



**MEASURING CUSTOMER-BASED BRAND EQUITY IN THE
ETHIOPIAN BEER INDUSTRY**

By: Beidemariam Amare

Thesis Submitted to the School of Graduate Studies of Addis Ababa University in Partial
Fulfillment for the Award of the Degree of Master of Arts in Marketing Management

**June, 2014
Addis Ababa**

Addis Ababa
University

(Since 1950)



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By: Beidemariam Amare

Advisor: Rakshit Negi (Ph.D.)

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Approved by Board of Examiners

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List of Abbreviations and Acronyms

AMA: American Marketing Association

ANOVA: Analysis of Variance

CBBE: Customer-Based Brand Equity

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ABSTRACT

The objective of this study was to assess Aaker's Customer-based brand equity model in the case of the Ethiopian beer industry. A questionnaire survey was administered to conveniently selected 384 samples of respondents. The data was analyzed using descriptive statistics, correlation and regression analysis. The demographic findings of the study showed that most of the Ethiopian beer consumers are men. And also, the most popular beer brand in Ethiopia is St. George beer, being followed by Meta Beer. These two brands control the major market share while the remaining brands: Dashen, Bedelle and Harar share the rest of the market accordingly. The results also showed that, most of the Ethiopian beer consumers had beer only on weekends and once or twice a week only this holds true in all age, gender and educational background groups. Although all the determinants of Customer-Based Brand Equity had a positive influence on the overall brand equity of consumers, the study also revealed that among the determinants of Customer-Based Brand Equity, Perceived Quality had the strongest influence in the Ethiopian Beer industry case. Thus, Ethiopian breweries should exert their efforts to increase the Perceived Quality of their consumers so that their Overall brand equity would accordingly increase.

Key Words: *Customer-Based Brand Equity, Perceived Quality, Brand Preference*

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Beer is the world's most widely consumed alcoholic beverage, and is the third-most popular drink overall after water and tea. It is thought by some to be the oldest fermented beverage. (Arnold, 2005).

According to Habesha Brewries S.C (2009), today the brewing industry is a global business, consisting of several dominant multinational companies and many thousands of smaller producers ranging from brew pubs to regional breweries. More than 133 billion litres (35 billion gallons) are sold per year (the equivalent of a cube 510 meters on a side), producing total global revenues of \$294.5 Billion (£147.7 billion) in 2006. Over the past five years, the beer industry has seen a trend towards consumers trading up to more expensive beers. As a result, premium beer now constitutes 17.9% of total beer sales.

According to Beer in Africa Report (SABMiller), beer consumption has been experiencing impressive growth in Africa in recent years. The study further indicates that many of the world's major brewers have been increasing their operational activities in this fast emerging market. These major brewers which are expanding their business activities and strategies are SAB Miller, Heineken and East African Breweries.

The study further notes that beer has been the fastest-growing alcoholic drink in terms of total volume in recent years, benefiting from foreign investment and rising disposable incomes. While in the past many people would drink home-brewed beer or other traditional drinks, they are now turning to commercially produced brews. This is due to a number of factors, including aggressive advertising campaigns by major brewers, rising urbanization and the growing prevalence of drinking as a social activity.

Based on the study made by Access Capital Sector Report (2010), In Ethiopia, growth in beer consumption has been a surprisingly high 24 percent per year. Even after such a rapid increase,

however, per capita beer consumption in Ethiopia is still only a fraction of the level seen in other African countries.

Access Capital Sector Report (2010), Also states that despite a sharp increase in recent years, per capita beer consumption in Ethiopia is still only a fraction of the level seen in neighboring African countries. With estimated consumption of 3.1 million hectoliters and a population of near 80 million, annual beer consumption per head is only around 4 litres in Ethiopia. This figure is Well below the beer consumption of other Sub-Saharan Countries, such as Kenya (12 litres), Cameroon (25 litres), Nigeria (53 Litres) and the largest figure going to South Africa (59 litres).

For the past eight decades, the Ethiopian beer industry was dominated by a few state breweries. But nowadays the government is encouraging the private sector to participate in this very lucrative business, which has `led to the recent acquisitions made by the two world renowned companies' namely Diageo and Heineken. While the former acquired Meta Brewery the latter bought Bedelle and Harar Breweries. This intensified the overall standard of competition within the beer industry which led the other companies to strive for excellence.

Access Capital's Sector Report (2010) estimate of current market shares, based on discussions with leading industry experts and data from selected breweries, is presented below. As can be observed, BGI claims almost half of the country's market share and has a particularly dominant share (of nearly two-thirds) in Addis Ababa.

Table 1.1 Market share of Breweries in Ethiopia

Brewery	Addis Ababa	National
BGI Ethiopia	64%	48%
Meta Abo	12%	16%
Dashen	11%	13%
Harar	5%	11%
Bedele	7%	10%
Total	100%	100%

Source: Access Capital Investing in Ethiopia (Sector Report- Beer, 2010)

Now let's have a brief overview of the major brands in the Ethiopian beer industry. The major brands include, St. George, Meta Abo, Bedelle, Harar.

Ethiopia's oldest and most famous brewery St. George was founded in 1922 and is located around the centre of the capital. This brewery was set up by a Belgian named Mussie Dawit Haile who sold it to a German Company later on. St. George Brewery is now owned and operated by BGI Ethiopia an internationally acclaimed Brewing company that operates in many countries. St. George produces both bottled and draught beers.

Meta Abo Brewery is located in the outskirts of Addis Ababa in the town of Sebeta. This brewery was established in 1963 as a share company by the Ethiopian Government and Ethiopian nationals with a capital of only 2 million birr. Meta Abo gets its water from the soft spring Holy water of St. Abo. The spring water meets international brew standards to be used without any treatment. Meta Abo also produces both bottled and draught beers.

Harar Brewery is located in the eastern part of Ethiopia in the city of Harar. This brewery is well known for the variety of its products which range from, the standard beer to the very popular dark beer "Hakim Stout" and the non-alcoholic drink "Harar Sofi" which has high popularity among the Muslim community in the region and throughout Ethiopia.

Bedelle Brewery S.C. was established in 1993 and located in the Oromia Regional State, Illubabor Zone Bedelle City, and 483 Km's from the capital. This brewery is well known for its premium beer "Bedelle Premium" which is easily identified by its large bottles.

The rejuvenation of the beer industry consisting of the existing breweries combined with the new entrants who are under formation (Habesha Brewery and Raya Brewery) has highly intensified the potential for competition. This possibility will pave the way for the focus on customer-based brand equity.

In order to determine the level and strength of a given brand in the Ethiopian beer industry, the concept of customer-based brand equity will be an essential tool. Keller (2003), states that building brand equity is an important part of brand building. Developing further insights into the measurement of customer-based brand equity is important in the face of the prominence of branding.

Kapferer (2008), also states that there are two set of views concerning brand equity. One is customer-based and focuses on the relationship customers have with the brand (from total indifference to attachment, loyalty, and willingness to buy and re-buy based on beliefs of superiority and evoked emotions). While the other aims at producing measures in monetary values.

Keller (2003) describes that customer-based brand equity is mainly manifested by the customers' response to marketing activities done by many brands and the differential effect of one brand from the others. Aaker (1996) conceptualized the determinants of customer-based brand equity as five elements namely Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty and other proprietary brand assets. While, Keller (2003) recognizes Brand Awareness and Brand Image to be the major elements in building brand equity.

This study will be based on Aaker's established determinants of brand equity. Although the relative importance might vary, the elements drawn by Aaker will be applied in determining the magnitude of brand equity in the Ethiopian beer industry. This study will also guide the

breweries on which elements to focus on while they are trying to position the brand favorably in the customers' mind.

1.2 Statement of the Problem

Keller (2003) argues that Branding is the main element which induces preference and purchase intentions in many industries. In the Ethiopian beer industry, branding is becoming an important focus area for the different breweries. This can be observed by taking note of the recent marketing and brand building efforts which are being undertaken by the breweries. This is also an indication that the companies are implementing a customer oriented marketing strategy.

Even though the applicability is subjected to differences, in most industries around the world the model designed by (Aaker, 1996) which links brand awareness, perceived quality, brand association, and brand loyalty has gained wide acceptance.

This study tried to bridge the gap that exists due to the lack of theoretical evidence that links the effect of the major brand equity dimensions on customer's overall brand equity. Since, there are no significant researches done which could inform the relative importance of CBBE in building a strong brand in the Ethiopian beer industry, this study was done in such a way that it could give an insight to the major determinants that will have an impact on the brand equity of the breweries operating in Ethiopia. This study did also measure the different variables which determine the CBBE in the Ethiopian beer industry so that the breweries will have a clear understanding of the market that they are participating on.

The motivation behind this study is the fact that the Ethiopian Beer industry is currently composed of strong brands which are in stiff competition with each other to take a larger share of the market by providing consumers with a wide range of brands to choose from. However, it has not been clear which factors of brand equity have a strong influence on the customer's brand preference. Employing the concept of CBBE to address their customers' needs will in turn increase their sales volume and market share in this very competitive market.

1.3 Research Questions

This study will try to answer the following research questions.

- What are the key determinants of Customer-based brand equity of the Ethiopian beer industry?
- What are the major determinants influencing the Customer-based brand equity of beer consumers in Ethiopia?
- What is the relationship among the determinants of Customer-Based Brand Equity in the Ethiopian Beer Industry?
- What are the most preferred beer brands in Ethiopia?

1.4 Objectives of the study

General Objective

The general objective of this study is to assess the determinants of customer-based brand equity in the Ethiopian beer market. The study will give a detailed insight about the application of Aaker's customer-based brand equity model in the case of the Ethiopian beer industry.

Specific Objectives

The study will try to address the following specific objectives:

- To assess Aaker's Customer-based brand equity model in the case of the Ethiopian beer industry.
- To investigate the structural relationship among the dimensions.
- To guide the Ethiopian breweries on brand positioning caused by brand equity.
- To identify the most preferred brand in the Ethiopian Beer Industry.

1.5 Significance of the study

For industries that mainly use branded products and services, the study of customer-based brand equity will be very essential for the following reasons.

Finding of this study is useful and very important for students and academicians as an input for embarking upon similar researches in the future and also the research findings will be a helpful literature reference for breweries who want to formulate a new marketing strategy.

Ethiopian breweries can make use of brand equity determinants to effectively build a strong brand and thus increase their market share as well as add value. And also based on the findings of this research, existing and new breweries can adjust and adopt their marketing strategies. This study will also help as a guide for new entrants and foreign breweries who have limited information regarding the Customer-based brand equity in the Ethiopian beer industry.

1.6 Scope and Limitation of the study

This study mainly concentrated on assessing the determinants of customer-based brand equity in the Ethiopian beer industry. In order to do the assessment Aaker's Customer-based brand equity model was employed. The study only used the first four variables of Aaker's customer-based brand equity model, which are, Perceived quality, Brand awareness, Brand association and Brand loyalty. The fifth variable, other proprietary assets is a vast area to be covered, thus it will not be realistic to accomplish considering the resource, time and financial constraints. So, as a fifth variable Brand Preference was employed in the research.

Although the research was conducted on an industry that covers the whole country, due to the aforementioned constraints the research area was limited to Addis Ababa. Further research needs to be conducted in order to expand the results to the other regions of Ethiopia.

1.7 Organization of the Research Report

This study will be organized into five chapters. The five chapters will be comprised of; Introduction, Review of Related Literature, Research Design & Methodology, Results and Discussion and, Summary, conclusions & recommendations.

The first chapter will provide a general introduction of the study including background of the study, statement of the problem, hypothesis of the study, objectives of the study, significance of the study and scope of the study.

Chapter two will cover the literature relevant to the study. It will include concepts and theoretical framework as well as discussion on the customer-based brand equity model.

Chapter three will elaborate the type and design of the study. It will include research method, sampling technique, data collection method and method of data analysis that will be used in the study.

Chapter four will summarize the findings of the study and discuss them on detail.

Finally chapter five will comprise of four sections which include summary findings, conclusions, limitations of the study and recommendations.

CHAPTER TWO

LITERATURE REVIEW

This chapter provides an insight to the readers about the theoretical view of the topics under study. In line with the objectives of the study, this chapter covers topics related to brand, brand equity, customer based brand equity and brand preference. Furthermore, the conceptual framework of this study is presented at the end of this chapter.

2.1 Concept of Branding

Historically, the concept of brand was first used by the ancient Egyptian brick-makers who drew symbols on bricks for identification (Farquhar, 1990). Other examples of the use of brands were found in Greek and Roman times; at this time, due to illiteracy shopkeepers identified their shops using symbols. Moreover, in the Middle-Ages, craftsmen marked their goods with stamps as a trademark by which to differentiate their skills. The next milestone of brand evolved in North America with the growth of cattle farming as a kind of legal protection, proof of ownership and quality signals (De Chernatony and McDonald, 2003).

There are numerous definitions of a brand; different scholars provide their own explanation towards the meaning of a brand. According to Czinkota & Ronkainen (1999), The word Brand is a trademark or distinctive name identifying a product or a manufacturer. It refers a name, term, symbol, sign or design used by a firm to differentiate its offerings from those of its competitors. The brand name is the vocalizable part of the brand and the brand mark is the non-vocalizable part. Kapferer (2008) also defines brand as a name that influences buyers. He further notes that brand commands people's attention because they have element of saliency, differentiability, intensity and trust. Successful brand conveys a consistent message and create an emotional bond with consumers.

In addition, Hammond (2008) defines brand as the total emotional experience a customer has with your company and its product or service. The author describes a brand to be an experience that is implanted in the mind of customers that have experienced an interaction with a company or that got in contact with the company's staff, product or service. He also discusses the

remarkable benefit that strong brand can bring to the company. Strong brand increases company's sales volume, it will create great awareness and introduces the product or the service that the company is offering, in addition to that it builds a long-lasting customers relationship and loyalty, and in some cases it give the chance for the company to offer their product and services with a premium pricing. Companies with powerful brands also enjoy having devoted employees who believe in the brand and are loyal to it. On the other hand having a powerful brand becomes worth huge amount of money added to the company's balance sheet.

The American Marketing Association's definition of brand is the one that is supported by many authors and found in various literatures. This definition explains a brand as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors."

Branding plays many roles for companies. According to Kotler (2009), Brands are important valuable intangible assets for companies, a distinctive tool that builds a long-term relationship with the consumers, and protects its' rights. For consumers, brands reflect their experience and knowledge; simplifying the processing of information accumulated over time about the company and its products or brands. In addition, brands reflect consumer's experiences and knowledge; thus, simplify the processing of information accumulated over time about the company and its products or brands. Consequently, brands act as signals for products of high quality and low perceived risk, thus, enable the consumers to capture both cognitive and non-cognitive values expressed in the positive feelings or self-expression experienced (Aaker, 1996).

Ultimately, a brand is a source of competitive advantage. In order to get competitive advantage, companies should create a benefit to consumers through employing effective brand strategy. A strong brand undoubtedly does differentiate the product from similar products, having a strong brand name alone is not enough. The product itself needs to be different in some way (Blythe, 2005). A strong brand is a brand with indispensable products or with strong intangible added value. (Kapferer, 2008).

As Peter and Donnelly (2007) state, for some companies, the primary focus of strategy development is placed on brand building, developing, and nurturing activities. Thus, firms should give a due consideration for the development of a strong brand. If marketers can create a strong brand, consumers' can easily be attracted to a company's offering. Moreover, branding results in more product variety and choice for consumers. It helps shoppers by providing much more information about products and facilitates their purchase decision.

2.2 Brand Identity

Brand is largely associated with the attributes of the product, benefits, use values, user culture, and personality and user behavior. Every brand has a unique chronology and experience. These are built over time through strong and consistent communication wherever the brand manifests itself from business cards to electronic communication such as television commercials, internet and print media, and finally to billboards. (Rajagopal, 2007). A basic brand identity kit consists of a logo, business card, letterhead, and envelope. Other attributes of a brand include brand culture, corporate image, investment made by a firm towards building brands and enhancing brand awareness through communication in various media. Brand identity, may be explained as the combination of consistent visual elements that are used in marketing communication (Rajagopal, 2007). After all, if a company has no brand, it is just merely a commodity.

Creating effective brands and brand communication requires commitment. Brand identity initially emerges through the brand name with which a product is tagged, and is later endorsed by corporate image and customer value. The brand culture comprises core attributes such as name, logo, jingle and slogan integrated in a brand. It needs to be understood that development of corporate reputation is a process which integrates communication, identity and trust in raising brands. The two concepts which lay guidelines for managing corporate reputation are that firms should manage their corporate reputation in relation to trustworthiness and credibility based on performance of the firm. (Omar, et al, 2006). Thus, brand identity refers to a unique set of functional and mental associations the brand aspires to create or maintain. These associations represent what the brand should ideally stand for in the minds of customers, and imply a potential promise to customers. It is important to keep in mind that the brand identity refers to

the strategic goal for a brand while the brand image is what currently resides in the minds of consumers .

2.3 Brand Image

Brand image pertains to how consumers perceive a product or service, regardless of whether their perceptions are accurate (Keller, 2003) and regardless of whether the perceptions are what the marketing company wants them to be.

Brand image is facilitated broadly by product or service attributes of a brand coupled with the provider's attributes. Each of these two major components can be subdivided into a number of specific attributes. (Keller, 2003).

Product value attributes comprise product price and product quality. Several empirical studies (e.g. Nowlis and Simonson, 1997; Tse, 2001) provide evidence that price affects consumer choice of products. Generally, consumers are willing to pay higher prices for brands that they perceive to have high value and vice versa (Erdem et al., 2004). Price is an easy way to compare alternative products (Aaker, 1996; Keller, 2003). This is to say that, organizations should price their services or products based on their quality perception in the consumer's mind. Thus, high price if it is not coupled with a high quality will have a negative influence on brand preference, and on the other hand, low price, usually, does not promise good quality, but customers may expect value, a compromise between price and quality. This logic can be presented as a reasonable pricing strategy, (Ahmed A. and Jenifer R., 2011).

2.4 Brand Preference

Brand preference features in all of the major texts on brands and brand strategy. It has also been considered by different authors; however, there is a lack of consensus on the definition of brand preference among these authors.

In marketing literature, there are numerous definitions for brand preference. D'Souza and Rao (1995), define brand preference as the consumer's predispositions toward a brand that varies depending on the salient beliefs that are activated at a given time. According to Wu, (2001) the preferred brand is the chosen brand among several brands of the same quality. In addition Hellier et al., (2003) define it as the extent to which a consumer favors one brand over another. These authors agree that brand preference is created from consumers' differentiation and comparisons between various alternatives of brands considered by them. While, Anselmsson et al., (2008) defines brand preference as the sum of unique assets captured by the consumers and measured by the brand strength experienced by the consumer. Further, Chang and Liu, (2009) defined this concept as the consumer's biasness toward a certain brand.

Different authorities also conceptualize brand preference in different ways, and propose different relationships between brand preference and other branding variables. For example, Keller (2004) discusses brand preference as an antecedent of brand loyalty and brand equity, whereas Chang and Ming (2009) discuss brand preference as a consequence of brand loyalty and brand equity. In this study brand preference is defined as the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available (Dibb et al, 2006).

2.5 Corporate Branding

The process of globalization resulting into the free trade and business development opportunities for multinational companies has further strengthened corporate branding as a strategy for business development and competitive growth (Hippel, 1997). Hence, this may be described as a business development strategy, which seeks to generate new businesses for the corporation in which the brand breaths.

Powerful corporate branding can equip products and services with instantaneous credibility and value which may not be possible with the efforts of product focused marketing campaign. Thus, it is important for a business corporation to create and protect a strong corporate brand for succeeding in the competitive market as the brand leader over the time (Rajagopal, 2007). Successful corporate branding is all about establishing a long-term vision for company and crafting the company's operations to meet that objective. A strong corporate brand can also set the tone for further development of a company.

Good corporate branding can also enhance budgetary efficiency by bridging the product development costs with shorter product life cycles without compromising on quality or service. This has become a challenging task for many multinational companies as technology is diffusing faster than the rate of its adaptation among consumers. Consequently, products with new technology are booming in the market turning the life cycle shorter for existing and older products. Under such pressure, corporate branding is the only tool to gain the trust and values of consumers (Rajagopal, 2007).

2.6 Brand Equity

The concept of brand equity has been defined in a number of different ways. There are two perspectives from which brand equity can be viewed. One is customer-based, it focuses exclusively on the relationship customers have with the brand (from total indifference to attachment, loyalty, and willingness to buy and re-buy based on beliefs of superiority and evoked emotions). The other relates to suppliers, brand equity is viewed as a financial asset. It aims at producing measures in monetary values. (Kapferer, 2008). According to Keller, (2004) brand equity is generated by consumers, who base their (re)purchase behaviors on the judgment of a brand's value to themselves.

According to Kotler and Keller (2006), brand equity is the customer's subjective and intangible assessment of the brand, beyond its objectively perceived value. And also based on Kotler et al., (2005) definition, brand equity is the positive outcome that the customers show to the product or service. Moreover, as per the Official Marketing Science definition, brand equity is the set of associations and behavior on the part of a brand's customers, channel members and parent corporation that permits the brand to earn greater volume or greater margins that it could without the brand name. (Kapferer, 2008).

Furthermore, Keller (2004), developed a model that helps to understand brand equity from the customers perspective, how consumers react to marketing of a brand product compared to a product without a good brand. The model is based on the premise that the power of a brand lies in what customers have learned, felt, seen and heard about the brand as a result of their experiences over time. He defines CBBE "as the differential effect that brand knowledge has on consumer response to the marketing of that brand".

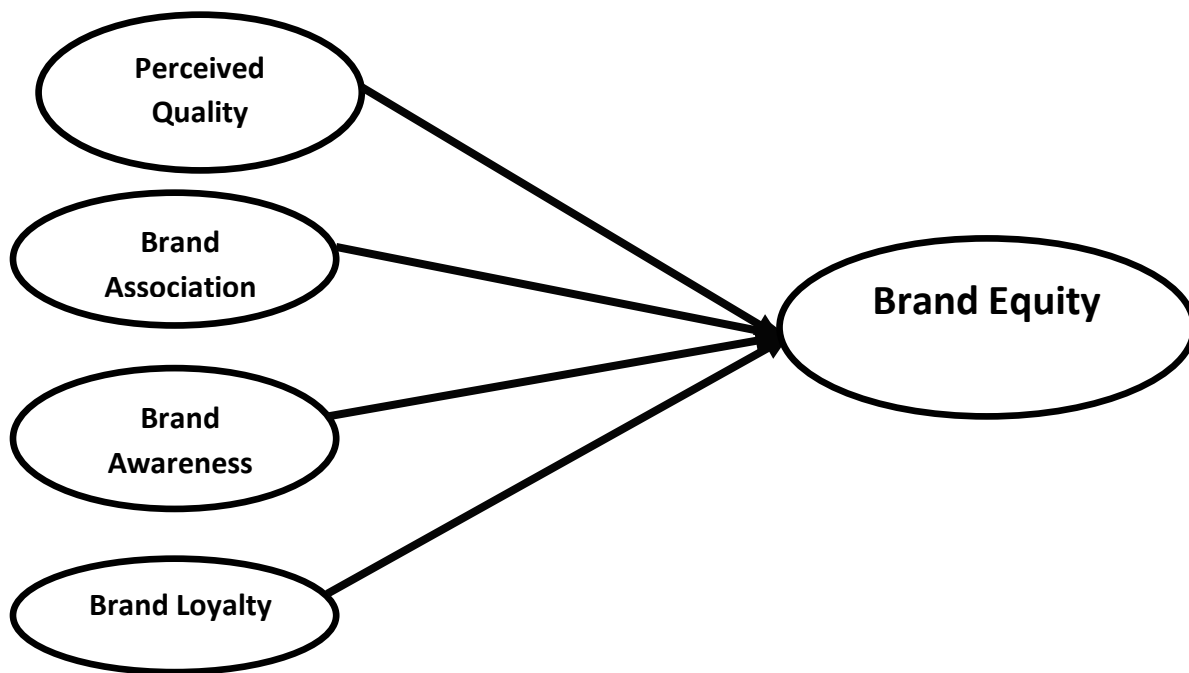
The detailed discussion on Customer Based Brand Equity based on the available literatures of both Keller and Aaker is as follows.

2.7 Customer-Based Brand Equity

The concept of Customer-Based Brand Equity has been given a detailed analysis by Keller, (2003). He came up with a justifiable recommendation on how it is structured and how we can make use of many variables in order to build a strong brand equity.

The determinants of customer-based brand equity were conceptualized by Aaker (1996) as five elements namely Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty and other proprietary brand assets. The elements are discussed in detail as follows.

Fig. 2.1 Customer Based Brand Equity Model Aaker (1991)



2.7.1 Brand Awareness

The first dimension distinguishing brand knowledge is brand awareness. It is related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions (Rossiter and Percy 1987). In other words, how well do the brand identities serve their function. In particular, brand name awareness relates to the likelihood that a brand name will come to mind and the ease with which it does so.

Brand awareness consists of brand recognition and brand recall performance. Brand recognition relates to consumers' ability to confirm prior exposure to the brand when given the brand as a cue. In other words, brand recognition requires that consumers correctly discriminate the brand as having been seen or heard previously. Brand recall relates to consumers' ability to retrieve the brand when given the product category, the need is fulfilled by the category, or some other type of probe as a cue. In other words, brand recall requires that consumers correctly generate the brand from memory. Rossiter and Percy (1987) also argued that the relative importance of brand recall and recognition depends on the extent to which consumers make decisions in the store (where they potentially may be exposed to the brand) versus outside the store.

Brand awareness plays an important role in consumer decision making for three major reasons. First, it is important that consumers think of the brand when they think about the product category. Raising brand awareness increases the likelihood that the brand will be a member of the consideration set (Keller 1993), the handful of brands that receive serious consideration for purchase. Second, brand awareness can affect decisions about brands in the consideration set, even if there are essentially no other brand associations. For example, consumers have been shown to adopt a decision rule to buy only familiar, well established brands (Roselius 1971). In low involvement decision settings, a minimum level of brand awareness may be sufficient for product choice, even in the absence of a well-formed attitude (Park and Lessig 1981).

The elaboration likelihood model (Petty and Cacioppo 1986) suggests that consumers may base choices on brand awareness considerations when they have low involvement, which could result from either a lack of consumer motivation (i.e., consumers do not care about the product or service) or a lack of consumer ability (i.e., consumers do not know anything else about the brands).

Finally, brand awareness affects consumer decision making by influencing the formation and strength of brand associations in the brand image. A necessary condition for the creation of a brand image is that a brand node has been established in memory, and the nature of that brand node should affect how easily different kinds of information can become attached to the brand in memory.

2.7.2 Brand Associations

A brand association is the most accepted aspect of brand equity (Aaker 1992). Associations represent the basis for purchase decision and for brand loyalty (Aaker 1991).

Brand associations consist of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes (Kotler and Keller 2006, p. 188) and is anything linked in memory to a brand. Other researchers (Farquhar & Herr 1993, Brown & Dacin 1997, Biel 1992) identify different types of association that contribute to the brand equity. Chen (2001) categorized two types of brand associations - product associations and organizational associations.

A) Product Associations

Product associations include functional attribute associations and non-functional associations (Chen 2001). Functional attributes are the tangible features of a product (Keller 1993). While evaluating a brand, consumers link the performance of the functional attributes to the brand (Pitta and Katsanis 1995). If a brand does not perform the functions for which it is designed, the brand will have a low level of brand equity. Performance is defined as a consumer's judgment about a brand's fault-free and long-lasting physical operation and flawlessness in the product's physical construction (Lassar et al. 1995).

Non-functional attributes include symbolic attributes which are the intangible features that meet consumers' needs for social approval, personal expression or self-esteem. These include trustworthiness, perceived value, differentiation and country of origin of the brand.(Keller 1993).

B) Organizational Associations

Organizational associations include corporate-ability associations, which are those associations related to the company's expertise in producing and delivering its outputs and corporate social responsibility associations, which include organization's activities with respect to its perceived societal obligations (Chen 2001). According to Aaker (1996), consumers consider the organization that is the people, values, and programs that lies behind the brand. Brand-as-organization can be particularly helpful when brands are similar with respect to attributes, when the organization is visible (as in a durable goods or service business), or when a corporate brand is involved.

Corporate social responsibility (CSR) must be mentioned as another concept that is influencing the development of brands nowadays, especially corporate brands as the public wants to know what, where, and how much brands are giving back to society. Both branding and CSR have become crucially important now that the organizations have recognized how these strategies can add or detract from their value (Blumenthal and Bergstrom 2003). CSR can be defined in terms of legitimate ethics or from an instrumentalist perspective where corporate image is the prime concern (McAdam and Leonard 2003).

2.7.3 Perceived Quality

Perceived quality is viewed as a dimension of brand equity rather than as a part of the overall brand association (Keller 1992). Perceived quality is the customer's judgment about a product's overall excellence or superiority that is different from objective quality (Zeithaml 1988). Objective quality refers to the technical, measurable and verifiable nature of products/services, processes and quality controls. High objective quality does not necessarily contribute to brand equity (Anselmsson et al. 2007). Since it's impossible for consumers to make complete and correct judgments of the objective quality, they use quality attributes that they associate with quality (Acebro'n and Dopico 2000).

Perceived quality is hence formed to judge the overall quality of a product/service. Boulding (1993) argued that quality is directly influenced by perceptions. Consumers use the quality attributes to 'infer' quality of an unfamiliar product. It is therefore important to understand the relevant quality attributes are with regard to brand equity. Zeithaml (1988) and Steenkamp (1997) classify the concept of perceived quality in two groups of factors that are intrinsic attributes and extrinsic attributes. The intrinsic attributes are related to the physical aspects of a product (e.g. colour, flavour, form and appearance); on the other hand, extrinsic attributes are related to the product, but not in the physical part of this one e.g. brand name, stamp of quality, price, store, packaging and production information (Bernue's et al.2003).

2.7.4 Brand Loyalty

Loyalty is a core dimension of brand equity. Aaker (1991) defines brand loyalty as the attachment that a customer has to a brand. Grembler and Brown (1996) describe different levels of loyalty. Behavioural loyalty is linked to consumer behaviour in the marketplace that can be indicated by number of repeated purchases (Keller 1998) or commitment to rebuy the brand as a primary choice (Oliver 1999). Cognitive loyalty which means that a brand comes up first in a consumers' mind, when the need to make a purchase decision arises, that is the consumers' first choice. The cognitive loyalty is closely linked to the highest level of awareness (top-of-mind), where the matter of interest also is the brand, in a given category, which the consumers recall first. Thus, a brand should be able to become the respondents' first choices (cognitive loyalty) and is therefore purchased repeatedly (behavioural loyalty) (Keller 1998).

Chaudhuri & Holbrook (2001) mentioned that brand loyalty is directly related to brand price. Aaker (1996) identifies price premium as the basic indicator of loyalty. Price premium is defined as the amount a customer will pay for the brand in comparison with another brand offering similar benefits and it may be high or low and positive or negative depending on the two brands involved in the comparison.

2.8 Consumer Behavior

The American Marketing Association (2014), defines consumer behavior as the dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives. In other words, consumer behavior involves the thoughts and feelings people experience and the actions they perform in consumption processes. It also includes all the things in the environment that influence these thoughts, feelings, and actions. These include comments from other consumers, advertisements, price information, packaging, product appearance, blogs, and many others.

Understanding the behavior of consumers before they made purchase decision will help for product manufacturers and service providers to develop strategies in line with customers' actions. Particularly knowing what makes customers to prefer between brands will make the manufacturer to adapt strategies based on the influential factors. Unable to analyze the antecedents hinder companies from being competitive. Hence, understanding the behavior of consumers specially their brand preference has to be a critical issue and concern for strategic developers.

2.8.1 Consumer Buying Decision Process

Consumer buying decision process consists of a series of processes or steps, beginning with a felt need or want arising from either internal or external services and terminating with a confirmation of the decision. The need may be an urgent or compelling one, demanding immediate satisfaction; or it may be one for which the satisfaction can be delayed or postponed. In any event a tension is created which sooner or later must be quit. In order to further understand the decision making process study has taken the consumer buying decision making process model from David Jobber (2007).

Figure 2.2: Consumer decision making process Jobber D. (2007)



Need recognition: According to Jobber D. (2007), the need recognition is essentially functional and recognition may take place over a period of time. This occurs whenever the consumer sees a significant difference between his or her current state of affairs and some desired or ideal state. The need can be triggered by internal stimuli or by external stimuli. Internal stimuli can trigger a need when one of the individuals' normal needs like hunger, thirst shelter raises to a level high enough to become a drive. From previous experience, the individual has learnt how to cope with this drive and is motivated towards objects that will satisfy the need. External stimuli can also trigger a need. In this instance, the marketer needs to determine the factors and situations that

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

Information search: the information search begins with the identification of alternative ways of gathering information about the product consumer intend to purchase (Jobber D., 2007). It is the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision. Normally, the amount of information searching activities of a consumer depends on the type of product which either require high involvement or low involvement. For a product that requires high involvement there might be a significant differences between brands which require an immense effort or insignificant differences between brands which leads to dissonance reducing buying decisions.

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

Evaluation of alternatives: The process of evaluating alternatives involves comparing the information gained in the information search process for alternative products and brands to the product–judging criteria or standards the consumer has developed. For purchase decisions, the choice alternatives are the different product classes, product forms, brands, or models the consumer considers buying (Peter and Olson, 2010). Usually only a subset of all possible alternatives, called the consideration set, is evaluated. Some brands in the consideration set may

be activated directly from memory; this group is called the evoked set. For highly familiar decisions, consumers may not consider any brands beyond those in the evoked set. If consumers are confident they already know the important choice alternatives, they are not likely to search for additional ones (Peter and Olson, 2010).

Consumers' evaluations of the choice alternatives in the consideration set are based on their beliefs about the consequences of buying those products or brands. The specific consequences used to evaluate and choose among choice alternatives are called evaluation criteria. Evaluation criteria are the dimensions used to judge the merits of competing brands (Michael S. et al, 2006).

Purchase decision: A purchasing decision usually follows strong purchase intentions. In this stage the consumer actually buys the product they have chosen. Generally, the consumer's purchase decision will be to buy the most preferred brand. A consumer's decision to change, postpone or avoid a purchase decision is influenced heavily by perceived risk. Many purchases involve some risk and the amount of perceived risk varies with the amount of money at stake, the amount of purchase uncertainty and the amount of consumer self confidence. A consumer takes certain actions to reduce risk, such as avoiding purchase decisions, gathering more information and looking for national brand names and product warranties (Jobber D., 2007).

Post-purchase evaluation/behavior: in this stage the consumers take further action after the purchase decision by evaluating their satisfaction or dissatisfaction. Consumer satisfaction or dissatisfaction is determined by the overall feelings, or attitude, a person has about a product after it has been purchased. Consumers engage in a constant process of evaluating the things they buy as they integrate these products into their daily consumption activities (Jobber D., 2007).

2.9 Underlying factors of Customer Based Brand Equity and Brand Preference

Brands must be developed and maintained constantly in order to secure a set of loyal consumers. Keller et al. (1996) stated that the loyalty of consumers lies with brands, rather than the products.

There were several researches done on the Customer Based Brand Equity of different products. To name a few, Abad (2012) studied The Customer Based Brand Equity in the Banking sector of Iran aiming to conceptualize the customer based brand equity in the financial service sector with respect to its effect on perception of brand. After employing Aaker's (1996) CBBE model, they found out that Perceived quality, brand loyalty, brand awareness and brand association are influential criteria of brand equity that enhances perception of brand in financial service sector. Among the four mentioned dimensions, brand association appears to have the most influence on brand equity.

Also Hossien (2012) studied The Customer Based Brand Equity in the Chocolate industry of Iran with the intention of identifying which factors are influential in building brand equity and also to measure the relationship among the dimensions of CBBE in the Iranian chocolate industry. After employing Aaker's CBBE model, the researcher found out that the brand equity of chocolate products is directly made up of two dimensions, namely brand loyalty and brand image. These two dimensions have a medium direct impact on brand equity. Other dimensions have a very small and indirect impact on brand equity that in chocolate industry of Iran.

To quote a third article, Tong and Hawley (2009), researched about measuring Customer Based Brand Equity in the Sportswear market in China. Based on Aaker's conceptual framework of brand equity, they employed structural equation modeling to investigate the causal relationships among the four dimensions of brand equity and overall brand equity in the sportswear industry. The study used a sample of 304 actual consumers from China's two largest cities, Beijing and Shanghai. The research's findings concluded that, brand association and brand loyalty are influential dimensions of brand equity and weak support was found for the perceived quality and brand awareness dimensions. Thus implying that sportswear brand managers and marketing

planners should consider the relative importance of brand equity in their overall brand equity evaluation, and should concentrate their efforts primarily on building brand loyalty and image.

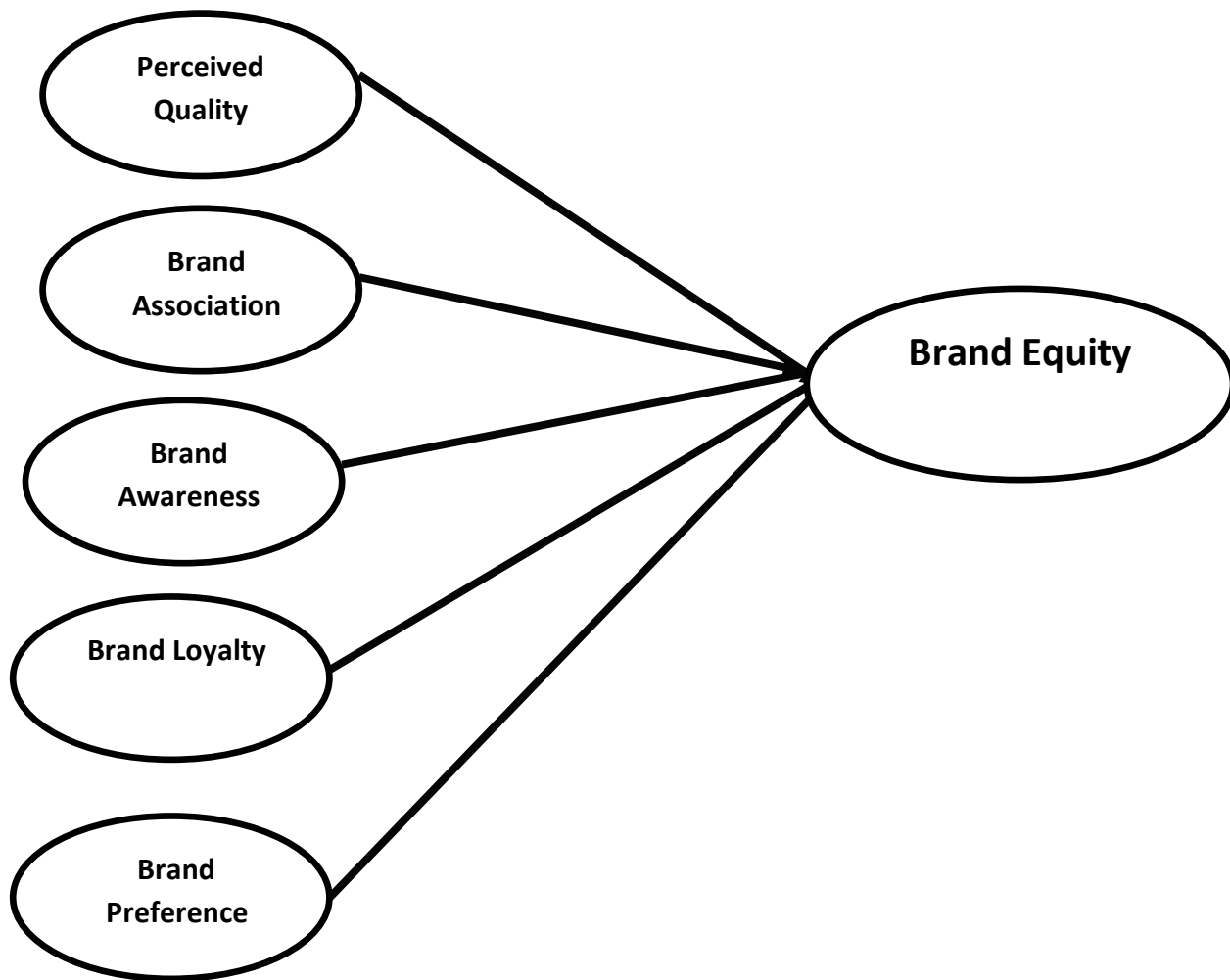
At last, Umar et.al (2012) investigated about the practicality and application of Aaker's CBBE of model in the Nigerian Banking Sector with the aim of examining the practicality and application of Aaker's customer based brand equity model from the perspectives of Guaranty bank customers in Nigeria. After employing Aaker's CBBE model, the researchers found out that brand association and loyalty were found to exert significant influence on brand equity. But, the study did not find support for relationships between perceived quality and brand awareness with brand equity.

In summary, Although no literature was found with regards to the Ethiopian Beer Industry all the above literatures reviewed in this chapter and others give insight about the dimensions of CBBE in different industries. Accordingly, this research is designed in line with these dimensions. Figure 2.3, of the next section portrays the conceptual framework of the study.

2.10 Conceptual Framework of the study

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

Fig.2.3 Conceptual Framework of the study adopted from- Aaker (1991)



2.11 Research Hypothesis

Aaker (1996) grouped the components of brand equity into five categories: perceived quality, brand loyalty, brand awareness, brand association, and other proprietary brand assets such as patents, trademarks, and channel relationships. Among these five brand equity dimensions, the first four represent customers' evaluations and reactions to the brand that can be readily understood by consumers (Tong, et al 2009), so they have been widely adapted to measure customer-based brand equity in previous studies.

To retest Aaker's customer-based brand equity model, the following four hypotheses are proposed.

Perceived Quality

Perceived quality is the "core/primary" facet across the CBBE framework (Aaker, 1996). It is not the real quality of the product but the customer's perception of the overall quality or superiority of the product (or service) with respect to its intended purpose, relative to alternatives (Zeithaml, 1988). Marketers across all product and service categories have increasingly recognized the importance of perceived quality in brand decisions (Morton, 1994). Kotler (1991), points out the intimate connection among product and service quality, customer satisfaction, and company profitability. Based on the above definition and the suggested relationship of perceived quality and brand equity in the literature, the following hypothesis is formulated:

H1: Perceived Quality has a significant and positive effect on brand equity in the Ethiopian beer industry.

Brand awareness

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). According to Keller (2003), brand awareness consists of two sub-dimensions: brand recall and recognition. Brand recognition is related to picking out a brand whenever some sort of cue is provided whereas recall is done when there is no cue present. Based on this definition the following hypothesis is formulated.

H2. Brand awareness has a significant and positive direct effect on brand equity in the Ethiopian Beer Industry.

Brand association

Brand association is anything “linked” in memory to a brand (Aaker, 1991). Aaker (1996) also states that brand equity is supported in great part by the associations that consumers make with the brand. Customer-based brand equity occurs when consumers have a high level of awareness and hold some strong, favorable, and unique brand associations in their memories. Thus, the following hypothesis is formulated.

H3. Brand association has a significant and positive effect on brand equity in the Ethiopian Beer Industry.

Brand loyalty

Brand loyalty is at the heart of brand equity. It is the major component (Aaker, 1991). According to Aaker (1991), brand loyalty adds considerable value to a brand and/or its firm because it provides a set of habitual buyers for a long period of time. Hence, the following hypothesis of the relationship between brand loyalty and brand equity is proposed:

H4. Brand loyalty has a significant and positive effect on brand equity in the Ethiopian Beer Industry.

Brand Preference

The term brand preference refers to the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available (Dibb et al., 2006). Moreover, Keller (2004), views brand preference as an antecedent of brand loyalty and brand equity. Hence, the following hypothesis of the relationship between brand equity and brand preference is proposed:

H5: Brand Preference has a significant and positive effect on Brand Equity in the Ethiopian Beer Industry.

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter presents a detailed discussion of the research methodology employed in the study. Hence, topics related to research design, data type and source, target population, sampling technique and sample size, data collection procedure and method of data analysis are covered. Explanation about the reliability and validity of the study is also included in this chapter.

3.1 Research Design

Having The CBBE frame work as a base for this study, a research framework is designed to test the hypothesized relationships in the beer industry of Ethiopia. The effect of the Five variables on the overall rand equity of the consumers is assessed.

Taking this into account, the research type is a causal research type. By employing inferential statistics, regression analysis, the effect of the independent variable on the dependent variable and the correlation between the exogenous variables was assessed.

3.2 Data Type and Source

Both primary and secondary sources of data will be employed in the study. Primary data was collected by the administered questionnaires that will be distributed to the respondents while the Secondary data was collected from publications including books, researches, journals and various materials that have relevance to this study.

3.3 Sample and Sampling Techniques

As stated in the scope of the study, the research will try to measure the determinants of customer-based brand equity in the Ethiopian beer market. But due to time and financial constraints, the study is limited to Addis Ababa. Hence, the population of the research will be all men & women in Addis Ababa who consume beer.

To make the samples drawn representative of the population, the sample frame from which samples were drawn should include appropriate locations for beer consumers in the city. Thus, the sample frame designed will be made out of Hotels, Bars and Restaurants located in the metropolitan area of the city.

According to the Central Statistics Agency (2007), the total no of people above the age of 18 and under the age of 60 is 1,556.278. This age group will be very convenient for this study, because it is the age group where most beer consumers are in thus making it a key target for the breweries in Ethiopia. A sample size of 384 beer consumers was chosen for this study. This sample size was determined using a table developed by Krejcie and Morgan (1970) using the formula for sample size determination when the population size is known (Appendix 1).

Then, the samples were selected using a non-probability (convenience) sampling technique to which the prepared questionnaires will be distributed to be filled in a self-administered manner. Even though there are some risks in adopting a convenience selection such as a questionable representativeness, hence questionable credibility of the findings, (Bryman, 2002). However, the study did avoid this by composing of a diversified sample consisting of beer consumers from different Bars, Restaurants, and Hotels in order to have a representative sample with different backgrounds in terms of age, gender, educational background and type of beer brand they consume.

3.4 Data Collection methods

Since the questionnaire is one of the most important research instruments for collecting primary data, Structured close ended questionnaires were distributed to the respondents. The choice of using pre-coded close ended questionnaire was based on Fisher's view on structured questionnaire. According to Fisher (2007) if the researcher wants to quantify the research material, then it is best to use a structured approach. He further noted that in order to compare the views and experiences of a great many people it is easier if pre-coded approach is used. Given that this study aims to assess the determinants of Customer Based Brand Equity in the Ethiopian Beer Industry.

The questionnaire was designed in a way that was clear, brief and understandable to the respondents as well as covers the relevant aspects of the model used. According to Fisher (2007) it is recommended to keep the questionnaire as short as possible and give it a logical and sequential structure so that the respondent can easily see what the questionnaire is about and can follow its themes as they go through them. Hence, the questionnaire was composed of three parts. The first part of the questionnaire consisted of general information of respondents'. While the second part concentrated on questions relating to their beer brand choice and their consumption habits and finally the third part consisted of variables that measured the factors that are considered to make up the respondents Brand Equity. The most important part of the questionnaire which was part three was composed of five variables that reflected the Customer based Brand Equity in The Ethiopian Beer industry and was measured using a five point Likert scale.

A pilot survey was conducted on 20 respondents prior to administering the questionnaire to the selected sample size. The pilot survey was conducted to check if the questionnaire was clear, easy to understand and straightforward to ensure that the respondents could answer the questions with no difficulty. Based on the feedback from the pilot survey, some changes were made on the questionnaire before administering to the selected sample size.

The data was collected by a self-administered face to face survey throughout the Bars and Restaurants of Addis Ababa. The researcher personally distributed and collected the questionnaires in the afternoons and at night where the beer consumers would be easily accessible and greater in number. This was a good time to meet most of the consumers of and also to insure that the respondents were diverse. Since convenience sampling was employed, the researcher selected beer consumer from different areas of the city with varying backgrounds and diverse walks of life.

3.5 Reliability Analysis

For this study Cronbach's alpha was used to assess the internal consistency of variables in the research instrument. Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale; it represented as a number between 0 and 1. According to Zikmund et al., (2010) scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability. Thus, for this study, a Cronbach's alpha score of .70 or higher is considered adequate to determine reliability.

The result of the Cronbach's alpha for this study's instrument was found to be in the acceptance range i.e. >0.7 . Thus showing as indication of acceptability of the scale for further analysis since all the five items of brand equity and customers attribute dimensions (brand awareness, brand loyalty, perceived quality, brand association and brand preference) measuring brand equity were above 0.7. The Cronbach's alpha coefficient of the five dimensions of brand equity is shown in table 3.1 below.

Table 3.1: Reliability Analysis of the Variables

Variables	Cronbach's alpha coefficient	Number of items
Brand awareness	0.889	4
Brand Loyalty	0.729	4
Perceived quality	0.779	3
Brand Association	0.908	4
Brand Preference	0.810	2
All Variables	0.823	17

Source: Survey data (2014)

3.6 Validity analysis

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested, (Kothari, 2004). In other words, Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. In order to ensure the quality of the research design content and construct validity of the research were checked.

According to Kothari (2004) Content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it. Based on this definition the content validity was verified by the advisor of this research, who looked into the appropriateness of the questions and the scales of measurement. In addition, discussions with fellow researchers as well as the feedback from the pilot survey was another way of checking the appropriateness of the questions.

A measure is said to possess construct validity to the degree that it confirms to predicted correlations with other theoretical propositions. Construct validity is the degree to which scores on a test can be accounted for by the explanatory constructs of a sound theory. For determining construct validity, we associate a set of other propositions with the results received from using our measurement instrument. If measurements on our devised scale correlate in a predicted way with these other propositions, we can conclude that there is some construct validity (Kothari, 2004). Therefore, in order to test the construct validity, correlation coefficient for the independent and dependent variables were calculated. The independent variables consist of dimensions of brand equity while the dependent is the customer based brand equity. Based on the result of the correlation analysis, the five factors measuring brand equity and consumer attribute were positively related with brand preference. Since the independent variables are positively related with the dependent variable, the independent variable therefore can be considered as a good measure of brand equity.

3.7 Data Analysis

Before the analysis of the primary data that was collected through close ended questionnaires, analysis of the variables' reliability and validity of the constructs was verified. To ensure reliability of this research, the questionnaire was designed to measure the concepts in the theoretical model in a consistent manner. This implies that the research study can be conducted by other researchers to arrive at the same findings. The validity of the research is concerned with the measurement of the data collection process implemented regarding the quality of the study. It outlines the evaluation of the quality of both the primary and secondary data used in the research. To ensure that validity of this study, each question in the questionnaire was designed to represent the concepts that were used in the conceptual framework of the study.

The data collected using the questionnaire was coded and processed. Out of the total of 384 questionnaires that was distributed 87% (335) response rate was obtained. During data editing process the questionnaires were checked for errors and 19 incomplete questionnaires were eliminated. The findings of the study were then analyzed by using the Statistical Package for Social Sciences (SPSS) program. This was done using descriptive data analysis tools to measure

frequencies, percentages, means, standard deviation and graphic representation that helped present the data as accurately as possible. In addition, Pearson correlation coefficient was used to show the interdependence between the independent and dependent variables. The hypothesis presented was also tested using regression analysis.

CHAPTER FOUR

ANALYSIS AND DISCUSSION

In this chapter, the collected data are summarized and analyzed in order to realize the ultimate objective of the study. The purpose of this study is to investigate the dimensions of The Customer Based Brand Equity in the Ethiopian Beer Industry. Accordingly, the demographic profile of the respondents, their choice of beer brands, rate of consumption and other related topics are discussed. At last, summary of the findings are presented.

4.1 Demographic Profile of Respondents

The first part of the questionnaire consists of the demographic characteristics of respondents. This part of the questionnaire requested a limited amount of information related to personal and demographic status of the respondents. Accordingly, the following variables about the respondents were summarized and described in the subsequent table. These variables includes; gender, age the educational background of the respondents.

From the total respondents, the male beer consumers constituted the highest percentage (76.2%) while their female counterparts only constituted (23.8%) of the total respondents. This implies that the majority of beer consumers in Addis Ababa are male.

As per table 4.1, 32.1% of the respondents were from the age group of 26-35 constituting the largest percentage. This group was being closely followed up by the age group of 36-50 years that had 31.1% representation from the total number of respondents. The other age groups 18-25 and above 50 years old only accounted for 19.7% and 17.1% respectively. This shows that the majority of beer consumers are in the young age.

With regards to the educational background of the respondents, results showed that 34% of the respondents have a Bachelor's degree. While 31% of the respondents have a College Diploma, 25.7% of them do not have a higher level of education. The rest 6% have acquired their Masters Degree leaving the lowest to PHD's who were only 2.9% of the total respondents. Table 4.1 summarizes the profile of the respondents below.

Table 4.1 Demographic Profile of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	240	76.2	76.2	76.2
	Female	75	23.8	23.8	100.0
	Total	315	100.0	100.0	
Age	18 - 25	62	19.7	19.7	19.7
	26 - 35	101	32.1	32.1	51.7
	36 - 50	98	31.1	31.1	82.9
	above 50	54	17.1	17.1	100.0
	Total	315	100.0	100.0	
Educational Background	< 12th Grade	39	12.4	12.4	12.4
	12 Complete	42	13.3	13.3	25.7
	Diploma	99	31.4	31.4	57.1
	Bachelor's Degree	107	34.0	34.0	91.1
	Masters Degree	19	6.0	6.0	97.1
	PHD	9	2.9	2.9	100.0
	Total	315	100.0	100.0	

Source: survey result, 2014

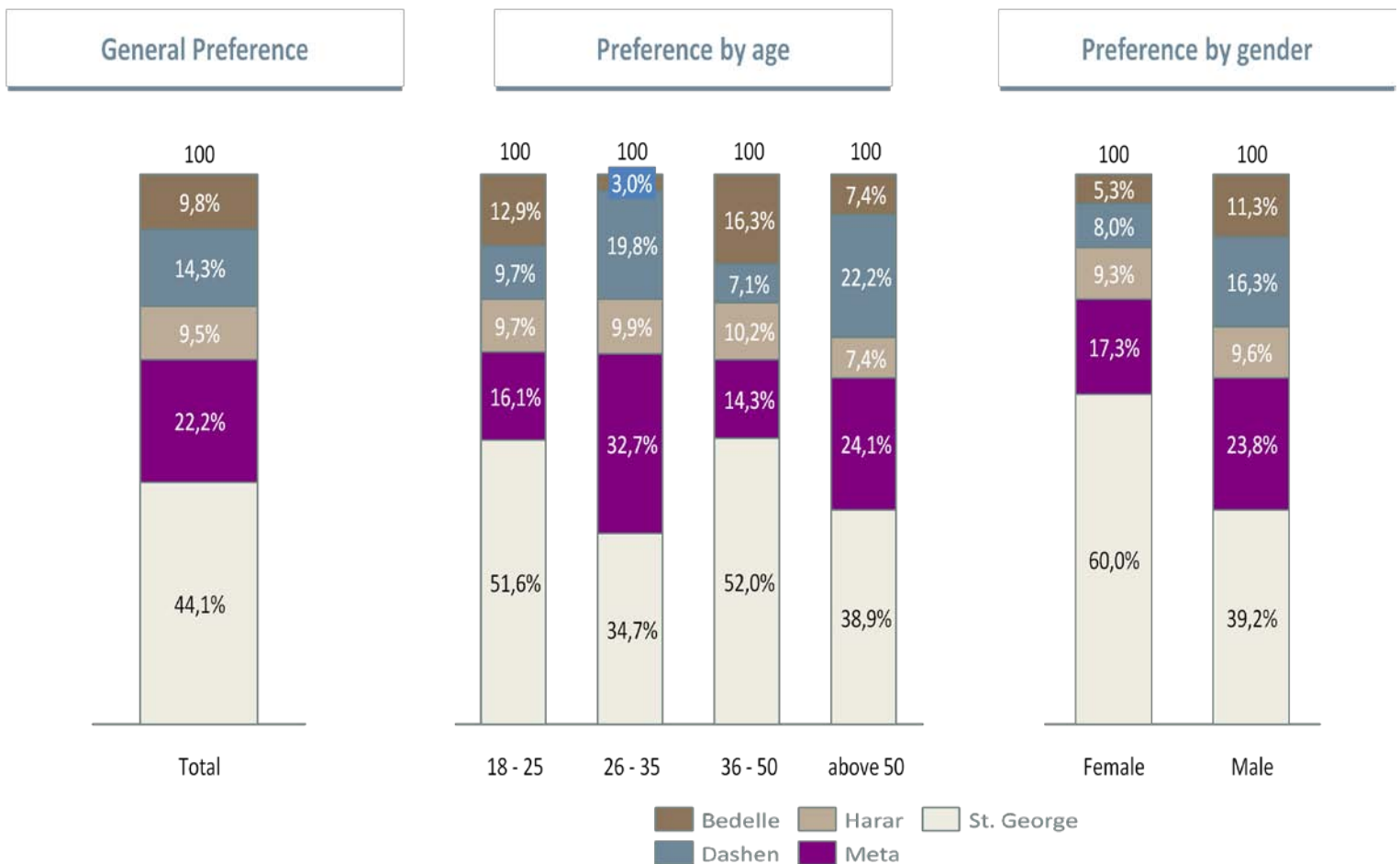
4.2 Brand Popularity and Beer Consumption

4.2.1 Brand Popularity

Fig. 4.1 below illustrates which beer brand the respondents would like to consume with respect to their gender and age.

Figure 4.1: Current brand choice of respondents

Which Beer brand do you most prefer?



Source: survey result, 2014

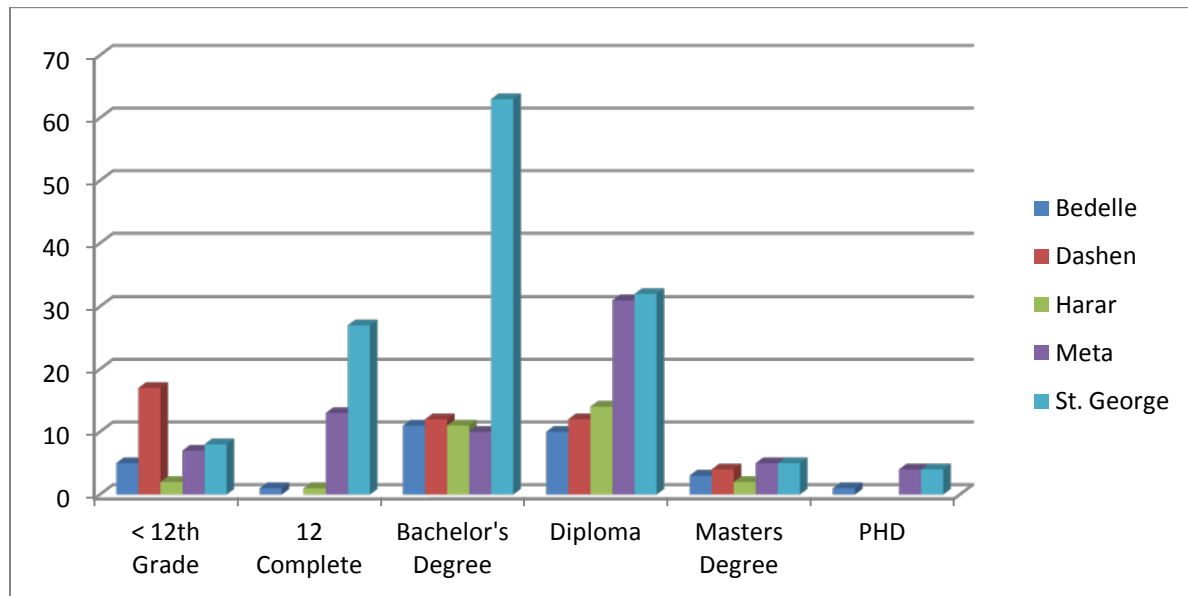
Based on the study, when the respondents were asked to name the type of beer brand they would like to consume, they revealed that a majority 44.1% preferred St. Gorge beer. The rest also revealed that with 22.2% and 14.3% of consumption rate, Meta Beer and Dashen Beer were following St. George as they made up the top three popular beer brands in Addis Ababa.

When comparing the popularity of the brands with respect to age, St. George beer was found to be the most popular in all age groups and also the brand accounted for 51.6% and 52% in two age which are 18-25 and 36-50. Results from the age group 26-50 showed that the popularity was split between St. George and Meta Beer each constituting 34.7% and 32.7% respectively. When comparing their popularity with regards to gender: St. George beer was still the popular brand in both genders accounting for 60% in the female category and 39.2% in the male category. This shows that the majority of the beer consumers prefer to drink the St. George's brand to other competing brands.

4.2.2 Brand Popularity based on educational background

Figure 4.2 below shows the respondents beer brand choice in relation to their educational background.

Fig. 4.2 beer brand choice based on educational background



Source: survey result, 2014

With the exception of respondents who haven't completed their secondary education, it can be inferred that St. George beer is the most popular beer brand within each educational group being closely followed up by Meta beer. This these goes in line with the previous finding which indicates that St. George beer is the most favored beer brand in Ethiopia.

For the respondents who have not completed their secondary education, Dashen beer is the most popular brand being followed by St. George beer. But when observing the respondents with a PHD, St. George and Meta beer have equal popularity while none of them seem to like the Harar and Dashen brands.

4.2.3 Consumption Rate

Fig. 4.3 below shows the consumption rate of the respondents with regards to gender and age.

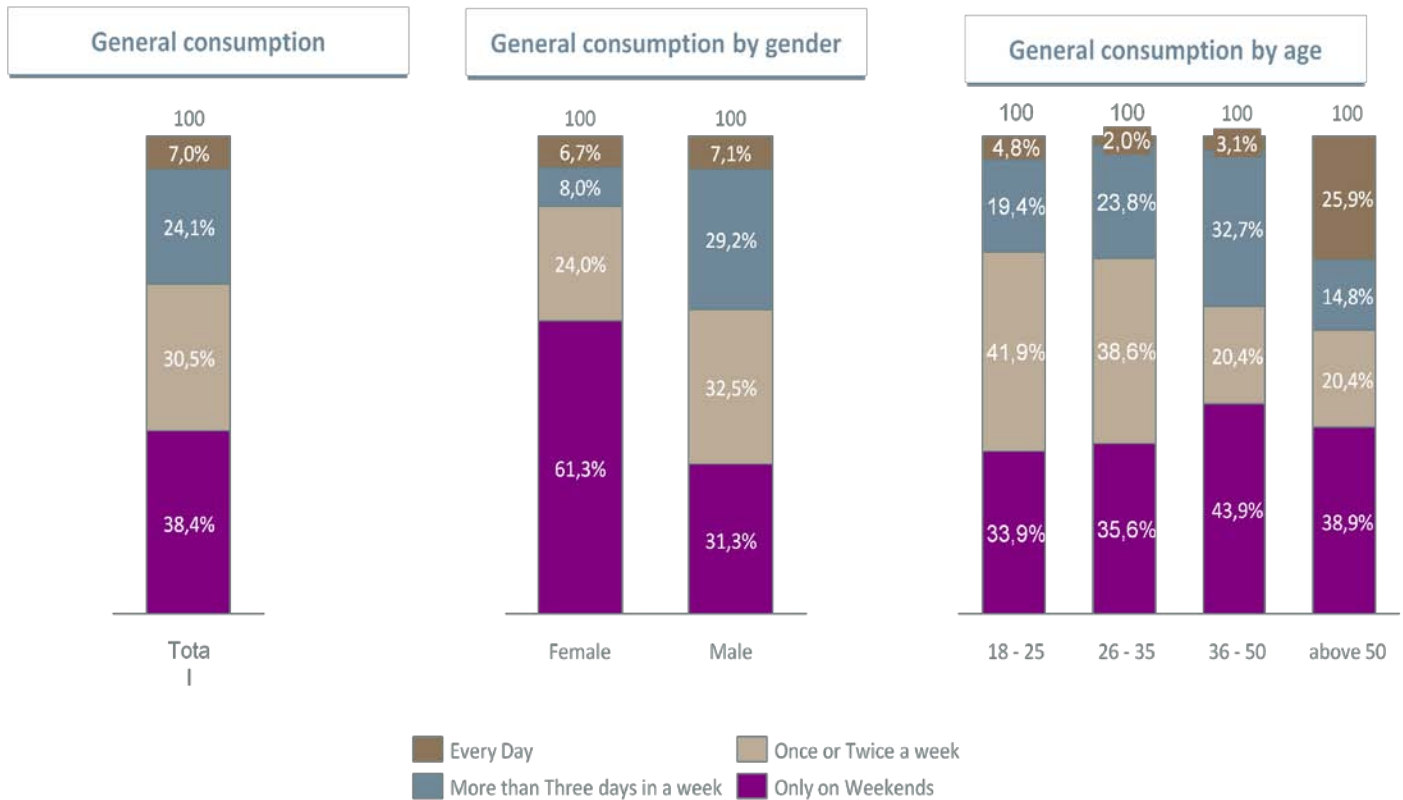


Figure 4.2: Current Consumption levels of respondents *Source: survey result, 2014*

Results of the study showed that out of the total respondents, 38.4% of them had beer only on weekends while 30.5% of them drink beer once or twice a week. The more avid drinkers who drink more than three days in a week and who drink everyday constituted 24.1% and 7% of the total respondents.

When seeing the consumption rate from the gender angle, 61.3% of the females drink beer only on weekends while only 31.3% of their male counter parts did the same but 29.2% of men had beer more than three days in a week while only 8% of the females had beer more than three days in a week. Which shows that men show a higher tendency of beer consumption than females.

The study also revealed that with regards to age all age groups have similar consumption levels with the majority of the drinking beer only on weekends. But for the age groups 18-25, they have a more tendency to drink beer once or twice a week and the age group of above 50 which had the highest tendency to drink beer every day.

4.3 Determinants of Brand Equity

In order to analyze the respondents overall Customer Based Brand Equity, a total of 20 questions were grouped into the five dimensions of Customer Based Brand Equity which are: brand awareness, brand loyalty, perceived quality, brand association and Brand Preference.

In order to compare the respondents brand equity descriptive statistics of mean and standard deviation is used. The mean indicates to what extent the sample group averagely agrees or disagrees with the different statements. The higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. In addition, standard deviation shows the variability of an observed response. Below the results are discussed on by one.

4.3.1 Brand Equity

Brand equity is a set of asset and legal responsibility connected to the brand's name and figure that add to or take away from the value presented by the product or service to a company and/or that company's customers. Aaker (1996). He has grouped and identified the main assets as the following: brand awareness, brand loyalty, perceived quality and brand association. In this section each element of brand equity results from the respondents was compared to show students brand equity for international and locally assembled mobile phone brands.

4.3.2 Brand Awareness

According to Keller (2004) brand awareness is the customers' ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory. Accordingly, the respondents were asked 4 questions related to brand awareness. Table 4.2 presents respondents result of brand awareness with mean and standard deviation of values for each variable.

Table 4.2: Brand Awareness Analysis

Variables	Mean	Std. Deviation
I know the symbol or logo of the brand "X" beer	4.08	.808
Some features of Brand "X" come to my mind quickly	4.03	.885
I can recognize the Brand "X" quickly among other competing brands	3.86	.986
I am familiar with the brand "X"	3.96	.888
Brand Awareness	3.98	.891

Source: survey result, 2014

As per table 4.2, the list of items comprising of brand awareness, the mean score for the item "I know the symbol or logo of the mobile device from brand X" Scored the highest with a mean score of 4.08 While the item " I can Recognize the brand "X" quickly among competing brands" scored the lowest with a mean score of 3.86. The overall mean score for the Brand Awareness dimension is 3.98 which indicates that the respondents have a good brand awareness of the beer brand they consume.

4.3.3 Brand Loyalty

Loyalty is a core dimension of brand equity. Aaker (1991) defines brand loyalty as the attachment that a customer has to a brand. Based on this definition 4 item related to brand loyalty was put to the respondents. Table 4.3 shows the outcome to these questions with mean score and standard deviation.

Table 4.3 Brand Loyalty Analysis

Variables	Mean	Std. Deviation
I consider myself to be loyal to brand "X" beer	3.91	.984
When having a beer, brand "X" would be my first choice	3.95	.986
I will keep on buying "X" as long as its offering satisfies me	4.13	.823
I am still willing to buy brand "X" even if its price is a little higher than that of its competitor	3.60	.801
Brand Loyalty	3.89	.898

Source: survey result, 2014

Table 4.3 shows that "I will keep on buying brand "X" as long as its offering satisfies me" scored the highest among the list of items related to brand loyalty with a mean score of 4.13 while the respondents gave the least score of 3.60 to the item " I am still willing to buy brand "X" even if the price is a little higher than that of its competitors. This clearly indicates that even though the respondents see themselves as loyal customers, they are also sensitive to price changes.

4.3.4 Perceived Quality

Perceived quality is the customer's judgment about a product's overall excellence or superiority that is different from objective quality Aaker (1996). Since it's impossible for consumers to make complete and correct judgments of the objective quality, they use quality attributes that they associate with quality. Perceived quality is hence is formed to judge the overall quality of a product. Therefore, 4 items related to perceived quality was put to the respondents and the results of the analysis is displayed in table 4.4 below.

Table 4.4: Perceived Quality analysis

Variables	Mean	Std. Deviation
I trust the quality of products from brand "X"	4.06	.695
Products from brand "X" offer excellent taste and flavor	4.19	.788
I think brand "X" has a reputation of high quality	3.80	.782
Perceived Quality	4.02	.755

Source: survey result, 2014

As illustrated on Table 4.4 all of the variables of Perceived Quality scored relatively high with an overall mean score of 4.02. The respondents also gave the highest mean score to "Products from brand "X" offer excellent taste and flavor with a mean score of 4.19 while they gave a low mean score of 3.80 to the item "I think brand "X" has a reputation of high quality." The results indicate that the respondents have a high level of perceive quality towards their beer brand choice.

4.3.5 Brand Association

Brand associations consist of all brand related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes (Kotler and Keller 2006) and is anything linked in memory to a brand. Hence, 3 items related to brand association was put to the respondents. Table 4.5 shows the analysis about brand association.

Table 4.5: Brand Association analysis

Variables	Mean	Std. Deviation
Brand "X" has a very unique brand image, compared to competing brands	3.55	1.016
I associate and admire people who drink Brand "X"	2.89	1.148
I like and trust the company, which makes Brand "X"	3.26	1.176
I like the brand image of "X"	3.71	1.092
Brand Association	3.35	1.130

Source: survey result, 2014

Table 4.5 shows that the respondents scored the highest for the item "I like the brand image of brand "X". " with a mean score of 3.71 while the lowest went to the item which states "I associate and admire people who drink brand "X"." This implies that although the respondents have a good level of association with their chosen brand, their association doesn't go to the level of personal attachment with other people who drink the same beer brand.

4.3.6 Brand Preference

According to Wu, (2001) the preferred brand is the chosen brand among several brands of the same quality. The term brand preference refers to the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available (Dibb et al., 2006). Moreover, Keller (2004) views brand preference as an antecedent to brand loyalty and brand equity. Hence, 2 items relating to brand preference were given to the respondents and their answers are analyzed below.

Table 4.6: Brand Preference Analysis

Variables	Mean	Std. Deviation
I prefer Brand "X" to other competing brands.	4.04	.743
Brand "X" is always my first beer brand choice.	4.01	.871
Brand Preference	4.02	.807

Source: survey result, 2014

As it can be seen from Table 4.6 the respondents answer for both brand preference questions was high having a score of 4.04 and 4.01 respectively. This shows that, the respondents brand preference towards their chosen brand is very high.

4.3.7 Overall Brand Equity

In order to test the respondents overall brand equity, three items were given for the respondents to answer. Table 4.7 shows the analysis regarding the overall brand equity of the respondents.

Table 4.7: Overall Brand Equity analysis

Variables	Mean	Std. Deviation
If another brand is not different from brand "X" in any way, its seems not logical to purchase the other brand	4.08	.920
Even if another brand has the same features as "X", I would prefer to buy brand "X"	3.87	.997
Brand "X" is more than a brand to me	2.89	.807
Overall Brand Equity	3.69	.908

Source: survey result, 2014

As can be seen from Table 4.7, the respondents gave a low mean score of 2.89 to the item "Brand "X" is more than a brand to me" implying that they have a limit to the emotional attachment that they have with their choice of beer brand. The respondents also gave a relatively higher mean score to the remaining two items 4.08 and 3.87 respectively which means that even though they have a limit on the emotional attachment, they would not want to replace their chosen brand with others.

Table 4.8 summarizes the results of all the five determinants of brand equity.

Table 4.8: Summary of the overall Brand Equity determinants

Dimensions	Mean	Std. Deviation
Brand Awareness	3.98	.891
Brand Loyalty	3.89	.0898
Perceived Quality	4.02	.755
Brand Association	3.35	1.13
Brand Preference	4.02	.087

Source: survey result, 2014

4.4 Correlation Analysis

This study employs correlation analysis, which investigates the strength of the relationships between the studied variables. Pearson correlation analysis was used to provide evidence of convergent validity. Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (-1.0 + 1.0). Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005).

General guidelines of correlations of .01 to .03 are considered small, correlations of 0.3 to 0.7 are considered moderate, correlations of 0.7 to 0.9 are considered large and correlations of 0.9 to 1.00 are considered to be very large (Marczyk, Dematteo and Festinger, 2005). Depending on these assumptions, all basic constructs were included into the correlation analysis and a bivariate two tailed correlation analysis was done.

Table 4.9 below shows the correlation between the 5 dimensions of brand equity and the overall customer based brand equity.

Table 4.9: Correlation Analysis

	Brand Awareness	Brand Loyalty	Perceived Quality	Brand Association	Brand Preference	Overall Brand Equity
Brand Awareness	1					
Brand Loyalty	.731**	1				
Perceived Quality	.471**	.532**	1			
Brand Association	.215**	.292**	.374**	1		
Brand Preference	.522**	.615**	.272**	.272**	1	
Overall Brand Equity	.211**	.362**	.736**	.218**	.683**	1

Source: survey result, 2014

As per tale 4.9 above, the coefficients show that the five factors measuring customer based brand equity were all positively related with the overall brand equity within the range of 0.211 to 0.736, all were significant at $p < 0.01$ level.

Two independent variables Brand Awareness and Brand Association show a small positive relation (0.211 and 0.283 respectively) while the other two independent variables Brand Preference and Brand Loyalty show a moderate level of positive relation with the overall brand equity (0.683 and 0.362) and Perceived Quality has the highest correlation result of 0.736.

Table 4.9 also shows the correlation of the independent variables within themselves. It can be noted that all variables are positively correlated with each other where the strongest correlation goes to the one between Brand Awareness and Brand Loyalty ($p = 0.731$) while the correlation is very small between Brand Awareness and Brand Association ($p = 0.215$). Brand loyalty also has a strong relationship with Brand Preference ($p = 0.615$).

4.5 Regression Analysis

In order to see the contribution of factors that shape the customer based brand equity in the Ethiopian beer industry, multiple linear regression analysis was employed. Overall brand equity was used as the dependent variable while the underlying dimensions of customer based brand equity were used as the independent variables. Table 4.10 provides the results of the multiple regression analysis.

The regression model presents how much of the variance in the measure of brand equity of consumers is explained by the underlying dimensions of the Customer Based Brand Equity model. The model or the predictor variables have accounted for 59.5% having an R-square value of .595 (with an estimated standard deviation of 0.4786) of the variance in the criterion variable (overall brand equity). The remaining 41.5% are explained by other variables out of this model.

Table 4.10 Regression Analysis of Overall Brand Equity

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
(Constant)	1.002	.181		5.534	.000
Brand Awareness	.319	.053	.327	6.072	.000
Brand Loyalty	.091	.063	.088	1.446	.026
Perceived Quality	.733	.045	.731	16.241	.000
Brand Association	.062	.023	.106	2.674	.008
Brand Preference	.516	.045	.538	11.508	.003

Source: survey result, 2014

Similarly, the regression table (see Appendix 3) shows the overall significance/ acceptability of the model from a statistical perspective. As the significance value of F statistics shows a value of (.000), which is less than $p < 0.05$. Thus, the model is significant which indicates that the variation explained by the model is not due to chance.

As stated earlier, this study aims to identify the most contributing independent variable in the prediction of the dependent variable. Thus, the strength of each predictor (independent variable) influencing the criterion (dependent variable) can be investigated via standardized Beta coefficient. The regression coefficient explains the average amount of change in the dependent variable that is caused by a unit change in the independent variable. The larger value of Beta coefficient an independent variable has, brings the more support to the independent variable as the more important determinant in predicting the dependent variable.

The R-square value only indicates the variance in the overall brand equity of the Ethiopian beer industry as it is explained by the independent variables. When we see the extent to which each independent variable influences the dependent variable, Perceived quality, Brand Preference, Brand Awareness, Brand Association and Brand Loyalty were found to be a determinant of brand equity in their descending order referring to Perceived Quality as the most important underlying factor of Customer Based Brand Equity in the Ethiopian Beer Industry.

According to Table 4.10, the standardized coefficients for the five independent variables Brand Association, Brand Loyalty, Perceived Quality, Brand Association and Brand Preference are .327, .088, 0.731, .106, .536 and their significance levels are .000, .000, .026, .000, .008, .003 respectively which are all less than 0.05. This indicates a significant relationship between the independent variables and the dependent one. Since, coefficients of the predictor variables are statistically significant at less than five percent; alternative hypotheses related to all five dimensions of brand equity were accepted.

Table 4.11 Summary of the overall outcome of the Research Hypotheses

Hypotheses	Result	Reason
<p>Ho: Perceived Quality does not have a significant and positive effect on brand equity in the Ethiopian Beer Industry.</p> <p>H1: Perceived Quality has a significant and positive effect on brand equity in the Ethiopian Beer Industry.</p>	<p>Ho: Rejected</p> <p>H1: Accepted</p>	<p>$\beta = 0.731, p < 0.05$</p>
<p>Ho: Brand Awareness does not have a significant and positive direct effect on brand Equity in the Ethiopian Beer Industry.</p> <p>H1: Brand awareness has a significant and positive direct effect on brand equity in the Ethiopian Beer Industry.</p>	<p>Ho: Rejected</p> <p>H1: Accepted</p>	<p>$\beta = 0.88, p < 0.05$</p>
<p>Ho: Brand association does not have a significant and positive effect on brand equity in the Ethiopian Beer Industry.</p> <p>H1: Brand association has a significant and positive effect on brand equity in the Ethiopian Beer Industry.</p>	<p>Ho: Rejected</p> <p>H1: Accepted</p>	<p>$\beta = 0.106, p < 0.05$</p>
<p>Ho: Brand loyalty does not have a significant and positive effect on brand equity in the Ethiopian Beer Industry.</p> <p>H1: Brand loyalty has a significant and positive effect on brand equity in the Ethiopian Beer Industry.</p>	<p>Ho: Rejected</p> <p>H1: Accepted</p>	<p>$\beta = 0.088, p < 0.05$</p>
<p>Ho: Brand Preference does not have a significant and positive effect on Brand Equity in the Ethiopian Beer Industry.</p> <p>H1: Brand Preference has a significant and positive effect on Brand Equity in the Ethiopian Beer Industry.</p>	<p>Ho: Rejected</p> <p>H1: Accepted</p>	<p>$\beta = 0.538, p < 0.05$</p>

Source: survey result, 2014

In general as table 4.11 multiple linear regression (Beta Coefficient) analysis revealed that Perceived Quality is the first most significant variable for consumers brand equity followed by Brand Preference. Brand Awareness take the third place and Brand Association is regarded as the fourth most important dimension of Brand Equity. Finally, Brand Loyalty takes the fifth place.

4.6 Discussion

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

By Looking at the demographic profile of the respondents, the consumption of beer is highly differentiated. When looking into the gender profile of the respondents, it's it is very clear that most of the women in our society do not drink beer and the beer consuming society is highly dominated by the male gender. Consumption of beer is highly differentiated between the two gender groups: Out of the 315 respondents only 23.8% we female while the rest 76.2% was dominated by males.

The second parameter of the demographic profile of respondents in this survey, reveals that beer consumption is also concentrated within the youngster population between the ages of 26 to 35 years closely followed by the adult age category of 36-50. The two age groups 18-25 and above 50 years of age constituted a smaller percentage of the total population.

With regards to the popularity of the beer brands St. George and Meta are the major players in the industry. A majority of the respondents (44%) stated that St. George is their favorite beer to drink being followed up by Meta beer (22%). the other three shared the remaining market share; being led by Dahan Beer while Bedelle and Harer followed. This shows that St. George is a very popular beer brand in Ethiopia.

This study also tried to assess the consumption rate of the respondents. The results showed that, the majority of the respondents consumed beer once or twice a week and only on weekends. But

still 24.1% of them drank beer more than three days in a week. This shows that a growing number of people are increasing their beer drinking habits.

When having a look into what the respondents replied on the questionnaires, Although they gave a more or less positive feedback for all the Brand Equity dimensions, questions relating to Brand Preference and Perceived Quality received the highest mean scores while the lowest went to Brand Association. These results imply that out of the five dimensions, the Ethiopian beer consumers are brand conscious and they have a prior concern for product quality.

The five independent variables had a positive correlation with brand equity as revealed from the Pearson's Correlation Coefficient. The coefficients of the variables indicated that the variables have different magnitudes of correlation with the dependent variable. Accordingly, Perceived Quality has the highest correlation, while the Brand Preference and Brand Loyalty got moderate correlation. Although positive Brand Awareness and Brand Association had a small magnitude of correlation.

This study is designed and carried out in order to identify and measure the underlying dimensions of Customer Based Brand Equity in the Ethiopian beer industry. According to the study's findings, all the five dimensions: Brand Awareness, Brand loyalty, Perceived Quality, Brand Association and Brand Preference were identified as having an influence on the overall brand Equity of the respondents.

The influence of Perceived Quality and Brand Preference were found to be the most important. The findings of this research are consistent with that of Abad (2012) and Hossien (2012) who found out that Perceived Quality had a positive effect the customer's overall brand equity.

Moreover, Aaker (1996), views Percieved Quality as is the “core/primary” facet across the CBBE framework. Similarly, Zeithaml (1988) describes Perceived Quality as not the real quality of the product but the customer’s perception of the overall quality or superiority of the product (or service) with respect to its intended purpose, relative to alternatives. Nowadays, marketers

across all product and service categories have increasingly recognized the importance of perceived quality in brand decisions.

Brand Preference and Brand Awareness were also found to be other important determinants of brand equity. Umar et.al (2012) also found out that Brand Awareness is the major dimension in determining the overall Brand Equity in the Nigerian Banking Sector.

The findings also revealed that even though There is a positive impact of Brand Loyalty on the overall brand equity of the respondents, its significance was very minimal. This might mainly be due to the high brand switching behavior of the consumers.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

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

5.1 Summary

The primary objective of this study was to assess Aaker's Customer-based brand equity model in the case of the Ethiopian beer industry. Nowadays the Ethiopian beer industry is composed of recently privatized breweries who are in stiff competition against each other to dominate the market. Hence, this study tries to identify which determinant has the highest influence on the overall brand equity of the Ethiopian beer consumers. In addition, this study also tries to answer the five research questions it started with in the introduction.

In order to measure the customer-based brand equity in the Ethiopian beer industry, the study considered five determinants namely Brand Awareness, Brand Loyalty, Perceived Quality, Brand Association and Brand Preference. A sample size was selected using convenience sampling technique. Based on the theoretical frame work and objectives of the study 20 items were provided in a 5 point Likert scale to the respondents. The gathered data was analyzed by descriptive analysis using descriptive and inferential statistics.

The findings indicate that St. George, and Meta beer were the top two most popular brands While Bedelle and Harar were the least preferred once. In relation to the consumption rate of the consumers, a majority of them were found to have beer only on weekends and once or twice a week only. The results also show that the majority of the beer drinkers are men. The results indicate that although all five variables had a positive influence on the overall brand equity of the consumers, perceived quality, brand preference and brand awareness were the top three influential factors of brand equity for the respondents.

5.1 Conclusions

The determinants of CBBE in the Ethiopian Beer industry was analyzed By testing the applicability of Aaker's CBBE model. The study found out that men consumed more beer than women, which is apparent in most parts of the world. This situation gives a good market for breweries from two angles:

- The fact that a lot of men are drinking beer gives a big opportunity for the breweries by creating a big demand for them.
- The fact that a lot of women are not avid beer drinkers also gives an opportunity for breweries because, they can come up with new products and brands that can appeal for the women.

The study also found out that the most popular beer brand is St. George beer which has dominated the beer market for a couple of decades. But this domination would not last long because of the recent entrance of foreign breweries by purchasing former state owned breweries and also the construction of new breweries like Raya Beer and Habesha Breweries.

One of the objective of this study was to find out which dimension was the most significant in determining the customer-based brand equity in the Ethiopian beer industry and the results of the analyzed questionnaires revealed that Perceived quality is the significant variable affecting customer based brand equity. However, the other remaining dimensions also influenced CBBE but their intensity is medium or small. The variables in the study proved to be positively correlated which implies that the independent variables which were found to have a small effect on CBBE in the model, affected the overall brand equity indirectly by highly correlating to Perceived Quality.

At the beginning of the study it was hypothesized that all the five determinants of CBBE had a direct and positive impact on the overall brand equity of the consumers. After the analysis was

done, the findings revealed that: the major dimension which affects the customer based brand equity in the Ethiopian beer industry is Perceived Quality. Even though the other four variables did not strongly influence the overall brand equity, the hypothesis drawn were accepted because although small, they had a direct and positive effect on the overall brand equity in the Ethiopian Beer Industry.

5.3 Recommendations

The Customer Based Brand Equity scale gives breweries a structured approach for formulating their branding strategies. Its straight forward approach illustrates how different components and their relations contribute to the company's branding strategy effectiveness. As managers have limited resources in terms of money, time and human resources , this framework helps them:

- To prioritize and allocate resources across brand equity components. In this specific case, the researcher recommends managers of beer companies focus their marketing strategies towards increasing the Perceived Quality of their brands in their customer's minds.
- The current paradigm shift towards a high competitive market in the beer industry should be a wakeup call for the breweries in the country. These companies should strive to meet and pass their customer's expectations.
- Getting into new markets is also a recommended strategy. As seen in the results of the study, women beer consumers only account for a quarter of the population. Hence, coming up with new brands that are directly focused on this untapped market is very essential. For example, Coming up with Specially flavoured brands and new brands specifically focused for female consumers.

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

The managers must also consider the inter-correlations between the constructs. Which can be used as another strategy by working on the other CBBE dimensions as well.

5.3 Limitations and Suggestions for Further Study

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

The study has also limitations in the sense that although it added one dimension as a determinant of brand equity, mainly focusing on Aaker's four determinants is not enough. The research would have been more conclusive if it had considered more variables which are specific to the Ethiopian beer consumer

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APPENDICES

APPENDIX 1: Questionnaire

A Questionnaire on Assessing The Customer-Based Brand Equity in the Ethiopian Beer Industry.

Dear respondents:

I am a graduate student at Addis Ababa University School of Commerce and currently conducting a research for the completion of my masters degree in marketing management. This questionnaire is designed to collect data on Assessing The Customer Based-Brand Equity of the Ethiopian Beer Industry. Please take a few minutes of your time to answer this questionnaire about your personal experience with regard to the Ethiopian Beer Industry. Your willingness and cooperation in giving genuine information is well appreciated and the information you provide will be used for academic purpose and will be kept in strict confidentiality.

If you would like further information about this study, or have problem in completing this questionnaire please contact me via +2519 12 01 02 12.

Thank you for your cooperation!

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

PART 1: General information of Respondents'

1. Gender Male Female

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

3. Your Educational Background

<12th Grade Diploma Maters Degree

12 Complete Bachelor's Degree PhD

PART 2: Basic information on Beer Consumption

4. Have you ever consumed Beer? Yes No

If you have answered ‘No’ for question No. 5 above, this is the end of the questionnaire for you. Once again, many thanks for your support!

5. Which Beer Brand do you usually consume?

- St. George Dashen
 Meta Bedelle
 Harar Other, Specify _____

6. How do you rate your consumption level?

- Every Day More than Three days in a week
 Once or Twice a week Only on weekends

PART 3: The statements below are designed so that they give information on which factors affect Customer-Based Brand Equity. The statements drawn (X) are referring to the brand you have selected in question 5 above.

Please use tick (✓) mark in the answer boxes that reflect your rating.

A. Brand Equity

Brand Awareness	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I know the symbol or logo of the brand “X” beer.					

Some features of brand “X” come to my mind quickly					
I can recognize the brand “X” quickly among other competing brands					
I am familiar with the brand “X”					
Brand Loyalty	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I consider myself to be loyal to brand “X” beer					
When having a beer, brand “X” would be my first choice					
I will keep on buying "X" as long as its offering satisfies me					
I am still willing to buy brand “X” even if its price is a little higher than that of its competitor					
Perceived quality	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I trust the quality of products from brand “X”					
Products from brand “X” offer excellent taste and flavor					
I think brand “X” has a reputation of high quality					
Brand Association	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
Brand "X" has a very unique brand image, compared to competing brands					
I associate and admire people who drink Brand "X"					
I like and trust the company, which makes					

Brand "X"					
I like the brand image of "X"					
Brand preference	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
I prefer Brand "X" to other competing brands.					
When wanting to drink beer, Brand "X" would be my first choice.					
Overall Brand Equity	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
If another brand is not different from brand "X" in any way, its seems not logical to purchase the other brand as well					
Even if another brand has the same features as "X", I would prefer to buy brand "X"					
Brand "X" is more than a brand to me					

Thank You For Your Kind Response and Cooperation

APPENDIX 2: Sample Size Determination Table

Table for appropriate sample size for a known population

N	S	N	S	N	S
10	10	220	140	1 200	291
15	14	230	144	1 300	297
25	24	250	152	1 500	306
30	28	260	155	1 600	310
35	32	270	159	1 700	313
40	36	280	162	1 800	317
45	40	290	165	1 900	320
50	44	300	169	2 000	322
55	48	320	175	2 200	327
60	52	340	181	2 400	331
65	56	360	186	2 600	335
70	59	380	191	2 800	338
75	63	400	196	3 000	341
80	66	420	201	3 500	346
85	70	440	205	4 000	351
90	73	460	210	4 500	354
95	76	480	214	5 000	357
100	80	500	217	6 000	361
110	86	550	226	7 000	364
120	92	600	234	8 000	367
130	97	650	242	9 000	368
140	103	700	248	10 000	370
150	108	750	254	15 000	375
160	113	800	260	20 000	377
170	118	850	265	30 000	379
180	123	900	269	40 000	380
190	127	950	274	50 000	381
200	132	1 000	278	75 000	382
210	136	1 100	285	1 000 000	384

Source: Krejcie and Morgan (1970); N = Population size S = Recommended sample size

Appendix 3: Regression

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.602	.595	.40806

a. Predictors: (Constant), Brand Preference, Perceived Quality, Brand Association, Brand Awareness, Brand Loyalty

b. Dependent Variable: Overall Brand Equity

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	106.601	5	21.320	93.289	.000 ^b
	Residual	70.618	309	.229		
	Total	177.219	314			

a. Dependent Variable: Overall Brand Equity

b. Predictors: (Constant), Brand Preference, Perceived Quality, Brand Association, Brand Awareness, Brand Loyalty