difficulty to determine a clear sample frame for the target population. Convenience sampling involves using what is immediately available (Walliman, 2006)

3.4.3. Sample size

The researcher took all the shops of the four sample brands in Addis Ababa which is accounted 25 in total. Since the number of shops for each brands is not the same, the number of samples of respondents taken for each shoe brands also differ, Therefore the sample was proportionally allocated based on the number of shops each shoe brands owns. After proportional allocating the branch's the respondents were also proportionally allocated and the questioner was distributed conveniently.

Since the population is large and infinite the representative sample size was determined by using estimation method given by (Cochran, 1977, p. 75).

$$n = z^2 pq / e^2$$

n= stands for the sample size which will be drawn

e= level of precision or sometimes called sampling error (is ranges in which the true value of the population would be estimated.

P= population proportion

z= level of confidence

$$n = ((1.96)^2 \times 0.5(0.5)) / (.05)^2$$

$$n = (3.8416 \times 0.25) / .0025$$

$$n = 0.9604 / 0.0025$$

$$n = 384.16$$

$$n = 384$$

In order to accommodate for possible non-response and inappropriate responses, 5% were added to the calculated sample size. 384×0.05

$$n = 403$$

The following table illustrates how the sample size of customers proportionally allocated for each shoe brands based on the amount of shop they consist.

Table 3.1: Number of customers and proportion of samples taken from each shoe brands			
Shoe brands	Number of shops per each brand	Percentage of each shop per total brand	Sample of respondent per each brand
Anbesa	12	0.48	194
Ramsay	8	0.32	129
Peacock	3	0.12	48
Tikur abay	2	0.08	32
Total	25	100	403

Source: Developed for this research

3.5. Data Collection Method and Procedures

3.5.1. Source of Data and Data Collection Instrument

The research uses both primary and secondary data source. The primary information was gathered through structured questionnaires, provided for customers and also personal interview questions is included for representatives of shoe manufacturers in order to get deep insight on the study.

Secondary data was obtained from relevant sources such as, LIDI, CSA, published and unpublished documents and the internet.

The questionnaire has three parts. The first part is used for general information gathering of the respondents. The second part and third part is used to get information on the brand equity dimensions and purchase intention by using a five point Likert response scale which includes strongly disagree [1], disagree [2], neutral [3], agree [4] and strongly agree [5].

The items on the questionnaire were developed after reviewing literature mainly its adopted from Xiao Tong & Jana M. Hawley (2009) and Jalilvand , et al. (2011).

The number of questions on the questionnaire is twenty-two in total. The interview questions consist ten questions.

3.5.2. Data collection method

Data is collected from target customers of the four leather footwear brands. The questionnaire was distributed in to twenty-five shops of the selected product stimuli. It took one week to collect the questionnaire.

For the interview purpose four marketing managers or representatives were interviewed each for the four shoe factories.

3.6. Reliability and Validity

According to Carmines & Zeller (1970) Reliability and validity are the two basic properties of empirical measurement.

3.6.1. Reliability

Reliability concerns the extent to which an experiment, test or any measuring procedure yields the same result on repeated trials (Carmines & Zeller, 1970). The Cronbach's alpha coefficient is a statistical tool that evaluates the confidence through the inner consistency of a questionnaire. According to Hair, et al., (2010), if α is greater than 0.7, it means that it has high reliability and if α is smaller than 0.3, then it implies that there is low reliability.

To meet consistency reliability, the questionnaire was distributed to twenty customers who are similar to the population of the study. In this study, all the independent variables and dependent variable, met the above requirement. The alpha value is identified and summarized in the following table:

Table 3.2 Reliability of the instrument			
No	Dimensions	Number of items	Alpha value
1	Brand awareness	Four	0.851
2	Brand association	Four	0.911
3	Perceived quality	Four	0.929
4	Brand loyalty	Four	0.865
5	Purchase intention	Three	0.869

Source: - Questionnaire 2016

3.6.2. Validity

According to Adams, et al. (2007) Validity is the strength of conclusions, inferences or propositions. It involves the degree to which you are measuring what you are supposed to, more simply, the accuracy of your measurement. The content validity of the instrument for the present study is ensured as the brand Equity dimensions and purchase intention. items are identified from the literature and were reviewed by professionals and academicians. The researcher has also undertaken discussions with respondents and incorporated feedback of the research advisor in customizing the instrument.

3.7. Method of Data Analysis

The Questionnaire data received from the respondents analyzed with help of statistical software program: statistical package for social sciences (SPSS) 20. descriptive analysis correlation and multiple regression analysis is employed.

Descriptive analysis is used to summarize the characteristics of respondents and the descriptive statistics of the brand equity and purchase intention by using descriptive statistics like frequency, percentage, mean.

The statistical method of Pearson Correlation is used to determine the existence of any relationship between the independent variables and dependent variable. multiple regression analysis is conducted to examine the effect of independent variable in customer based brand equity on consumer purchase intention.

Chapter four

Data Analysis and Discussion of Result

4.1. Introduction

This chapter provides presentation and quantitative analyses of the data gathered by a structured questionnaire and personal interview.

The primary aim of this study was to assess effects of brand equity on purchase intention the case of Ethiopian leather footwear brands, based on the data which was obtained from sample customers and leather footwear manufacturers through questionnaire and interview.

In this research. The statistical methods of analysis were discussed, which included a descriptive analysis, a correlation analysis, and a multiple regression analysis through statistical package for social science programs (SPSS) 20.0.

Data for analysis was collected from customers and the marketing managers of sample manufacturers. The researcher distributed a questionnaire to a sample of 403 respondents out of these a total of 388 (96.27%) questionnaires were returned. However, 27 questionnaires which was considered to be inappropriately filled was rejected and hence the analysis was conducted on 361 (89.57%) of the questionnaires. Four marketing managers were also interviewed.

4.2. Data analysis

This descriptive analysis is used to look at the data collected and to describe that information. It is used to describe the demographic factors for more clarification. It is mainly important to make some general observations about the data gathered for general or demographics questions. The demographics factors used in this research are gender, age.

4.2.1. Demography profile of the respondents

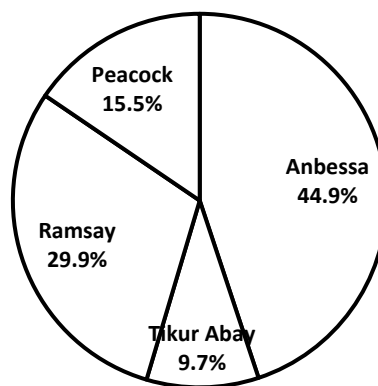
Table 4.1: Demography profile				
No	Item		Frequency	Percentage
1.	Sex	Male	220	60.9
		Female	141	39.1
	Total		361	100
2.	Age	18-29	158	43.76
		30-45	134	37.11
		46-65	51	14.12
		66 and above	18	4.98
	Total		361	100

Source: Questionnaire (2016)

From table 4.1 it can be seen that there were more males as compared to females out of the 361 respondents 220 (60.9%) were males and 141 (39.1%) were females. As far as age of respondents is concerned, 158 (43.76%) fall in the range of 18-29, 134 (37.11%) falls in a range between 30-45, 51 (14.12%) fall in the range of 46-65 and 18 (4.98%) are 66 and above years.

4.2.2. Brand choice

FIGURE 4.1 Brand Choice



Source: Questionnaire (2016)

Figure 4.1 shows that from the total 361 respondents, the majority of respondents prefer Anbessa shoes with 45% percent (162 respondents), 29.9 percent (108 respondents) preferred Ramsey

shoes, 15.5% favored peacock shoes (56 respondents), 9.7%(35 respondents) preferred Tikur abay shoes.

4.2.3. Descriptive Analysis

Table 4.2. Descriptive statistics of Brand choice

	Brand Awareness		Brand Association		Perceived Quality		Brand Loyalty		Purchase Intention		N
	Mean	SD	Mean	SD	Mean	SD	Mean	SD	Mean	SD	
Anbessa	4.2392	0.80774	4.1404	0.83310	4.1219	0.86703	3.6836	1.02522	4.3354	0.76815	162
Tikur Abay	4.1643	0.69911	4.0500	0.86772	4.0929	0.82267	3.4857	0.98134	4.1238	0.94311	35
Ramsay	4.2060	0.59870	4.0185	0.77467	4.1991	0.60927	3.3889	1.01354	4.3364	0.65487	108
Peacock	4.1250	.89188	4.0446	.82587	4.1429	.79609	3.6116	.91815	4.2619	0.69838	56

Source: Questionnaire (2016)

Table 4.2. shows that Anbessa shoe customers has strong brand equity dimensions and purchase intention. Purchase intention is the strongest with Mean 4.3354 and SD=0.76815 then brand awareness with Mean=4.2392 and SD=0.80774; brand association is the third strongest variable with Mean=4.1404 and SD=0.83310; mean=4.1219 and SD the fourth strongest is perceived quality Mean = 4.1219 and SD=0.86703 the least strong is brand loyalty mean=3.6836 and SD=1.02522.

From the above table we can see that Tikur abay shoe customers has strong brand equity dimensions except for brand loyalty and purchase intention. Brand Awareness is the strongest with Mean=4.1643 and SD=0.6991 then Purchase Intention with Mean= 4.1238 and SD=0.94311;

Perceived Quality is the third strongest with Mean= 4.0929 and SD=0.82267 then Brand Association with Mean=4.05000 And SD=0.86772; brand loyalty is in the middle not strong not weak with Mean=3.4857 SD=0.98134.

From the above table we can see that Ramsay shoe customers has strong brand equity dimensions except for brand loyalty and purchase intention. is Purchase Intention the strongest with Mean=4.3364 and SD=0.65487 then Brand Awareness with Mean= 4.2060 and SD=0.59870; Perceived Quality is the third strongest with Mean= 4.1991 and SD=0.60927 then Brand Association with Mean=4.0185 and SD=0.77467; brand loyalty is in the middle not strong not weak with Mean=3.3889 and SD=1.01354.

From the above table we can see that Tikur abay shoe customers has strong brand equity dimensions except for brand loyalty and purchase intention. Purchase Intention is the strongest with Mean=4.2619 and SD=0.69838 then with Brand Awareness Mean= 4.1250 and SD=0.89188; Perceived Quality is the third strongest with Mean= 4.1929 and SD=0.79609 then Brand Association with Mean=4.0446 and SD=0.82587; brand loyalty is the least strong Mean=3.6116 and SD=0.91815.

Table 4.3 Descriptive statistics of Brand equity dimension and purchase intention			
	Mean	SD	N
Brand awareness	4.2043	.75346	361
Brand association	4.0803	.81679	361
Perceived quality	4.1454	.78014	361
Brand loyalty	3.5651	1.00584	361
Purchase intention	4.3038	.74435	361

Source: Questionnaire (2016)

Table 4.3 illustrates descriptive statistics for all the four shoe brands and 361 respondents. Purchase intention mean= 4.3038 and SD= 0.74435; Brand awareness with mean = 4.2043 and SD =0.75346; perceived quality with mean = 4.1475 and SD= 0.78010; brand association mean= 4.0803 and SD=0.81679; brand loyalty is mean = 3.565 and SD= 1.00584.

4.2.4. Correlation analysis

In this study Pearson's correlation coefficient was used to determine the relationship between brand equity and purchase intention. Pearson's coefficient of correlation (or simple correlation) is the most widely used method of measuring the degree of relationship between two variables. This coefficient assumes there is linear relationship between the two variables; that the two variables are casually related (Kothari , 2004).

Correlation analysis between Brand equity and Purchase intention

Table 4.4 Brand Equity and Purchase Intention		
Purchase Intention	Brand equity	
	Pearson correlation	.635**
	Sig. (2-tailed)	0.00
	N	361

Source: Questionnaire (2016)

From table 4.4 we can see that Pearson correlation test was conducted to know the degree of relationship between the independent variable and the dependent variable. The results of the correlation between these variables are ($r = 0.635$, $p < 0.01$), which indicate there is positive and significant relationship between Brand equity and purchase intention.

Correlation Analysis between Brand awareness and Purchase intention.

Table 4.5 Brand Awareness and Purchase Intention		
Purchase intention	Brand Awareness	
	Pearson correlation	.514**
	Sig. (2-tailed)	0.00
	N	361

Source: Questionnaire (2016)

Pearson correlation test was conducted to know the degree of relationship between the dimension of brand equity which is brand awareness the dependent variable purchase intention. The results of the correlation between these variables are ($r = 0.514$, $p < 0.01$), which indicate there is positive and significant relationship between Brand Awareness and purchase intention.

Correlation analysis between Brand Association and purchase intention.

Table 4.6 Brand Association and Purchase Intention		
Purchase intention	Brand association	
	Pearson correlation	.636**
	Sig. (2-tailed)	0.00
	N	361

Source: questionnaire (2016)

Table 4.6 shows Pearson correlation test between the dimension of brand equity which is brand association the dependent variable purchase intention. The results of the correlation between these variables are ($r = 0.636$, $p < 0.01$), which indicate there is positive and significant relationship between Brand Association and purchase intention.

Correlation analysis between perceived quality and purchase intention

Table 4.7 Perceived Quality and Purchase Intention		
Purchase intention	Perceived quality	
	Pearson correlation	.619**
	Sig. (2-tailed)	0.00
	N	361

Source: questionnaire (2016)

Table 4.7 shows Pearson correlation test between the dimension of brand equity which is perceived quality and the dependent variable purchase intention. The results of the correlation between these variables are ($r = 0.619$, $p < 0.01$), which indicate there is positive and significant relationship between perceived quality and purchase intention.

Correlation Analysis Between Brand Loyalty and Purchase Intention

Table 4.8 Brand loyalty and Purchase Intention		
Purchase intention	Brand loyalty	
	Pearson correlation	.452**
	Sig. (2-tailed)	0.00
	N	361

Source: questionnaire (2016)

Table 4.6 shows Pearson correlation test between the dimension of brand equity which is brand loyalty the dependent variable purchase intention. The results of the correlation between these variables are ($r = 0.452$, $p < 0.01$), which indicate there is positive and significant relationship between brand loyalty and purchase intention.

4.2.5. Regression analysis

Multiple regression is a flexible method of data analysis that may be appropriate whenever a quantitative variable (the dependent or criterion variable) is to be examined in relationship to any other factors (expressed as independent or predictor variables). regression analysis was conducted to know by how much the independent variable explains the dependent variable. It is also used to understand by how much each independent variable (brand awareness, brand association, perceived quality and brand loyalty) explains the dependent variable that is purchase intention.

Multi collinearity Taste

This refers to the relationship among the independent variables. Multi collinearity exist when the independent variables are highly correlated (Pallant, 2007). Small degree of multi collinearity is Tolerance value and VIF value are above 0.10 and below 10 respectively.

Table 4.9 Multi collinearity Taste		
Independent variables	Collinearity statics	
	Tolerance	VIF
Brand awareness	.394	2.539
Brand association	.305	3.275
Perceived quality	.383	2.609
Brand loyalty	.543	1.841

Source: Questionnaire (2016)

As seen from the above table the tolerance value of all variables is above 0.1 and also their VIF value is below 10 which indicate that there is a small degree of multi collinearity among variables.

Regression analysis of brand equity and purchase intention

Table 4.10 Model summary				
Model	R	R squared	Adjusted R square	Std. Error of the Estimate
1	0.670 ^a	0.448	0.442	0.55531

Source: Questionnaire (2016)

The model summary table 4.10 states that the four independent variables that constitute the purchase intention of coefficient of determination R^2 is 0.448, which implies that there is quite significant explanatory power and also 44.80% variation on dependent variable is caused by independent variables and the remaining 55.2% is because of other unknown variables.

Table 4.11 ANOVA					
Model	Sum of squares	Df	Mean square	F	Sig.
Regression	89.427	4	22.357	72.331	0.000 ^b
Residual	110.036	356	.309		
Total	199.463	360			

Source: questionnaire (2016)

Table 4.11 indicated that there is a statistically significant effect between the independent variable (brand equity) and dependent variables (purchase intention) which the independent variable where (F) value was (72.331) at 0.000 which states that there is statistically significant effect of brand equity dimension on purchase intention.

Table 4.12 Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. error	Beta		
(Constant)	1.575	.177		8.875	.000
BAW	.001	.062	.001	.023	.982
BAS	.347	.065	.381	5.343	.000
PEQ	.301	.061	.316	4.968	.000
BL	.016	.040	.022	.411	.681

Source: questionnaire (2016)

The coefficient table for brand equity dimensions indicates the beta values of the independent variables. From this the regression equation is derived as:

Regression equation

$$PI = a + B_1(BAW) + B_2(BAS) + B_3(PEQ) + B_4(BL) + e$$

$$PI = 1.575 + 0.001BAW + 0.347BAS + 0.301PEQ + 0.016BL + e$$

Where

PI = Purchase Intention

BAW = Brand Awareness

BAS = Brand Association

PEQ = Perceived Quality

BL = Brand Loyalty

Hypothesis testing for this study is based on standardized coefficients beta and P-value to test whether the hypotheses are accepted or not.

- H1: Brand awareness has a significant direct effect on consumer purchase intention. The result of table 4.11 shows that standardized coefficient beta and p value of brand awareness was insignificant (beta = 0.001, p > 0.05). Therefore, H1 is not accepted,

which indicate brand awareness has no a significant positive influence to wards purchase intention.

- H2: Brand association has a significant direct effect on consumer purchase intention. The result of table 4.11 shows that standardized coefficient beta and p value of Brand association was positive and significant (beta = 0.381, $p < 0.05$) Therefore H2 is accepted, which indicate Brand association has a significant positive influence to wards purchase intention.
- H3: Perceived quality has a significant direct effect on consumer purchase intention. The result of table 4.12 shows that standardized coefficient beta and p value of perceived quality was positive and significant (beta = 0.316, $p = 0.00$) Therefore H3 is accepted, which indicate perceived quality has a significant positive influence to wards purchase intention.
- H4: Brand loyalty has a significant positive direct effect on consumer purchase intention. The result of table 4.12 shows that standardized coefficient beta and p value of brand loyalty was insignificant (beta = 0.222, $p > 0.05$). Therefore, H4 is not accepted, which indicate brand loyalty has no a significant influence towards purchase intention.

4.3. Discussion of results

The finding of this study indicates that respondents of Anbessa shoe and Ramsay shoe are strongly aware of the brands where as Tikur abay shoe and peacock shoe respondents have high intention of purchasing their product. In all brands the brand loyalty is the lowest among other variable this indicate that respondents brand loyalty to the respective firm is neither very good nor very bad.

Purchase intention is the strongest with the mean= 4.3038 and SD= 0.74435 this indicate that respondents have objective, willingness to buy and recommend Ethiopia leather footwear is very high. brand loyalty is lowest variable among other variables with the mean = 3.565 and SD= 1.00584. but brand loyalty mean is still high.

The correlation result show that there is positive and significant relationship between brand equity and purchase intention. There is also positive and significant relationship between brand

awareness, brand association, perceived quality and brand loyalty. The finding further indicates that the highest relationship is found between brand association and purchase intention

The finding of this study indicates that brand awareness has insignificant effect on purchase intention. This finding is supported by Latwal & Sharm (2012) study where brand awareness does not show significant influence on purchase intentions. This finding is also supported by Roozy, et al., (2014) reported brand awareness is not enough for purchase selection and decision and intention.

This finding of this study indicates that brand association has positive and significant effect on purchase intention. The study is supported by Latwal & Sharm (2012) The finding where it reveals brand association show significant influence on purchase intention this result is also supported by Jalilvand, et al., (2011). The result indicates that, brand association, have a significant impact on consumers purchase intention.

This finding of this study indicates that perceived quality has positive and significant effect on purchase intention. The study is supported by Latwal & Sharm (2012) where the finding reveals perceived quality show significant impact on purchase intention this result is also supported by Jalilvand, et al., (2011) the result indicates that, perceived quality, have a significant impact on consumers purchase intention. The result is also supported by (Khan, et al., 2015 and Roozy, et al., 2014) result where it indicates perceived quality affect purchase intention.

Eventough various researchs ascertain that brand loyalty has positive significant effect on purchase intention. The finding of this study indicates that brand loyalty has insignificant effect on purchase intention.

In overall, the results revealed that all independent variables accounted for 44.8 % of the variance in purchase intention ($R^2 = 0.448$). Thus, 44.8% of the variation in purchase intention can be explained by the four brand equity dimensions and other unexplored variables may explain the variation in purchase intention which accounts for about 55.2%.

From the findings of this study, researcher found out that not all of brand equity dimensions have positive significant effects on purchase intention. Out of four brand equity dimensions two dimensions (brand association and perceived quality) have positive and significant effects on

purchase intention. On the other hand, brand awareness and brand loyalty has a positive but insignificant effect on purchase intention. The results of this study further indicate that brand association is the most important factor to have a positive and significant effect on purchase intention.

4.4. Analysis of Data Obtained Through Interview

All of the marketing managers agree that their brand has excellent value for their company. The firms however made few efforts on Building good brand value rather the value of brand is attained through time since the sampled firms have been on business for a long time. All of them agree that their respective brand is well known in Ethiopia the reason is as they mentioned is staying for a very long time on business, having high market share, availability of the product in stores and the promotion mechanism they use to create awareness.

Mostly in order to create awareness the firms use promotional tool which is advertising. Advertising is usually used during holidays through Electronics media i.e. Radio and TV, Print media i.e. Billboard, Newspaper. The other promotion tool they use is personal selling, but mentioned it's too costly.

The firms use different mechanism to differentiate their product. Anbesa shoe and Tikur abay uses product differentiation mechanism while peacock use price differentiation mechanism ramsay use place/availability differentiation mechanism. This strategy helps Anbesa to be known for having very durable shoe. Tikur abay differentiate by product line which is producing military and safety shoe. Peacock known for having low price since peacock shoe use almost 80 % of its input from its sister company the company has comparative advantage of efficiency which leads to low cost means low price. Ramsay known for having its product available across the country by making it convenient for customers. Despite all of their differentiating mechanism all of the firms agree that they don't compromise in quality.

All the firms believe their customers are loyal buyers. But some of the firms agree that giving more emphasis for industrial buyers and export market leads the firms lose their loyal consumers. The

reason that leads consumers to shift is usually lack of availability of the product for the local consumer.

The marketing managers indicate that in order to attract consumers they use advertising while to retain customers they use good customer relationship management, price discount mechanism and warranty and guaranty for the shoe they buy.

All of the shoe factories indicate international competition is no more a threat for them because customers now prefer domestic products even with a little bit of higher price than cheap product with bad quality and durability.

The shoe factories agree that they provide an excellent quality, very durable, and affordable price. But also they agree that they have to work more on design. They believe that there is weakness of managing their brand. None of them have brand management department.

Chapter Five

Summary, Conclusion and Recommendation

5.1. Summary of Major Findings

The study was intended to investigate the effect of brand equity on consumer purchase intention in Ethiopia leather footwear industry based on the questionnaire consisting of 361 customers of shoe factories.

The results of background information of respondents indicated that majority respondents (60.9%) are males, (43.76%) aged fall in the range of 18-29 and also the, (45%) Brand choice was Anbesa.

The results of the descriptive statistical analysis also indicated that, in Anbesa shoe purchase intention has the highest mean =4.3354; in Tikur abay brand awareness has highest mean= 4.1643; Ramsay purchase intention has highest mean= 4.364; Peacock purchase intention has the highest mean= 4.2619. For the mean value of all the shoe brands purchase intention has the highest mean= 4.3038

The correlation result show that there is a positive and significant relationship between all the brand equity dimensions with purchase intention. The finding also indicates that the highest relationship was found between brand association and purchase intention ($r = 0.636$, $p < 0.01$).

The multiple regression results showed that brand association and perceived quality have positive significant impact on purchase intention while brand awareness and brand loyalty don't.

R^2 is 0.480, which implies that there is quite significant explanatory power and also 44.8% variation on dependent variable is caused by independent variables. The findings of this study also indicated that brand association is the most important factor to have a positive and significant effect on purchase intention.

5.2. Conclusion

This study is conducted to find out the effect of brand equity on purchase intention in Ethiopian footwear industry based on the conceptual framework. The study shows that Anbessa, ramsay and peacock respondents have high purchase intention this indicate that customers have objective, willingness to buy in the near future and willing to recommend to others. Whereas Tikur abay respondents have a high brand awareness which indicate that the respondents are highly aware of the product and can identify the shoe easily among other brands.

For the research question Will brand equity dimensions affect purchase intention. The study finding indicate that Not all brand equity dimensions affect purchase intention. Brand association and perceived quality have positive significant effect, however Brand awareness and brand loyalty have insignificant effect on purchase intention. hypothesis one and four are not accepted while hypothesis two and three is accepted.

For the research question Is there significance relationship between brand equity dimensions and purchase intention. There is positive significance relationship between Brand awareness, brand association, perceived quality and brand loyalty with purchase intention. the highest relationship is found between brand association and purchase intention whereas the lowest association was found between brand loyalty and purchase intention, the descriptive statistics also indicate that brand loyalty is the lowest than the other dimension the regression model also confirmed that brand loyalty have the lowest beta value.

For the research question Which customer based brand equity dimension is the most important to affect consumer purchase intention. From the Pearson's correlation result it is indicated Brand association is found to have the highest correlation with purchase intention. The regression model also confirmed brand association have the highest beta value. According to Aaker (1991), associations are assumed to be a basis for future purchases. Associations about the brand can help to create or improve the value of the brand. Consumers, when faced with many brands, can forget one brand over another, but associations derived from their memories can help while they make purchasing decisions. Therefore, this implied that respondents when thinking to purchase a product they tend to focus on the attribute and benefit attached to the product.

5.3. Recommendation

The study suggests that Building effective and positive brand equity is the most important part of an organization. In order to build strong brand marketing can't be limited to one department. All areas in the firm have the responsibility to demonstrate value to customers.

Anbessa shoe should keep on producing durable shoe and also add other differentiating mechanism such as differentiating product through pricing strategy, product line extension...Tikur abay shoe should create other differentiating mechanism by adding other product line, by making the product available for the local market as well as the export market, price discount...Peacock shoe should keep on producing very affordable products with good quality and follow other strategy such as segmenting its product to different group of customers and producing products suitable for segmented target groups. Ramsay should keep on providing to its consumers continently.

The footwear companies need to be build strong positive brand awareness. Positive brand awareness can be attained through advertising by endorsing public figure, having an active presence on social media is also good method of advertising, publicity is also the best way to create positive brand awareness which leads to purchase.

The company should work on not only attracting new customers but also retaining them. Getting customer by itself can't make the consumers stay rather giving consumers a reason to stay is important. customers can feel the reason to come back if the company provide them after service, good service, good product and discount...

The leather shoe manufacturers should be able to identify what other factors affect consumers purchase intention and decision.

Future Research

Since the majority of the population found outside Addis Ababa Coverage on a wider geographical area or city could also be considered for future study in order to enhance generalization, the future researchers are also recommended they include micro and middle footwear sector in order to get good insight. the future researchers are also suggested that they make the study in other industry.

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Appendix I

Addis Ababa University
School of Commerce
Department of Marketing Management

Dear respondents

This questionnaire is designed to gather data on conducting research as part of the partial fulfillment of Masters of Arts in marketing management. The aim of this study is “The Effect of Brand Equity On Purchase Intention Of Ethiopia Footwear Industry.” Your responses for the questions are extremely important for successful completion of the thesis. The information that you provide will be used only for the purpose of the study and will be kept strictly confidential. Finally, I would like to thank you very much for your cooperation and sparing your valuable time for My request.

Part One: Demography Data

Indicate your response by putting a tick (✓) in the provided box.

1. Age

18 -29

30- 45

46-65

Above 65

2. Sex

Male Female

3. Which shoe do you prefer?

Anbesa

Tikur Abay

Ramsey

Peacock

Part two: - Questions related to Brand Equity Dimensions and Purchase Intention

Please state your extent of agreement by encircling the number

Strongly disagree (SD)=1

Disagree (D)=2

Neutral (N)=3

Agree (A)=4

Strongly agree (SA)=5

No	Item	SD	D	N	A	SA
1.	I am aware of this brand.	1	2	3	4	5
2.	I can recognize this brand quickly among other competing brands.	1	2	3	4	5
3.	This brand comes up first in my mind when I need to buy a shoe.	1	2	3	4	5
4.	This brand is well-known	1	2	3	4	5
5.	This brand has a unique brand image.	1	2	3	4	5
6.	I like and trust this company, which makes this product.	1	2	3	4	5
7.	I admire people who wear this shoe.	1	2	3	4	5
8.	This brand makes me feel good	1	2	3	4	5
9.	This brand has very good quality.	1	2	3	4	5
10.	I trust the quality of this brand.	1	2	3	4	5
11.	This brand has good style.	1	2	3	4	5
12.	The manufacturer of this brand is famous for its quality control	1	2	3	4	5
13.	I consider myself to be loyal to this brand.	1	2	3	4	5
14.	This brand would be my best choice.	1	2	3	4	5
15.	I will not buy other brand, if this brand is available at the store.	1	2	3	4	5
16.	I would not buy another brand, if this one is unavailable	1	2	3	4	5

Part three: - Questions related to Purchase Intention

Please state your extent of agreement by encircling the number

Strongly disagree (SD) =1; Disagree (D)=2; no opinion (N)=3 Agree; (A)=4 Strongly agree (SA)=5

1.	I am willing to purchase this company's shoe in the near future	1	2	3	4	5
2.	I have plan to buy this brand in the future	1	2	3	4	5
3.	I am willing to recommend others to buy this brand shoe	1	2	3	4	5

አዲስ አበባ ዩኒቨርሲቲ

ማርኬቲንግ ማኔጅመንት የትምህርት ክፍል

ይህ መጠይቅ የተዘጋጀው በ አዲስ አበባ ዩኒቨርሲቲ ማርኬቲንግ ማኔጅመንት የትምህርት ክፍል ድህረ ምረቃ ተማሪ ሲሆን በ ዋነኝነት የጥናቱ አላማ ብራንድ ኢክዊቲ በ ደንበኞች የመግዛት ፍላጎት ላይ ያለውን ተፅእኖ በ ሀገር ውስጥ በሚመረቱ ጫማዎች ላይ ለመገምገም የሚሞክር ነው። በመሆኑም ከእርሶ የሚገኙት መልሶች ትክክለኛነት ለ ጥናቱ ስኬት ከፍተኛ አስተዋፆ አላቸው። የሰጡት መረጃም በጥብቅ ሚስጥር ይቀመጣል ። በመጨረሻም ለሚያርጉልኝ ትብብር እጅግ በጣም አመሰግናለሁ።

ምዕራፍ አንድ : ጠቅላላ መረጃ

መመሪያ

❖ ለሚከተሉት ጥያቄዎች ያልዎትን መልስ በሰጥን ወስጥ የሚከተለውን ምልክት (✓) በማድረግ ይግለፁ:

1. ፆታ

ወንድ ሴት

2. እድሜ

ከ18 - 29 30-45 46-65 66 እና ከዚያ በላይ

3. የትኛውን ጫማ በአብዛኛው ይጠቀማሉ ?

አንበሳ ጥቁር አባይ ራምሴ ፒኮክ

ምዕራፍ ሁለት ፡ ብራንድ ኢክዊቲ ጥያቄዎች

መመሪያ

❖ ከዚህ በታች ለተጠቀሱት ጥያቄዎች ያልዎትን አስተያየት የእርስዎን ግምገማ የሚገልጹን ቁጥር በማክበብ ይግለጹ

1= በጣም አልስማማም 2 = አልስማማምም 3 = አስተያየት የለኝም 4 = እስማማለሁ 5 = በጣም እስማማለሁ

መረጃ ፡- ብራንድ ማለት ስም፣አርማ፣ምልክት፣ንድፍ ወይም ሁሉንም ባንድ ላይ ያካተተ ነዉ ።

ቁጥር	ዝርዝር					
		1	2	3	4	5
1.	ይህን የጫማ ብራንድ አውቀዋለው ።	1	2	3	4	5
2.	የዚህን ጫማ ብራንድ ከሌሎች ጫማ ብራንዶች ለይቼ ማወቅ እችላለሁ።	1	2	3	4	5
3.	ጫማ መግዛት ሳስብ የዚህ ጫማ ብራንድ መጀመሪያ ትዝ ይለኛል።	1	2	3	4	5
4.	የዚህ ጫማ ብራንድ ታዋቂ ነዉ።	1	2	3	4	5
5.	የዚህ ጫማ ብራንድ ከሌሎች ልዩ የሚያረገዉ ገፅታ አለዉ።	1	2	3	4	5
6.	የዚህን ጫማ ብራንድ የሚያመረተዉን ድርጅት እወደዋለው እና አምነዋለው።	1	2	3	4	5
7.	ይህን ጫማ የሚያደርጉ ሰዎችን አደንቃቸዋለሁ ።	1	2	3	4	5
8.	ይህ ጫማ ያከራኛል/ያስደስተኛል።	1	2	3	4	5
9.	የዚህ ጫማ ጥራት በጣም ጥሩ ነዉ ።	1	2	3	4	5
10.	ይህ ጫማ ጥሩ ስታይል አለዉ።	1	2	3	4	5
11.	የዚህን ጫማ ጥራት እተማመንበታለሁ ።	1	2	3	4	5
12.	የዚህን ጫማ ድርጅት በጥራት አጠባበቅ ታዋቂ ነዉ።	1	2	3	4	5
13.	ለዚህ ጫማ ድርጅት ታማኝ ደንበኛ ነኝ።	1	2	3	4	5
14.	ይህ ጫማ የመጀመሪያ ምርጫዬ ነዉ።	1	2	3	4	5
15.	ይህ ጫማ ሱቅ ዉስጥ ካለ ሌላ ጫማ ቢኖር እንኩዋን ሌላ ጫማ አልገዛም።	1	2	3	4	5
16.	ይህ ጫማ ሱቅ ዉስጥ ከሌላ ሌላ ጫማ ቢኖር እንኩዋን አልገዛም።	1	2	3	4	5

ምዕራፍ ሶስት : የመግዛት ፍላጎት / ሀሳብ ጥያቄዎች

መመሪያ

❖ ከዚህ በታች ለተጠቀሱት ጥያቄዎች ያልዎትን አስተያየት የእርስዎን ግምገማ የሚገልፀውን ቁጥር በማክበብ ይግለፁ

1= በጣም አልስማማም 2 = አልስማማምም 3 = አስተያየት የለኝም 4 = እስማማለሁ 5 = በጣም እስማማለሁ

ቁጥር	ዝርዝር					
1.	የዚህን ድርጅት ጫማ ለመግዛት ፍቃደኛ ነኝ።	1	2	3	4	5
2.	የዚህን ድርጅት ጫማ ለወደፊቱ ለመግዛት እቅድ አለኝ።	1	2	3	4	5
3.	ሌሎች ይህን ጫማ እንዲገዙት ለመምከር ፍቃደኛ ነኝ።	1	2	3	4	5

Appendix II

Interview Question

1. How do you evaluate the value of your brand for your company?
2. Do you believe your brand is well known among other brands in footwear industry?
3. What kind of methods do you use in order to create awareness for your brand?
4. How do u differentiate your product from other brands?
5. Do you think your brand is superior in quality from the rest of footwear brands in Ethiopia?
6. Do you think your customers are loyal to your brand?
7. What kind of marketing / branding strategy do you use to attract new customers and retain existing ones?
8. What promotional strategy do you use mostly?
9. How does competition from international market affect your performance?
10. How do you measure your product quality, design, price and durability of your product with that of other domestic and international market?

Appendix III

Brand awareness question

I am aware of this brand.

	Frequency	Percent	Valid Percent
Valid strongly disagree	7	1.9	1.9
disagree	5	1.4	1.4
neutral	17	4.7	4.7
agree	96	26.6	26.6
strogly agree	236	65.4	65.4
Total	361	100.0	100.0

I can recognize this brand quickly among other competing brands.

	Frequency	Percent	Valid Percent
Valid strongly disagree	17	4.7	4.7
disagree	29	8.0	8.0
neutral	51	14.1	14.1
agree	125	34.6	34.6
strogly agree	139	38.5	38.5
Total	361	100.0	100.0

This brand comes up first in my mind when I need to buy a shoe.

	Frequency	Percent	Valid Percent
strongly disagree	14	3.9	3.9
disagree	33	9.1	9.1
neutral	52	14.4	14.4
agree	124	34.3	34.3
strogly agree	138	38.2	38.2
Total	361	100.0	100.0

This brand is well-known

	Frequency	Percent	Valid Percent
strongly disagree	5	1.4	1.4
disagree	7	1.9	1.9
neutral	26	7.2	7.2
agree	118	32.7	32.7
strogly agree	205	56.8	56.8
Total	361	100.0	100.0

Brand association

This brand has a unique brand image.

	Frequency	Percent	Valid Percent
strongly disagree	10	2.8	2.8
disagree	19	5.3	5.3
neutral	59	16.3	16.3
agree	147	40.7	40.7
strogly agree	126	34.9	34.9
Total	361	100.0	100.0

I like and trust this company, which makes this product.

	Frequency	Percent	Valid Percent
strongly disagree	8	2.2	2.2
disagree	15	4.2	4.2
neutral	56	15.5	15.5
agree	117	32.4	32.4
strogly agree	165	45.7	45.7
Total	361	100.0	100.0

I respect and admire people who wear this shoe.

	Frequency	Percent	Valid Percent
strongly disagree	9	2.5	2.5
disagree	23	6.4	6.4
neutral	65	18.0	18.0
agree	133	36.8	36.8
strogly agree	131	36.3	36.3
Total	361	100.0	100.0

This brand makes me feel good

	Frequency	Percent	Valid Percent
strongly disagree	9	2.5	2.5
disagree	11	3.0	3.0
neutral	44	12.2	12.2
agree	135	37.4	37.4
strogly agree	162	44.9	44.9
Total	361	100.0	100.0

Perceived quality

This brand has very good quality.

	Frequency	Percent	Valid Percent
strongly disagree	10	2.8	2.8
disagree	10	2.8	2.8
neutral	29	8.0	8.0
agree	118	32.7	32.7
strogly agree	194	53.7	53.7
Total	361	100.0	100.0

I trust the quality of this brand.

	Frequency	Percent	Valid Percent
strongly disagree	20	5.5	5.5
disagree	48	13.3	13.3
neutral	53	14.7	14.7
agree	140	38.8	38.8
strogly agree	100	27.7	27.7
Total	361	100.0	100.0

This brand has good style.

	Frequency	Percent	Valid Percent
Valid strongly disagree	7	1.9	1.9
disagree	10	2.8	2.8
neutral	29	8.0	8.0
agree	128	35.5	35.5
strogly agree	187	51.8	51.8
Total	361	100.0	100.0

The manufacturer of this brand is famous for its quality control

	Frequency	Percent	Valid Percent
Valid strongly disagree	7	1.9	1.9
disagree	7	1.9	1.9
neutral	49	13.6	13.6
agree	127	35.2	35.2
strogly agree	171	47.4	47.4
Total	361	100.0	100.0

Brand loyalty

I consider myself to be loyal to this brand.

	Frequency	Percent	Valid Percent
strongly disagree	10	2.8	2.8
disagree	32	8.9	8.9
neutral	69	19.1	19.1
agree	125	34.6	34.6
strogly agree	125	34.6	34.6
Total	361	100.0	100.0

This brand would be my best choice.

	Frequency	Percent	Valid Percent
strongly disagree	13	3.6	3.6
disagree	43	11.9	11.9
neutral	53	14.7	14.7
agree	141	39.1	39.1
strogly agree	111	30.7	30.7
Total	361	100.0	100.0

I will not buy other brand, if this brand is available at the store.

	Frequency	Percent	Valid Percent
strongly disagree	39	10.8	10.8
disagree	49	13.6	13.6
neutral	92	25.5	25.5
agree	101	28.0	28.0
strogly agree	80	22.2	22.2
Total	361	100.0	100.0

I would not buy another brand, if this one is unavailable

	Frequency	Percent	Valid Percent
strongly disagree	47	13.0	13.0
disagree	70	19.4	19.4
neutral	89	24.7	24.7
agree	81	22.4	22.4
strogly agree	74	20.5	20.5
Total	361	100.0	100.0

Purchase intention

I am willing to purchase this company's shoe in the near future

	Frequency	Percent	Valid Percent
strongly disagree	5	1.4	1.4
disagree	8	2.2	2.2
neutral	22	6.1	6.1
agree	118	32.7	32.7
strogly agree	208	57.6	57.6
Total	361	100.0	100.0

I have plan to buy this brand in the future

	Frequency	Percent	Valid Percent
strongly disagree	4	1.1	1.1
disagree	9	2.5	2.5
neutral	51	14.1	14.1
agree	138	38.2	38.2
strogly agree	159	44.0	44.0
Total	361	100.0	100.0

I am willing to recommend others to buy this brand shoe

	Frequency	Percent	Valid Percent
strongly disagree	6	1.7	1.7
disagree	14	3.9	3.9
neutral	42	11.6	11.6
Valid agree	115	31.9	31.9
strogly agree	184	51.0	51.0
Total	361	100.0	100.0