



**College of Business and Economics
Department of Business Administration (MBA)**

**BRANDING AND ITS IMPACT ON CONSUMER
BUYING DECISION**

(In The Case of Bottled Water Consumers)

A Thesis submitted to Addis Ababa University in partial fulfillment for the requirement of the degree of Masters of Business Administration

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Declaration

I, undersigned graduate student, declare that this thesis is my original work and has not been presented for a degree in any other university and that all sources of material used for the thesis have been duly acknowledged.

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Abstract

General objective of this study is to examine the relationship between branding and consumer buying decision in the case of bottled water consumers in Ethiopia more specifically in Addis Ababa. Explanatory research design was applied using qualitative and quantitative approach.

Similarly, Target populations were taken from customers of bottled water in Addis Ababa, Ethiopia using gold E and D outlets, so information gained from the view point of other customers who uses other channel using conveniences sampling techniques. Data source were taken from secondary source (questionaries' document, report. view). After conducting reliability and validity test of data analysis were done thought descriptive statistics in process of frequency, percentage, mean and standard deviations in prospecting of ethical considerations.

The results of this study indicated that Consumers purchase intentions of bottled water have a strong positive association with Perceived Quality and brand Awareness which medium contributions of purchase intentions can be enhanced by Associated class and brand visibility and Procurement practices & Distribution Networks as a result of their strong positive association with Consumers choice of purchasing bottled water in Ethiopia. The study also found that past purchase loyalty was not directly related to customer satisfaction or current brand preference and that brand preference is an intervening factor between customer satisfaction and re-purchase intentions.

It is recommended that the s managers all over the world should strive to promote the brand loyalty more to customer along with brand loyalty happening negatively appeared in order to contribute towards positive purchase intentions. In other hand, water Bottling share company in Ethiopia should bear in mind that new familiar brands created as a result of relatively lower creativity of the "health matters of societies" as roamer always says, overextension and lack of investment in developing brand equity and values.

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Key Word: branding, customer choses, bottled water

CHAPTER ONE

1. Introduction

1.1 Background of the Study

Branding is acknowledged to be one of the most fascinating marketing strategies used for the purpose of winning or overcoming competition (Ogbuji, Anyanwu and Onah, 2011). It is known to have accounted for one-third to half of all consumers' expressions of intent to purchase (Joshi, 2013). According to Doyle and Stern (2006) Successful Brand has more qualities and disabes futures as compared to the same product from competitors. Successful Brand satisfies all the pre esteemed technical and functional requirements that are expected by customers.

Industrial customer's behaviour discloses information how consumers select this product. According to Michael & Solomon (1998) consumer's behaviours is a study how industrial or groups chose, buy, use and finally dispose product and service. How consumers influence marketers and how they use their product and service is extended concern of consumer behaviour.

Because there are many great deal of choices available in the market places, customers are in tough situations to make this purchase decision. External factors such as peer influence and family roles and internal factors like perception and attitude plays great role in decision making (Hu, 2011).

According to Kerin, Hartley and Rudelius (2009), branding is a basic decision in marketing in which an organization uses a name, phrase, design, symbols or combination of these to identify its product and distinguish them from those of competitors. It represents consumer's perception and feeling about a product and its performance and it is everything that the product means to the consumer (Kotler and Armstrong, 2006). Branding has been used extensively in all facets of business all over the world.

In another statement, Quiston (2004) stated that Brand is distinctive and cannot be copied by competitors, a product on the other hand is manufactured, brand is something purchased by consumers. Product can be obsolete while brand is long lasting. The demographic development significantly influences the functioning of society and it is projected in many business areas. Correct decisions and predictions in the fields of economics, social affairs, employment, education, and management cannot be made without proper, exact and appropriately structured demographic information (Vaño, Jurčová & Mészáros, 2002).

E.g. socioeconomic status is determined by measuring income, education, occupation, and wealth of an individual or a family. Life stage is based on an individual's age, family status, and relationships. Education, location, activities, interests, opinions, socioeconomic status, and life stage determine lifestyle. All of these characteristics are helpful to businesses as they are valuable predictors of consumer spending trends (demodirt.com). This also works in the selection of bottled water brands. Marketers need detailed information about consumers in order to understand their behaviour and needs.

Consumption of packaged water is increasing worldwide. Prior research shows many consumers believe packaged water is convenient and has better taste than tap water, despite reports of a number of water quality incidents with packaged water. The study herein explore the demographic and social factors associated with packaged water users and the relationship between packaged water use and perceptions of the quality of local water supply. Consumers are more likely to report, packaged water as their primary drinking water source.

In today's turbulent market place where consumers have an enormous amount of information with regards to products and services at their disposal, yelling louder is not a solution to making you heard or recognized in the market place. Instead, creating an outstanding brand that appeal to consumers (Ahuvia, 2005). Ethiopia is a developing country and has witnessed speedy consumption growth in fast moving consumer goods penetration in recent years; particularly, bottled water products. The government action towards industrialization and privatization of manufacturing sector resulted in different investment ventures,

Among the investment areas that show tremendous enhancement bottle water business is one area. The bottled water manufactures in Ethiopia has practiced huge growth as result of a number

of changes, together with emerging middle incomers, the need for clean, safe and hygienic drinking water (Yalew, 2014). The bottled water industry started in Ethiopia lately in late 1990s by brand name called Highland.

Thus, the researcher is initiated to assess branding and its impact on consumer buying decision in the case of bottled water consumers in Ethiopia more specifically in Addis Ababa. In other words, this research aims to understand the theoretical impact of a branding on the decision making process of some the consumers of bottled water in Addis Ababa, the capital of Ethiopia. Lots of work has been done in this regard in the developed countries, but in the third world countries like Ethiopia, the field is yet to be explored and results are to be formalized. It is in this light that the study seeks to investigate branding and its impact on consumer buying decision in the Ethiopian context.

1.2 Statement of the Problem

Though many companies are able to have better products and yet are sometimes unable to compete in the market due to poor branding. Thus strong brands have the potential to generate long term and loyal customers, which would eventually lead to an increase in sales in the future (Hess, Story and Danes, 2011). Packaged drinking water is getting familiar as the aspect of convenience and quality has been guaranteed. The consumers are having numerous brands in selecting the packaged drinking water, and the variety of packaged drinking water is also like mushroom with various styles (Hess, Story and Danes, et al.2011).

In today's marketing environment, consumer preference is continuously changing and becoming highly diversified, buyers were exhibiting diversified, unanticipated and surprising purchase behaviour (Nakmongkol, 2009). In these circumstances it becomes necessary for firms to ascertain diversified needs, desires of consumers and produce product accordingly (Batra, 2015). The fierce competition in terms of product similarity in the market have led marketers to study factors that are influential in consumers' brand choice decisions and its indispensable to deal with the competitors, changing customer tastes and preferences (Das, 2012). To improve the bottled water market share, the marketers need to understand customer insight.

Marketer's ability to create strong brand depends on thoroughly understanding customers profile about why they prefer one brand over competitors (Njuguna, 2014). Strong brand can be a powerful weapon to maintain competitive advantage (Rijal, 2013). Building strong brand is management main issue (Aaker, 1991). Companies with better and superior information can able to develop better product and execute better marketing programs towards their customer (Kotler and Keller, 2012). Even though Most effective and efficient brand building programs are based on the decisions of marketers, the realization of these marketing programs and strategies ultimately resides on how customers respond to particular product brand over competitor's offers.

Many studies have been carried out to identify determinant factors of brand preference and why consumers prefer one brand over competitor's brand in particular product category. Influence might vary with different product categories and country context. Product variables such as quality, quantity style, features, variants & colour customer services among others have relationship with brand quality that could affect consumer's particular product choice decision (Ejionueme and Gerald, 2013).

Consumers are willing to pay higher prices for brands that they perceive to have high importance than competing brands in the market with in similar product category (Henry and 2013). If consumers have a positive perception of a brand, they tend to choose the brand, and this will have an effect on repeat purchases by consumers (Andihka, 2016). A well-known and trusted brand personality makes people confident that the organization is dependable (Isik and Yasar, 2015).

There is an energetic boost in the number of bottled water Geusers as the same time number of bottled water producers are expanding. However, the choice of consumer is different due to factors associated with consumer behaviour. Understanding what consumers consider in choosing a particular bottled water product is important for bottled water companies; it will provide insight to formulate better marketing strategies. On the other hand, failure to do this may result in losing a substantial market share that in return leads to loss of profit and market share.

Moreover, consumers may have their own choice criteria in selection of a particular brand from a set of given product category. Several companies may not understand what factors determine

of brand choice of consumers and wrong investments are made to improper aspect, this in return leads them to loss of their customers (Ahuvia, 2005). Marketers need to comprehend why consumers prefer one brand over the other, how price, product quality, brand image, brand name, brand availability and brand advertisement will affect consumers' brand choice decision, and how consumers will respond to those factors.

Currently, there are more than 87 mineral and bottled water producers, majority of them passed through a thorough certification process mandated by the Ethiopian Quality and Standards Authority (EQSA) and the Ethiopian Conformity Assessment Enterprise (ECAE, 2019). There is almost no significant study has been conducted on branding and its impact on consumer buying behaviour in Ethiopia and there is no research on branding and the impact on consumers buying decision in the case of bottled water in Ethiopia as this study found out. Therefore, there is a clear research gap, so this study is conducted to fill the research gap in the area.

1.3 Research Questions

The researcher attempted to answer the following basic research questions:

1. What are the determinants factors influencing consumers purchase decision for bottled water products in the city of Addis Ababa?
2. What is the level of awareness and satisfaction of packaged drinking water among the consumers?
3. Is there a relationship between consumer's perception of a branding of bottled water and purchase decision?
4. Does branding have a significant influence on the bottled water consumers buying decisions?

1.4 Objectives of the Study

1.4.1 General Objective

The General objective of this study is to examine the relationship between branding and consumer buying decision in the case of bottled water consumers in Ethiopia more specifically in Addis Ababa.

1.4.2 Specific Objectives

The specific objectives of the study are as follows:

- 1) To identify the determinant factors that influencing consumers' brand-choice decision for bottled water products in the city of Addis Ababa;
- 2) To determine the level of awareness and satisfaction of packaged drinking water among the consumers;
- 3) To study the relationships between consumer's perception of a brand and purchase decision;
- 4) To assess whether branding has a significant influence on the buying decisions of bottled water consumers.

1.5 Significance of the study

The study on the determinates of consumer based brand equity in bottled water product is important for different reasons. The water industry is fast growing in Ethiopia, with the special interest in bottled water consumer branding.

Hence, this study Expected to contribute to the body of knowledge with current information on the determinates of consumer based brand equity, for both marketing students and Marketers in bottled water Ethiopian drink industry. The study will also be essential in ensuring consumers to make smart choices when purchasing soft drinks based on elements in relation to the brand attributes. This will give value for money to the bottled water consumers.

Moreover, the study will be essential to the local beverage industry by highlighting key data in the bottled water drink market in ensuring the products available in the market meet the expected standards. This will promote a healthy competitive environment among bottled water drink players.

Lastly, it will be a source of information for policy maker in the sector and It can motivate other researchers to give time and study in this area and other companies other than bottled water. When companies have more understanding about their consumers, the consumer also benefited from this research when the company delivered the needed product by the consumers. Finally,

the researcher may be benefited from the research, as the research study may enhance his skill on how the research will conduct.

1.6. The Scope of the study

This research study explored the determinates of the relationship between branding and consumer buying decision in the case of bottled water consumers in Ethiopia more specifically in Addis Ababa. Likewise, the study focuses on only in Addis Ababa markets, it may decrease the degree of applicability in other areas of the country. The research addressed only customers using gold E and D outlets, so information gained from the view point of other customers who uses other channel like sook, supermarket and min market were not incorporated in the research.

The study delimited only in Addis Ababa, due to majority of community of Addis Ababa back grounded from rural urban experienced societies believed to be morality societal verities and representing the locals and regional customers.

1.7. Limitations of the Study

One major limitation of the study was the inability of the researcher to get earlier studies on the analysis of consumer's branding towards bottled water as general drink out-late specifically. Time has major limitations due to corona COVID 19 "*STAY@HOME*" command post.

How, ever we solve this kinds problem was by synchronizing the questionnaires' in to distributor of bottled water sook using equal chance of number between two in order to have response better off from incoming costumer by giving instructions to distribute how consumer filling and after that collecting last filled questionnaires was found effective.

1.8 Organization of the Study

The research work is divided into five chapters. Chapter one concerns itself with the general introduction grouped under the following headings; Background of the study, Statement of the problem, Research Question, Objectives of the study, Significance of the study, Scope and limitation of the study. Chapter two involves the review of various related literatures on the relevant subject under the study. Chapter three includes method of collecting the data for the research work. Chapter four presents discussions and representation of results and provides analysis of the data gathered for the study. Finally, the fifth chapter provides summary, conclusions and recommendations.

CHAPTER TWO

2. Literature Review

2.1. Theoretical Overview of Brands and Branding

Brands are categorized from the most valuable asset in a given firm. Brand names are results of years of promotion, quality inspections, good will and other relevant features and attributes attached with the product (Keller and Lehmann, et al. 2006).

Marketing association's (AMA) defined Brand as a name symbol, term, sign, design or combinations of the listed elements which aimed to distinctively identify and differentiate a product from the product of competitors. When we create logo, symbol and assign name of term for our product we can say we created a brand (Keller et al, 2003)

Kotter in his famous book "The Ongoing Branding" (2012) states that Brands result on added dimensional in the product which makes them easy to be differentiated from similar products. Functional and emotional attributes are constituted in a brand. Because of these facts brand attributes can have relevance and importance both in negative and positive ways to different market segments.

"Branding is a significant marketing tool and is used to differentiate an organization's product(S) in the marketplace" (Graham,1994) this is in support of Doyle and Stem et.al.(2006) who define brand as attributes that make the recognition and identification of a product easy for customers, Kelleretal (2003) further explains that brands are among the most valuable assets of a company which determines the competitive advantage and the organization's profit.

Brand is used early in ancient times to identify livestock, slaves, and criminals, who marked by bruises with hot iron. According to Ries, brand is a noun with a special promotional power in the mind of consumers to purchase a specific product. The American association on marketing (AMA) defined Brand as a term name symbol, sign or design of the combination of the above elements used to identify products of a producer from that of its competitors. Keller (2003) further defines brand by adding tangible and intangible brand elements, rational and emotional brand elements and symbolist brand elements which makes easy to identify a product. Taking Kellers definition we can understand that brand has different dimensional so that we can easily differentiate from similar substitute of the product. VanGelder (2003) understands the administrative interdependencies and states “brand is the translation of business strategy up to consumer’s experience that brings particular behavior.”

According to Kapferer (2008) brand is source of influence which are interconnected mental associations, the further states we say there is a cumulative brand experience when brand has a power to influence a given market. There is three ad hock points where we can see the dynamic of branding these are 1) product and Service 2) name and symbol, 3) concept. Branding has become one of the most important aspects of business strategy. Yet it is also one of the most misunderstood. Branding is sometimes considered to be merely an advertising function. And many managers and business writers hold the view that branding is about the management of product image, a supplementary task that can be isolated from the main business of product management. This note provides an alternative perspective, arguing that:

- Branding is a strategic point of view, not a select set of activities.
- Branding is central to creating customer value, not just images.
- Branding is a key tool for creating and maintaining competitive advantage.
- Brands are cultures that circulate in society as conventional stories.
- Effective brand strategies must address the four distinct components of brand value.
- Brand strategies must be “engineered” into the marketing mix.

2.1.1. The Four Components of Brand Value

Brand cultures can greatly enhance customer value. If we conduct a thought experiment, we can imagine the value of a brand as the difference between what a consumer will pay for a branded product (a product experienced through the lens of its brand culture) and a physically identical product without the culture. This difference can be decomposed into four dimensions, which, together, constitute the value added by the brand. The four components each have a strong base of research in academic disciplines that inform marketing. Each of these four components accumulates through the stories, images, and associations of the brand culture.

The history of Product experiences—both successes and failures—is spread in stories and aggregates to form part of the brand culture. Historically, humans have depended upon their material culture (clothes, homes, craft goods, public monuments, and religious icons) to serve as concrete markers of values and identities. In contemporary market economies, consumer goods now dominate in serving this function (hence the term “consumer culture”). In particular, brands have become powerful markers to express statuses, lifestyles, politics, and a variety of inspirational social identities. Consider, for instance, how Nike became a powerful marker for American ideals of achievement and perseverance in the 1990s. Or how Apple became a symbol for the rebellious, creative, libertarian values associated with New Economy professionals. When symbolic value becomes conventionalized in a brand culture, it often exerts a powerful halo effects on the other

Dimensions of brand value. For example, when Budweiser’s Lizards ad campaign created powerful symbolic value for the brand, Bud drinkers reported that the beer tasted better. Customers get three types of symbolic value from brands: they viscerally experience desired values and identities when they consume the brand (what anthropologists call ritual action); they use the brand symbol to create social distinction, to make status claims; and they use the brand symbol to forge solidarity and identification with others. On rare occasions, brands serve as the centre of communities. This extreme case of the solidarity effect has been considerably overstated and glamorized in marketing circles of late. Imitating Harley-Davidson is not a good idea for the vast majority of brands.

Most brand cultures are made up of several, or even all, of these four components (consider, for example, an Apple computer). However, often one component will be the primary driver, accounting for the brand's success versus competitors. The relative importance of each component will vary by society, product category, segment, and brand. While it is useful to break up brand value into these four discrete parts for strategic purposes, customers rarely experience the brand in this way. Rather, the components are overlapping and interdependent inferences that customers draw from the brand culture. The most successful brand cultures, then, offer a single coherent story where the components work together in a synergistic fashion so that the whole is greater than the sum of the parts (Harley-Davidson,2017).

2.2. Brand equity

Brand equity plays a very significant role in the understanding of the objectives, mechanisms and net impact of the holistic impact of marketing (Reynolds & Phillips, 2005). In this circumstance, it is not astonishing that measures capturing facets of brand equity have become part of a set of marketing performance indicators (Ambler, 2003).

Brand equity theory and its measurement has an extensive scope of adherents, both from academic and practitioner perspectives, that collectively share what can be described as a “black box” orientation (Reynolds & Phillips, 2005).

The conceptualizations of consumer-based brand equity theory are mainly derived from cognitive psychology and information economics. The dominant stream of research has been grounded in cognitive psychology- focusing on memory structure (Aaker, 1996; Keller, 2001). Aaker (1999) identified the conceptual dimensions of brand equity theory as brand awareness, brand associations, perceived quality, brand loyalty, and other proprietary brand assets such as patents, trademarks and channel relationships.

As with advertising and other marketing phenomena, a number of different theoretical mechanisms and perspectives have been brought to bear in the study of branding. Although there are a number of industry perspectives that highlight important concepts and relationships with respect to branding and brand management, the three main streams of academic research that have formally defined or conceptualized brand equity are consumer psychology, economics and sociology. The sections below look at these three approaches in detail.

2.2.1 Brand Equity theory

In the late 80's there was sufficient rise in the value based management philosophy whereby brand equity has been developed as one of the key philosophies throughout management theory and practice (Gonul & Srinivasan, 1996). However, the need for a conclusive brand equity innovation has transpired to the various developments of different types of brand equity models. Currently there exists over three hundred different models worldwide (Amirkhizi, 2005). Many of these models have focused attention towards the buyer (Aaker & Joachimsthaler, 2000).

However, this study focused on the consumer-based brand equity by Aaker, (1991) and Keller (1993; 2003), whose study findings indicate the differential effect brand knowledge has on consumer choices. Keller (2003) asserts that marketers need to build a brand in a series of four steps. Firstly, markets ought to comprehend how each and every consumer is able to identify the brand that satisfies their needs, which in most cases is operationalized as awareness.

Consequently, after a brand has been identified, the consumer tends to develop a level of perception based on a product's performance and thereafter form judgements about quality. Thirdly, the cognitive and emotional attachment by consumers makes them feel a sense of belonging, making them committed and engaged which subsequently translates into loyalty. Although the three processes make sense when brand equity is traced longitudinally, in reality the first three components of brand awareness, perceived quality and brand loyalty, often do not take place sequentially at any one time. They tend to feed back to one another, especially when the consumer is relatively unfamiliar with the type of brand, and eventually are developed onto the fourth stage of proprietary brand assets, which enables one to protect the rights the brand has accumulated over a period of time, so as to gain a competitive edge.

In parallel, brand equity research rooted in information economics draws on the imperfect and asymmetrical nature of markets (Erdem & Swait 2006). Economic agents, in this context, are required to transmit information about their specific characteristics by means of signals. Brand names, according to Erdem et al., (2006), act as signals to consumers. A brand signal becomes the sum of that brand's past and present marketing activities. Imperfect and asymmetrical market information produces uncertainty in consumers' minds. A credible brand signal generates consumer value by reducing perceived risk, reducing information search costs, and creating favorable attribute perceptions (Erdem et al., 2006).

Aaker's (1991) conceptual definition has usually been used to operationally define brand equity. This model was one of the first published studies that conceptualized brand equity from the customer's perspective, combining both the attitudinal and behavioral aspects of brand equity. It probably provides the most comprehensive framework for examining brand equity. Aaker's (1991) theory of brand equity is essential for successful brand management and informed this study by providing a thorough understanding of brand equity from the customer's point of view. Brand equity is a multidimensional concept and a complex phenomenon. Keller (2002) divided it into two components: awareness and association. Aaker (1996; 2000) grouped it into five categories: perceived quality, brand loyalty, brand awareness, brand association, and other proprietary brand assets such as patents, trademarks, and channel relationships.

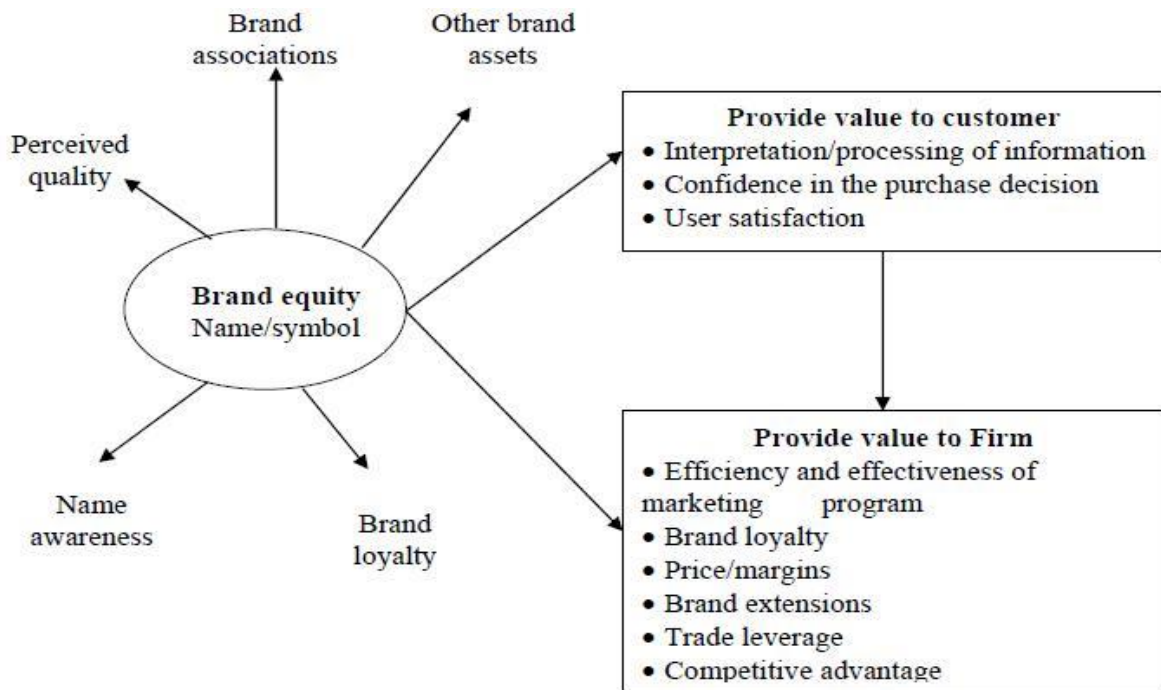


Figure 1 Brand Equity Model Source: Aaker (1991, p. 15)

This study made use of one of the most commonly cited brand equity models in the literature: Aaker's (1991) model. This model has been empirically tested in a number of previous studies (Atilgan et al., 2009; Kim et al., 2003; Yoo et al., 2001) and aids this study to retest the impact of brand equity on consumer choice in the branded bottled water industry in Jamila Central Business District.

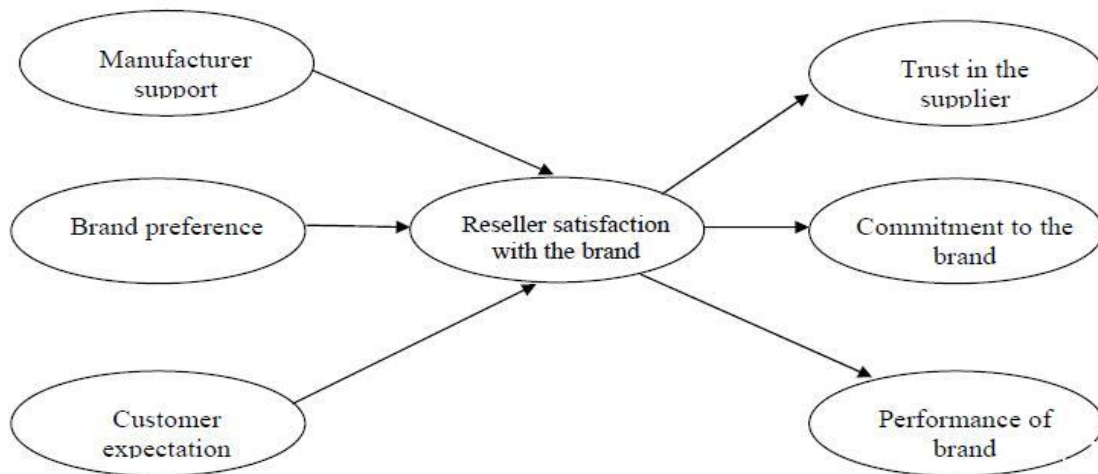


Figure 2 Brand Value model to retailers Source: Glyn (2004, p. 243)

Although few studies have investigated branding theory from the retailing perspective, it is important to identify some of the key points in this context.

First of all, the important role of 'brand' in the retailer context has been confirmed by Baldauf, Cravens and Binder (2003), Davis (2003) and Glynn and Brodie (2004). These are consistent with Webster's (2000) findings, whereby relationship management is a key aspect of brand equity in terms of the inter-organizational exchange from the supply chain perspective.

Davis (2000) showed that brand equity affects supply chain relationships by changing the level of perceived risk in the inter-organizational exchange. Glynn et al., (2004) mentioned

'relationship variables are outcomes of the branding model in the retailing context, which is relevant to the reseller attitude towards brands' (p. 241).

Some key concepts of relationship quality, such as satisfaction, trust, and commitment, appeared both in Davis, Buchanan-Oliver, & Brodie, (2003) and Glynn et al., (2004) studies.



Figure 3 Brand preference of consumer Source: Glyn (2004, p. 241)

Brand preference of the consumer (or consumer based brand equity) was one of the two dimensions of firm brand equity which is highly correlated to trade based brand equity in Davis' (2003) theoretical model and is another important source of brand equity from the retailer's perspective. This consumer brand preference is an important aspect of the value proposition between trade partners, often opening the door to new relationships or providing staying power to existing relationships. Brand preference, according to Glynn (2004), was considered as the source of brand value that represents the resellers' expectations of their customers' behavior with respect to the brand. In relation to the products value (Keller, 2003) the channel activities moderate the linkages between the marketing strategies and the customer, which will eventually affect the performance of the product or service brand. The evidence of Glynn & Brodie (2004) shows that resellers ensure they have taken into consideration the manufacturers brand support resources as well as the service that the product/brand is offering.

Baldauf et al., (2003) consider consumer value as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. This is a trade-off

between benefits and sacrifices (cost) perceived by consumers. In summary, what consumers think about manufacturers' brands does affect the brand's value from the retailer's perspective. This is consistent with Webster's (2000) model of brand value in the three-way relationship among brands, resellers and consumers.

2.2.2 Consumer Utility theory

Consumer utility theory study about how people expected utility of benefits based on their individual preferences and budget constraints. Consumer theory shows, how much income they have available to spend, how customers make choices and the prices of goods and services. Consumer theory is not a perfect theory; however, it is based on a number of assumptions about human behavior

Consumer theory look for to forecast consumer purchasing patterns by creation of the following three basic hypothesis about human behavior such as Utility maximization:, No satiation and utility. Empirical and theoretical research of non-expected utility theory recommends an approach to decide on variations of utility function and individual weight.

Random utility models apply for features of alternatives and decision making by comparing one product with other product to maximize their satisfaction. They rely on choosing more likely alternatives on particular cues and attributes form consumer preferences. One of the models of consumer behavior in economics is developed by Kotler, (2001).

According to utility theory consumer economics believes consumers consider about their choices in order to exploit the utility logically. Consumers take account for perceived risks and penalty in case of uncertainty in making their purchase decision (Baker, 2001). Consumer's decision process is based on a set of alternative chains of action and motives (Parvatiyar & Sheth, 2001). Accordingly, utility theory study how to develop a framework of purchase intention in terms of economic and psychological perspectives by integrating this with retail marketing domain throughout measuring consumer purchase plan.

2.2.3 Psychology Based Approaches of Branding

Researchers such as Krishnam (1996), Henderson, Iacobucci, and Calder (1998) and Lassar et al., (1995), studied about the effects of branding as cognitive psychology perspective, regularly approved network memory models to develop hypotheses, and theories, comprehensive and diagnostic value offer. Marketers use psychology as a main factor on their brand strategy and as a node memory of different types of associations. Previous research also adopted a categorization perspective to memory exemplifications of branding (Boush & Barbara, 1991).

Psychology based branding approach assumes that consumers realize brands as groupings to be connected with specific attributes associated with the different products which represent individual brand category (Loken & Roedder, 1998).

Aaker and Joachimsthaler (1996,2000) have made their research on the principles and concepts of social cognitional developing and social psychology models on consumer brand based decisions which affects attribution processes, referral mechanisms, accessibility expectancy value formulation diagnostics considerations. A number of researchers, also, have fairly extensively used models of consumer inference-making.

According to Aaker (1991, 1996) and Aaker & Joachimsthaler (2000), papers and three books brand equity largely incorporate with corporate and managerial strategy. Former research's also addressed many challenges of managerial branding and a number of distinct brand identity and useful brands established,

Keller (1993, 2003) defines 'customer-based brand equity' from consumer behavioral perspective the differential effects of brand equity, brand knowledge of the consumer and customer response to the marketing of that brand. This model also explains brand as positive customer base equity when customers favorably respond to a product and the brand is marketed, identified and compared with other product. According Consumer-based brand equity thought consumers have high level of familiarity and awareness about the brand they used, they are favorable with unique brand associations in their memory.

Brand building have a series of logical steps: establishing proper brand identity, creating appropriate brand meaning, eliciting the right brand responses and forging appropriate brand relationships with customers (Keller, 2001). according to this model to achieve the four steps

establish six core brand values such as brand performance, brand judgments, brand feelings, brand imagery and brand resonance also he develops different concepts by considering different managerial applications.

connectionist model of brand-quality association provides more explanation about consumer feedbacks for various branding strategies than a spreading activation account under certain conditions. this model, assumed that the adaptive learners who 'learning to value' opposed the spreading activation perspective and they argue on more relevant issues of consumers which is linked to learning to recall. Janiszewski and Cunha Jr, (2004).

2.2.4 Economics based Approaches

Erdem's (1998) approach, is based on the premise of imperfect and irregular information about markets structure, consider role of credibility as the primary determinant factor of as 'consumer based brand equity'. While consumers have uncertainty about product features, firms may use brands to give information to consumers about product positions and to signal. Erdem (2006).

The principle of economic value model is based on earning valuation method which creates "future free cash flows. The economic based approach values brands based on the principle of awareness and loyalty which translated in to "free cash flows" 'in the same way as the shareholder valuation.

Rao et al., (2000) argued that brand name transfer information about unobservable quality, false claims also result in unendurable economic losses, due to sunk investments, repetitive losses, or future profits losses in a brand alliance application with hypothetical television. consumers' quality evaluations of a product which have an important unforeseen attribute enhanced with a second brand that perceived vulnerable consumer sanctions.

This thesis approved the psychological and economic based approaches in developed a new model by undertaking survey to determine the influence of brand equity on consumer choice. Factors which determine psychological approach such as brand loyalty and perceived quality are closely however brand awareness and proprietary brand assets are tied to economics based approach in lifestyles and classes of the consumers.

2.4 Empirical Literature Review

2.4.1 The Relationship between Branding and Consumer choice

Several university research studies indicate customers brand interaction is similar to how they interact with people. Since we are living in the social world brand affects our behavior in many ways. Brand as defined by business dictionary it is “unique design ‘words or combination of words, symbols which is employed in creating an image that identifies a product differentiate it from its competitors.

According to former studies of branding and consumer choice by Mittal, and Lassar, Mittal, & Sharma, (1995) it recognized five constructs such as performance, social image, value, trustworthiness, and attachment Yoo et al., (2001).

Integration of the above five characters, used three measures (brand loyalty, brand awareness and perceived quality) to examine brand equity and consumer choice. Marketing strategy was acknowledged by Yoo et al., (2001) in his study on marketing strategy, marketing mix such as store image, price, distribution intensity and promotional spending.. Pappu et al., (2005) creates brand awareness and brand association by using two products, successfully tested the influence of four dimensions of brand equity on consumer behavior and the studies were unlike from Yoo et al., (2001).

Neither Pappu et al., studies (2005) tested the marketing mix, brand equity and consumer choice relationship. Their findings supported the hypothesized four-dimension model of consumer-based brand equity across two product categories and six different brands. The principal contribution of Pappu et al., studies (2005) research was that it provided empirical evidence by considering four dimensions of consumer based brand equity by using two product categories and six Variety of brands which support the multidimensionality of consumer- based brand equity, for Aaker’s and Keller’s conceptualization of brand equity.

From competitive stand point brand is a crucial part of business strategy. Brand shapes human perception of attraction and familiarity which leads to more revenue to the company and customers depend on it no matter when and where.

Customer choice based brand equity in the hotel industry by, (Ruchan et al., (2007) , the researchers investigate correlation of the four brand equity elements; brand loyalty, brand

awareness, brand image and perceived quality in the hotel industry.. In addition to his findings of three dimensional brand equity and consumer choice model in hotel industry. -Ruchan et al., (2007) examine on his research about brand equity on different product categories, and this finding give the opportunity to construct comparisons between different products, and industries.

According to Christodoulides & Chenatony (2010) (2013) study by using investigated European data, the influence of brand equity on consumer responses study result indicated that brand equity dimensions inter-relate., brand awareness also have positive impacts on brand associations and perceived quality. brand associations and brand loyalty are the main drivers of overall brand equity .Brand loyalty is mostly influenced by brand association and finally that perceived quality, The general framework proposed in their empirical studies across countries confirm the positive impact of brand equity on consumers' feedbacks observed.

Marketers influence consumers buying behavior by establishing brand image or logo which creates physical appearance and eye attraction, slogans and reputability .Strong brand reputation builds trust between consumers and marketers.

2.4.2 Brand loyalty and consumer choice

The study of “The Taylor, Celuch, & Goodwin, (2004)” on “The importance of brand equity to customer loyalty” Suggested that brand equity and trust are consistently the most important antecedents of behavioral and attitudinal forms of customer. Results suggested that industrial equipment marketers may go further than consumer satisfaction towards integrated strategies that foster brand equity customer base trust as well. With only a few differences being observed have an iconic brand which is demonstrated by customers easily which have brand loyalty over the years.

The Macintosh (1997) conduct his study on ‘retail relationships and store loyalty as a multi-level perspective’ and findings disclose trust, interpersonal relationship and commitment of salesperson have direct link with purchase intention in addition to indirect relation to store attitude. Brand loyalty the positive connection customers attach to a particular brand or product. Companies invest significant amount of money in marketing or customer service to build and maintain brand loyalty for established product. For example, Coca-Cola companies the general framework proposed in their study found to be empirically robust across the studied countries. In

other way stores attitude indirectly creates loyalty for customers who do not have relationship with salesperson, but it does not have a direct impact on purchase intention. This research explains the multi-level complexity of relationship retailing, by providing further evidence on value generating and maintaining interpersonal relationships as a retail strategy. Brand loyalty is demonstrated repeat purchases of a product when the customer has choices of competing alternatives and brand loyal customers commit to a brand without considering its price.

According to Hanzae and Andervazh, (2012) investigation, there was a significant and positive relationship between factors of brand loyalty and cosmetics purchase intentions. When loyal customers have found a product that meets their needs they are not interested on examining another brand.

Malik (2012) conduct his survey on the impact of brand awareness and brand loyalty on purchase intention and its results show that purchase intentions have a strong positive relationship with brand loyalty. Thus managers should promote brand awareness along with brand loyalty which leads towards positive purchase intentions.

According to Knox and Walker (2001) study four measures such as loyal, habitual, variety seekers, and switchers, purchasing styles were identified and characterized after identifying the purchase behavior

In addition to this Qusted and Lin (2003) study the relation between product involvement and brand loyalty by examining specific consumer and product parameters. Atilgan, Aksoy & Akinci (2009) also study the practical application of Aaker's well Known conceptual framework of brand equity and investigating causal relationship between brand equity measuring and consumer's perception of brand equity and the result showed that consumers perceptions on dimensions' brand equity affected by brand equity evaluations.

The study was conducted by data collected from a sample of Turkey university students and the research proved that brand loyalty was the most significant dimension of brand equity. In addition to identifying brand loyalty was the most influential dimension of brand equity, it finds out the factors which involved in the brand awareness and perceived quality order to strengthen their influence on brand equity.

Gil, Andres, & Salinas, (2007) also examine sources of consumer based brand equity and its dimensions by evaluating information of a brand granted by the firm and its family through price, advertising and promotional spending and the result prove that positive information about certain brand which was provided by the family members have higher motivational factor than the above marketing variables. For this reason, need have further study on the impact of purchase decision on post purchase behavior.

Audhesh et al., (2007) study focused on the assessment of alternative brand and consumers feeling associated with being rejected by the preferred service brand, and its effect on consumer alternate brand. The findings showed that consumers who searching for their preferred brand service are more satisfied by obtained brand and exhibit higher levels of brand loyalty towards that brand, consumers who start with a service brand which is not their first choice look to have lower levels of satisfaction and they seem to be loyal towards, the obtained brand.

2.4.3 Brand Awareness and consumer choice

Brand awareness an important role in consumers purchase decisions or product usage experience. Consumers searched product and service information from friends than Manufacturers websites and brochures. One very important characteristics of consumers perceived product quality is a key determinant point in building and maintain customer loyalty (Brakus et al,2009). The analysis is being performs on home air-conditioning' and the findings point out that having good brand name is not an important consumer's choice criteria but is helps them to inform customers about product quality and also consumers were voluntary to pay more money for an air-conditioner which have brand reputation with brand quality. The study state when the customer has better information about important features of a product they were willing to pay more, they could increase customers brand awareness, by using advertising mechanisms i.e. broadcast media that include radio and televisions regularly and seasonally, for helping them on the decision-making process.

Kellers (2008) conduct his study on brand awareness by referring that weather consumers can remember or recognize a brand just as peoples buy mobile phones, customers more inclined to buy iPhone or Samsung than a less known brands. When consumers face a vast commodity brand awareness it is easy to attract consumers.

According to Keller (2000), studies brand recall refers to the consumers' ability to retrieve the brand from memory, also Keller (2001) argued that "brand recognition may be more important to the extent that product decisions are made in the store." Customer based brand equity occurs when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory.

Based on Yoo et al., (2001) study cross cultural general liability of brand equity creation process model, brand equity and marketing efforts and had invariant effects on brand equity. whereas brand loyalty and perceived product quality do not have relevant effect on equity, and it is essential to evaluate the brand awareness characteristics and investigate the brand loyalty and perceived quality attributes.

Kim et al., (2003) conducted a study with the aim of testing four elements of brand equity namely; brand awareness, brand image, brand loyalty, and perceived quality. The results found that of those attributes, brand awareness had the strongest direct effect on revenues, while loyalty had the least effect. Baldauf et al., (2003) evaluated the consequences of brand equity management as one of the most important measurement issues for intangible assets in the new economy. Results indicated strong support for measures of brand awareness as antecedents of firm performance, customer value and willingness to buy.

The finding of Yi & La (2004) showed that, consumers perform better in preserving favorable brand awareness and have a conservative reaction tendency. This effect occurs to building brand awareness for short presentations, but not for long presentations. These findings may serve as guidelines for a strategy formulation which enhance customer mind set up towards brand equity.

2.4.4 Perceived quality and consumer choice

In modern business creating and maintaining customer loyalty is a strategic requirement. customer loyalty classified in to affective loyalty and cognitive loyalty which is related to customer's quality perception. According to Cue theory there are two dimensions of perceived quality, intrinsic quality which linked to brand and intrinsic quality which related to internal product features.

According to (Golder et.al 2012) quality is the central element in business strategy academic research. Most firms compete on quality, markets and customers search for quality and it classify quality in to two a subjective quality and objective quality.

Kamakura and Russell (1999) study Perceived value guesstimates about brand value assignment the value consumers assign to the brand, after discounting for situational factors such as price and promotions. Dominance ratio evaluates the brand's ability to withstand price competition, an important indicator of a brand's value to the firm. Intangible value isolates the component of quality perceptions that cannot be directly attributed to the physical product.

The findings of Kamakura and Russell (1999 perceived value theoretical perspective and dominance ratio are comparable ideas. Also Intangible factors are to be identified and tested by separating it from the quality factors, because of it affects the price of a brand.

According to Heller, Geursen, Carr, and Rickard (2003) study of general service sector model of repurchase intention from the consumer theory literature customer re-purchase intention was influenced by seven important factors: such as equity. Value service quality, expected switching cost and satisfaction. Although his findings show that perceived quality do not have direct impact on customer satisfaction, but it has indirect affection through customer equity and value perceptions, the other result shows that brand preference is a dominant factor between customer satisfaction and re-purchase intentions.

Consumer choice theory is a branch of microeconomics that relates consumer demand curves consumption expenditure ant it makes analysis on how to maximize the desirability of consumer's consumption measured by their preferences subject to limitations on their expenditures, by maximizing utility which subjected to consumer budget constraint. The law of demand states that the rate of consumption decreases as price of goods rises

The research conducted by Bamert & Wehrli (2005) review consumer quality dimensions which is the measure of brand equity with consumer goods, in their study, they made nine different tests by using online experimental survey method. The selection of respondents was made by using random sampling method. Experiment findings showed that for consumer goods, customer service is a marketing instrument in the services market, customer service was part of the

perceived quality of a service. By identify the impact of other building blocks of brand equity through further research.

Based on, Nguyen, Barrett, and Miller, (2011) study there are direct relationships between perceived quality and brand loyalty, brand awareness and perceived quality distribution intensity and brand awareness in emerging markets.

2.4.5 Consumer Choice

To improve risk and uncertainty of consumers companies engage the audience through advertisement to re force their beliefs and aid the customer for decision making Meyers (2013). The study focused on the psychological dimensions for examining consumer uncertainty which relates to consumer choice.

According to (The Norberg and Maehle)(2011) study on background and outcomes of consumer alternative declare that understanding consumers influencing factors such as purchase intentions and willingness to pay premium price helps marketing managers for decision making. The study also acknowledged that mangers need special attention on trust building in a brand labels which is an important factor influencing consumers' attitude toward the label. Though, it is not important creating too high expectations because of, if the product quality do not meet higher consumer expectations, it leads to dissatisfaction and decreases loyalty.

On the study conducted by” White (2005) satisfaction emotions were best conceptualized as a three-dimensional construct that included positive, negative and “bi-directional” emotions and the findings of the study stated about the significant positive relationship between consumer purchasing behavior and emotions when the underlying products establish satisfaction, and if a product is referred, or is experienced, consumers are embedded to purchase from their satisfaction levels.

Consumers' perception on the difference between customized or modified products and brand stereotypes, and the level of brand's impact on consumers' decisions to customize their 0choices (Miranda, Konya, & Havrila, (2005)). The results show that, had little common factors that drive consumers to modify their purchases based on the imagery brands except the motive of, satisfaction from, customizing the product with a significant influence on the perceived difference between customized items and brand stereotypes. According to Miranda et al., (2005)

the extent to which brand influences customers to tailor their purchases, depends on the stores from which consumers make their purchases. A significant reason of consumer's engagement on arranging their product choice was for satisfaction their quality need and truly believe that their compositions were appreciably different from brand stereotypes thus vindicating the theory of self-congruency

2.4.6 Proprietary Brand Assets on Consumer choice

There are five factors which determine brand equity such as: 1. Brand Loyalty 2. Brand Awareness 3. Perceived Quality 4. Brand Association 5. Proprietary Brand Assets. Proprietary brand assets are, trademarks and channel relationships. Brand assets will be most valuable if they reduce or prevent competitors from eroding a customer base and loyalty.

These assets can take several forms. For example, a trademark will protect brand equity from competitors who might want to confuse customers by using a similar name, symbol, or package. A patent, if strong and relevant to customer choice, can prevent direct competition. A distribution channel can be controlled by a brand because of a history of brand performance.

According to a brand, Keller (1993, 2001) evaluation brand having low level of brand equity fail to perform its designed results. Performance is defined as consumer's judgment about brand as a fault free and long lasting physical operation and excellence in product physical construction.

Lassar et al., (1995) defined Social image is the consumer's perception esteem in which the consumer's social group holds the brand and which includes consumer attributions makes and a consumer thinks about other makes. consumer's brand choice depends on a perceived balance between the price of a product and all its utilities A consumer is willing to pay premium prices for higher brand equity.

Aaker (2001), 'Brand-as-organization' on his study consumers believe the organization, values, the people, and programs that lie following the brand. 'Brand-as-organization' is particularly helpful when brands are similar with respect to attributes, when the organization is visible or a corporate brand is involved. Corporate social responsibility (CSR) is another concept which influences brand development, especially corporate public brands want to know what, where, and how much brands are giving back to society. CSR can be defined in terms of legitimate

ethics or from an instrumentalist perspective where corporate image is the prime concern (McAdam & Leonard, 2003).

More empirical studies need to be done on the dimensions of the brand equity. Different dimensions of brand equity are likely to have interactive effects and it would be a challenge to focus on only 'other proprietary brand assets'. For example, some dimensions might function as antecedents to consequences with respect to other dimensions.

2.4.7 Industry Context and consumer choice

On their study Likewise, Johnson & Auli (1998) stated that industry context is a significant moderator of satisfaction loyalty relationships. Satisfaction is a relatively more dominant role in determining of transactional customer loyalty. Dissimilarity consumers who have high efficiency are relationally oriented. Trust is a more important feature than satisfaction which determines choice which give back trust by being more loyal to the specific firm.

Satisfaction levels would suffer, when consumers' temper toward voice and exit is limited either because consumers feel powerless to exit or lack worth, (Hirschman) As a moderating variable, this study will try and measure to what extent the consumers of bottled water, are empowered to act on their disposition on a brand of bottled water, and, furthermore, how resellers can ensure that there is a continuous cycle of purchase by consumers.

2.5. Summary of literature and Research Gaps

There are a few empirical studies that declare how measure brand equity. whereas the majority of research studied brand equity conceptualizing from the consumer perspective,

Consumer-based brand equity, which discussed on the above theories, is a multidimensional construct consisting of various attitudinal and behavioral components However, most customer-based brand equity models are measured by attitudinal aspects.

all of the above studies are based on Aaker's (1991) model for measuring consumer-based brand equity, there are some different findings among these research results. For example, Yoo et al., (2001) found that brand association and brand awareness were not significantly discriminant: these two concepts were added to others factors called perceived quality, Brand loyalty, and other proprietary brand assets awareness. However, this finding is challenged by other results,

which show a distinction between brand awareness and brand association (Washburn & Plank 2003; Pappu et al., 2005).

Moreover, the measurement of each component of brand equity has been treated differently in the empirical tests of Aaker's model. For example, brand awareness was measured using a single measure in the Pappu et al., (2005) study, while it was treated as a multidimensional scale in other studies by Yoo et al., (2001) and Kim et al., (2003). This illustrates one of the gaps in the literature on branding, which has not yet reached a consensus definition and measurement of customer-based brand equity. Therefore, this measurement model needs to be replicated in different contexts in order to increase the validity and reliability of the measurement scale (Baldauf et al., 2003; Washburn & Plank 2002; Yoo et al., 2001).

The literature shows that most studies on customer-based brand equity have approached the subject from the perspective of the consumer, even though the 'customer' might be an individual or an organization (Atilgan et al., 2005). Therefore, the question 'Does customer-based brand equity from the consumer perspective apply to the context of business while business marketing is still being developed?

The major limitation of the Yoo and Donthu (2001) three factor consumer-based brand equity scale is that brand awareness and brand associations- two theoretically distinct underlying constructs of brand equity, collapsed into one dimension. The question of whether or not brand awareness and brand associations should be collapsed is critical. Although the two constructs are clearly correlated, both Aaker (1999) and Keller (2002) distinguish between brand awareness and associations. According to Aaker's (1999) conceptualization, brand awareness must precede brand associations.

Nonetheless, the two dimensions are not synonymous since one can be aware of a brand without having a strong set of brand associations linked to memory. Pappu et al., (2005) achieved a distinction between the dimensions of brand awareness and brand associations. However, their confirmatory factor model suffers from a serious limitation. Two of brand equity's dimensions: brand awareness and brand loyalty are operationalized by one and two indicators respectively, making the psychometric properties of their scale questionable (confirmatory factor analysis requires a minimum of three indicator variables for each exogenous construct). Another

limitation is related to the exclusive reliance on student samples to develop and validate their brand equity scale. Students are generally not effective surrogates of consumers.

2.6 Hypothesis

The study identified two hypothesis the first hypothesis tests whether Brand has significant influence on the preferences of customers choices of bottled water, the second hypothesis tests whether the brand loyalty, brand awareness, perceived quality and other proprietary brand assets on consumer choice decision for bottled water. The hypothesis and the null hypothesis of the study are presented as follows.

Hypothesis one

Ho: Branding has no significant effect on consumer choice decision for bottled water

H1: Branding has a significant effect on consumer choice decision for bottled water

Hypothesis two

Ho: brand loyalty, brand awareness, perceived quality and other proprietary brand assets have no equal impacts on consumer choice decision for bottled water

H1 brand loyalty, brand awareness, perceived quality and other proprietary brand assets have equal impacts on consumer choice decision for bottled water

Both the hypothesis is tested and the results are shown in the next chapters of the study

2.7 Conceptual Framework

The definition of brand equity is the value that consumers associate with a brand and the consumers' perception on the whole advantage of a product when specific brand name compared to other brands (Aaker 1999). The conceptual framework for measuring customer-based brand equity is developed by using the conceptualization of Aaker's dimensions of branding.

The below model explain how industry context influence the relationship between consumer choice and brand equity to make sure conclusive results, the study captured how industry context affects brand equity, consumer choice and the relationship between both dependent (consumer choice) and independent (branding).

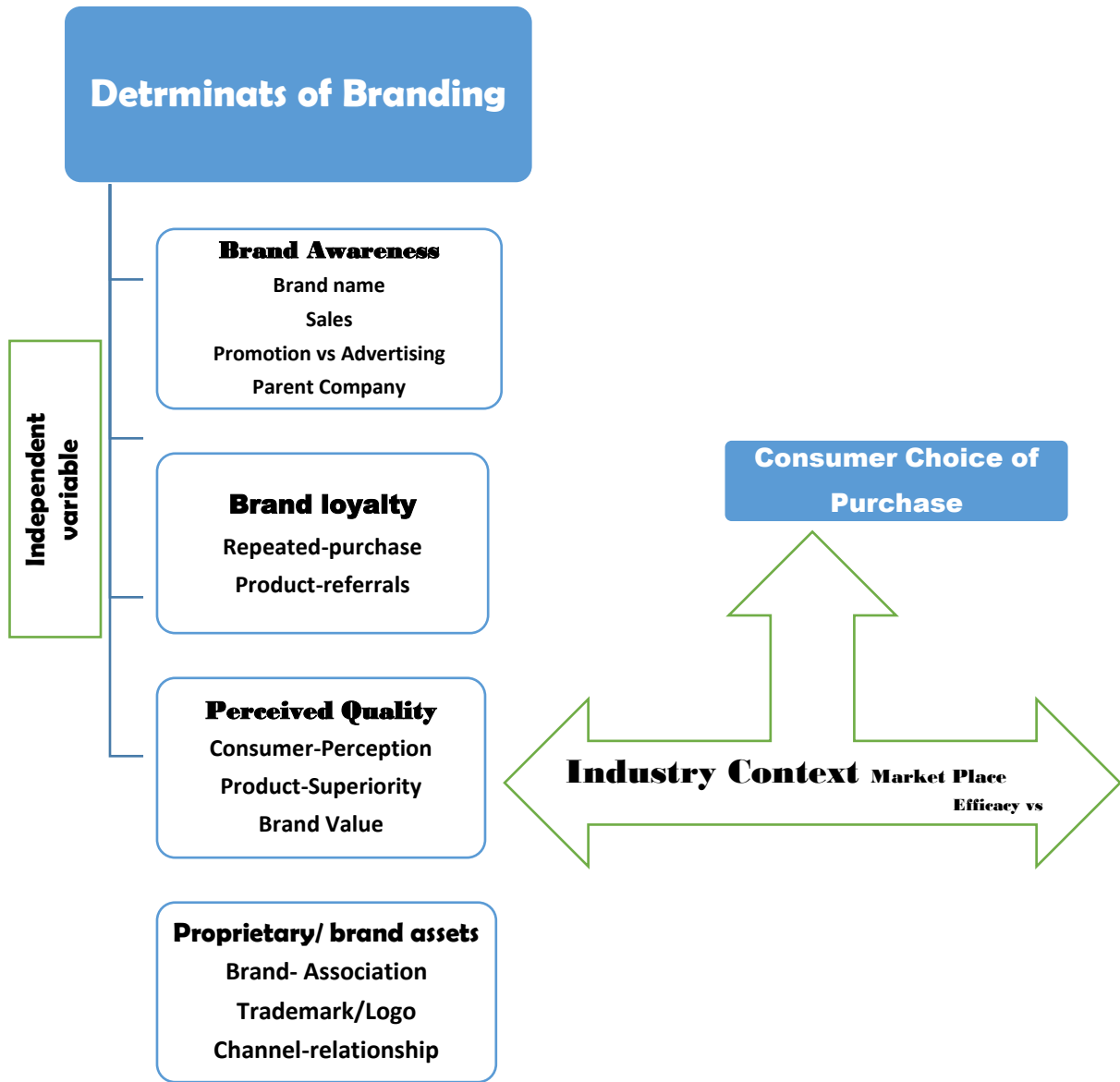


Figure 4 Conceptual framework developed by Author ,2020

CHAPTER THREE

3. Research Methodology and Design

3.1 Research Design

The study was used explanatory research design with self-administered questionnaire as secondary data collection techniques using both qualitative and quantitative data type. Therefore, Explanatory research design is believed to be appropriate for this study as it consists of mainly how and why questions of the study, behavioral real events which are not possible to control and contemporary and complex social phenomenon whose boundary is not clear (khaotari, 2004).

For undertaking this research, according to Malhotra and Birks (2006). it stated that on Explanatory Survey Design as an overall approach for its ability to incorporate different methods and techniques in the collection and analysis of data that focuses on the various issues of the study for explanation in a scientific way and phenomena. Moreover, discovering regularities in descriptive events is a prerequisite to investigate the relationship between branding and consumer buying decision in the case of bottled water consumers in Ethiopia more specifically in Addis Ababa.

3.2. Research Approach

This research Approach was organized using both quantitative and qualitative methods, which was in triangulation research method which is help to clarify concepts, characteristics, descriptions, counts and measures to demonstrate implications of the issue under objectives. The quantitative method involves the use of structured and semi-structured questionnaire while qualitative would include the use of structural questionaries' with the sampled subjects selected for this research. According to Mouton & Marais (2001), identified about Quantitative methods are most often used when the motives for research are evaluated.

The quantitative method refers to the collection of data using numbers, counts and measures of things and qualitative research basically involves the use of words, picture description and narratives. In other hand, Kothari (2004) was asserted that in qualitative research, it aimed to understand how people live, how they talk, how they behave and what captivates or distress them. The most effective evaluation research is one that combines qualitative and quantitative components, making statistical comparisons is useful and so is gaining an in depth understanding

of the processes producing the observed results or preventing the expected results from appearing. It was for this sake that; this research design was chosen in order to explore the relationship between branding and consumer buying decision in the case of bottled water consumers in Ethiopia more specifically in Addis Ababa.

3.3. Target Population

Population is a complete set of elements (persons or objects) that possess some common characteristic defined by the sampling criteria established by the researcher (can Biopharm Stat. 2002 May; 12(2):267-76). The study used unknown target population for the study. therefore; the researcher used men and women who use non-alcoholic carbonated soft drinks at selected gold eating and drinking outlets. So the sampling frame for this study taken from the observation in six area of Addis Ababa by dividing it north Addis, South Addis, East Addis, Central Addis-1, Central Addis-2 and West Addis to include different life style of Addis Ababa.

3.3.1. Sampling Frame

Sampling frame is list of all the elements in the population from which the sample is drawn. This list should contain enough information about each prospective sampling unit so the researcher can successfully contact them. Having an incomplete sampling frame, decrease the likelihood of drowning a representative of the sample. Sampling frame list can be created from a number of different source such as customer lists from company's internal database, random digit dealing (hair, Bush and ortinau,2006, p.343). So for this study the researcher used six area of Addis Ababa by dividing it north Addis Ababa, South Addis Ababa, East Addis Ababa, Central-Addis Ababa-1, Central Addis Ababa-2 and West Addis gold eating and drinking outlets (outlets their industry volume sales is more than 100 cases of bottle per month) based on the database researched in CCBA (NBE,2019). So for this study, the researcher used sample from respondents who uses these selected gold eating and drinking outlets.

3.3.2. Sampling Size

Generally, the sample size for any study depends on the:

1. **Population Size** — how many total people fit your demographic?

2. **Margin of Error (Confidence Interval)** — No sample will be perfect; the researcher need to decide how much error to allow. The confidence interval determines how much higher or lower than the population mean. The researcher is willing to let your sample mean fall. It will look something like this: “68% of voters said yes to Proposition Z, with a margin of error of +/- 5%.”

3. **Confidence Level** — How confident the researcher wants to be that the actual mean falls within his /her confidence interval? The most common confidence intervals are 90% confident, 95% confident and 99% confident.

4. **Standard of Deviation** —

5. **Necessary Sample Size formula** = $(Z\text{-score})^2 * StdDev*(1-StdDev) / (\text{margin of error})^2$

Assuming the researcher chose a 95% confidence level, .5 standard deviations, and a margin of error (confidence interval) of +/- 5%. $((1.96)^2 * .5(.5)) / (.05)^2$ $(3.8416 * .25) .0025$ $.9604 / .0025 = 384.16$ so approximately 385 respondents were needed. So the sample size for each area were depend based on the percentage each area has from the total gold eating and drinking outlets. So the following is percentage of each area; -

<i>1) North Addis Ababa-285(outlets)/2101=0.13565*385(samples)=52.22513≈52</i>
<i>2) South Addis Ababa (667 outlets)/2101=0.317468*385(samples)=122.2251≈122</i>
<i>3) East Addis Ababa (284 outlets)/2101=0.135174*385(samples)=52.04188≈52</i>
<i>4) Central-Addis Ababa-1(273 outlets)/2101=0.129938*385(sample)=50.02618≈50</i>
<i>5) Central Addis Ababa-2(288 outlets)/2101=0.137078*385(samples)=52.77487≈53</i>
<i>6) West Addis Ababa (304 outlets)/2101=0.144693*385(samples)=55.70671≈56</i>

3.4. Data Collection Method

There is a choice of three main research instruments in collecting primary data includes questionnaires, qualitative measures and mechanical device (Kotler and Keller, 2006, p.101). In this research, the researcher used questionnaire to collect the primary data, therefore the reviews focused on the concept of questionnaire method only to collect only primary data (data gathered freshly for specific purposes). For this study the researcher uses a questionnaire. The research questions were designed according to conceptual framework for answering the main objectives of the study.

3.5. Data Collection Form

The researcher used primary data from the market through questionnaire including Brand Awareness, Brand loyalty, Perceived Quality, Associated class and brand visibility, Procurement practices & Distribution Networks influencing Consumers choice of purchasing of individual to extract information from respondents.

3.6. Validity and Reliability

For quantitative data gathering

As Ayman, (2011), Cronbach Alpha is one of the commonly used indicators of the scales internal consistency. Reliability Statistics were used to confirm the reliability of the instrument. Preferably, the Cronbach Alpha coefficients of a scale should be above 0.7. Based on this, a pilot test with 20 respondents was made in the study area in Bottled water drinks at Addis Ababa drinking and eating out let only before the actual distribution of the instrument starts.

As a result, the coefficients of reliability of items measuring variables are found to be Cronbach's alpha $\alpha = 0.969$. Therefore, the instrument can be accepted as reliable. So the questionnaire was distributed after correcting the feedback given in the pilot study. Cronbach's value for all variables after data entry is $\alpha = 0.969$ and then is computed as per the category as follows. The category Cronbach's values that are less than the overall and items was greater than 0.7 which have been accepted.

Table 1: Survey Cronbach's Alpha Reliability Result of the Variables

Reliability Statistics	
Cronbach's Alpha	N of Items
.969	21

For qualitative data

For the document analysis and secondary data trustworthiness was assured by avoiding double barreled, long and complex questions. Efforts were made to avoid leading questions and false premises. Triangulation by method and data source was held to keep the trustworthiness of the data to authenticate the genuineness of data, the researcher was established good rapport relationship between study participants and documents. Content validity or inter judge validity

was conducted to find out if the questions were representing what they were intended to measure in a proportional way.

Validity of the Instrument

For the clarity of the instrument and to avoid contradiction of the instruments by cross checking response alignment. As a result, some questions found to be similar were removed.

3.7. Data Analysis

As a set of procedures or methods that were applied to data that has been collected in order to obtain one or more sets of results. Analyses the research results of consumer's attitudes towards branding of bottled water consumers in Ethiopia more specifically in Addis Ababa. When shopping for Bottled water drinks at different eating and drinking outlets of Addis Ababa. The data analysis consisted of three parts as follows:

- 1 The analysis of customer's demographic data.
- 2) The analysis of consumer's branding toward bottle water consumer at Addis Ababa regressions using to show some key characteristics of the respondents and most importantly analyses the patterns and behavior to present a predictive model of consumer based bottled water Branding and their buying decision from consumer's data.

It is unquestionable that after the collection of data analysis, interpretation and presentation in order to give recommendation to the problem. For the purpose of this study both qualitative and quantitative data was analyzed accordingly. Qualitative data start during and after data collection, which helped in rearranging and analyzing these data systematically and rigorously. Data was presented in the form of statement.

Mainly for quantitative data, descriptive statistics used to summarize data by using Statistical Package for the Social Sciences, (SPSS) version 23 software. Statistics including mean, frequency and standard deviation also was used to analyze the data among the different groups. The mean and standard deviation was used to describe the data obtained indicted mean difference of variables (determinant of branding I.e. *Brand Awareness, Brand loyalty, Perceived Quality, Associated class and brand visibility, Procurement practices & Distribution Networks*) variable independent variable and the dependent variable (consumer choices of purchase).

Inferential statistics is particularly the Pearson's correlation was used to show the relationship dependent and independent variable and the strength/degree as well as direction of associations between variables. In addition, multiple liner regression analysis was used to show up the influence. Multiple Linear Regression Equation is an extension of simple linear regression to show up the out case and effect, factor and impact analysis. It is used to predict the value of a variable based on the value of two or more other variables.

The variable used to predict is called the dependent variable (sometimes, the outcome, target or criterion variable). The variables are using to predict the value of the dependent variable is called the independent variables (or sometimes, the predictor, explanatory or repressor variables). Sometimes also called multivariate linear regression for MLR.

3.7.1. Model specification

From the conceptual framework, consumer choice (Y) is a function of the composite variable brand equity whose components. Consumer choice Y is a latent or unobserved variable. However, it is made concrete when purchasing decisions are made. To this end Y is estimated using consumer purchase decision. To achieve the study objectives a variety of choice models such as multiple linear probability model (MLPM).

A variety of choice models $Y = \text{CmrChoP} + \text{BAwns}_{xi1} + \text{BLoylt}_{xi2} + \text{PQlty}_{xi3} + \text{AssC\&BVis}_{xi4} + \text{Ppr\&DiNet}_{xi5} \dots + \sum$

I. Independent Variable

BAwns: Brand Awareness

BLoylt: Brand Loyalty

PQlty: Perceived Quality

AssC&BVis: Associated class and brand visibility

Ppr&DiNet: procurement practices & distribution networks

I. Dependent Variable

CmrChoP: Consumers choice of purchasing

3.8. Ethical Issues

In this study, all participants and data collected remained confidential and identities of respondents remain undisclosed. Moreover, the privacy of all respondents was respected in reporting of this research. The purpose of the research was explained before the research questionnaires and the interviews were conducted and also attempt to get consent from participants before the survey and interview was insured. The researcher also strictly cited sources as to avoid plagiarism, or copy, other people's work and pass it off as own.

CHAPTER FOUR

4. Data Presentation, Analysis and Interpretation

4.1. Introduction

This chapter deals with the analysis and presentation of the quantitative data collected through questionnaire. The questionnaires composed close-ended questions, which are summarized and presented quantitatively in tables using SPSS 23 software. The researcher used some secondary data from published and unpublished documents of the case organization.

Out of 384 questionnaires distributed, 366 were collected which makes the response rate is 95.3% of the questionnaires the returned questionnaires were usable because they were filled properly. The researcher, as much as possible, made the questionnaire easy to read and answer without difficulties.

4.2. Socio-Demographic Characteristics of Respondents

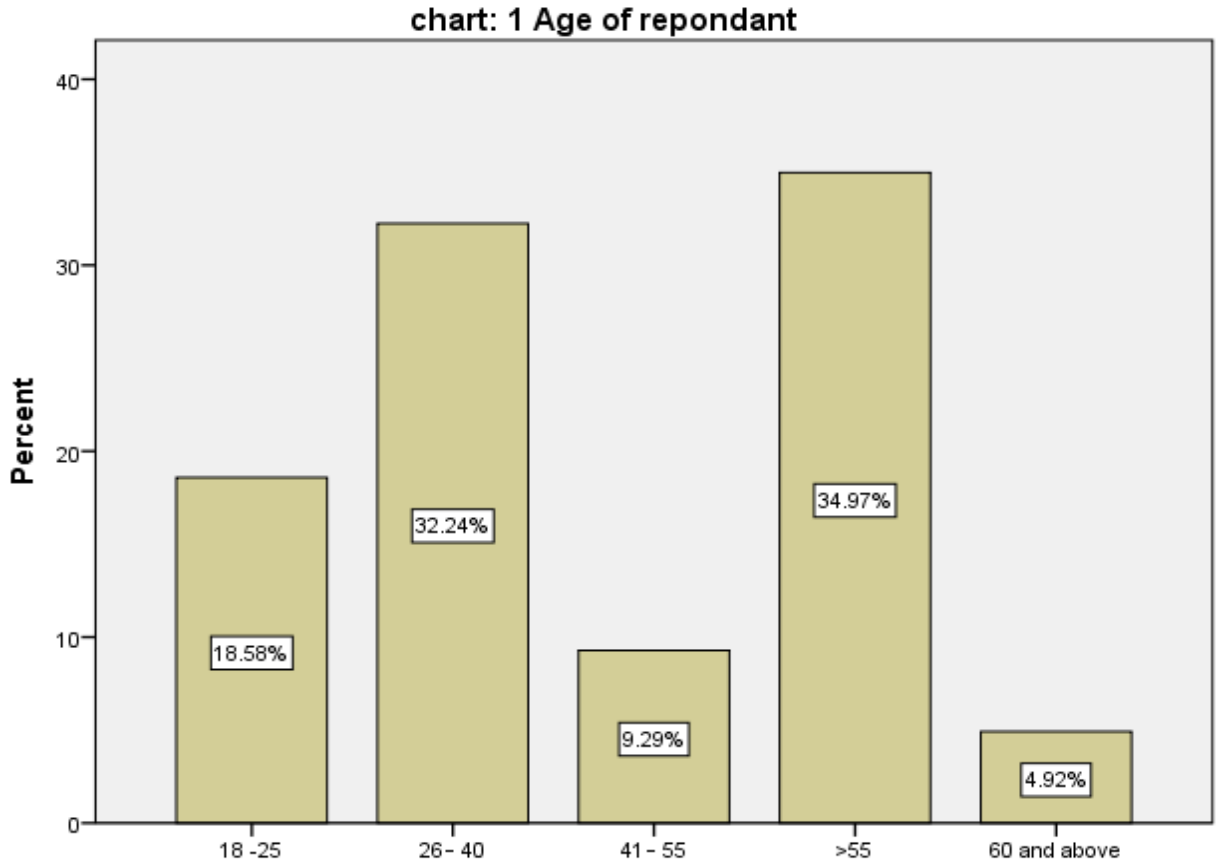
The study analysed the demographic characteristics of respondents involved in the study. In this section the respondents profile is presented. It includes gender, age, level of educational, length of service uses soft drink and outcome to perform in the current position. Analysing these variables was meant to provide any evidence of association between these variables and the various responses.

Source: Own Survey, 2020

Cause		Frequency	Percent	Valid Percent
Valid	Male	209	57.1	57.1
	Female	157	42.9	42.9
	Total	366	100.0	100.0

The above Table 2, regarding to respondent's gender, majority 209 of them are male while 157 of them were female. Out this we can see that 209 respondents are male consisting 57.1% of the workforce while 157 respondents are female consisting 42.9%. From the above table it can be

observed that the difference in gender composition in the sector is marginally high which the respondents rating promotes gender balance in its branding awareness practices.



Source: Own Survey, 2020

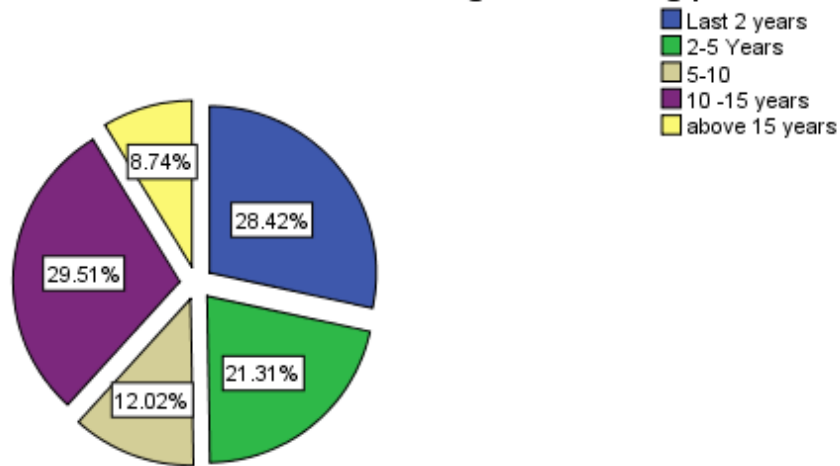
From above chart 1 result most of consumer of soft drink are 32.24 younger which,34.97 are at age of 55, other 18.58 of the respondents were at age of 18-25, the rest of 9.29% were 41-55 years old. A few studies have been conducted in the field of bottled water consuming bottled water consuming have been used in the day to-day life of millions of consumers in Addis Ababa. A study on marketing of water drinks help the bottled water makers to understand the consumers how it is benefited and what are the problems which are faced by the consumers while in using it and how they opined about it.

case		Frequency	Percent
Valid	High school	62	16.9
	Certificate	54	14.8
	Diploma	93	25.4
	Degree	143	39.1
	Masters and above	14	3.8
	Total	366	100.0

Source: Own Survey, 2020

From above table 3 result regarding to Educations of the Respondent's 16.9% were learn in high school, other 14.8% were have certificate, other 25.4% of the respondents were having diploma and other 39.1% were degree holder and the rest of 3.8 were master's holder.

pie chart 2: Year of consumtions drinking soft drinking products



Source: Own Survey, 2020

From above pie chart 2 result regarding to consumer years of started consuming bottled water product which is majority 29.51% of the mare started 10-15years before, other 28.42% were started last 2 years, other 21.3% of the respondents were started using 2-5years, the rest of 12% were using consuming bottled water drink 5-10 years before.

4.3. Analysis of Measures

According to sign (2009) stated that impact analysis can be seen as the out sourcing rig and trust worth of the data to be able to present study reliability and study impact analysis result to continuing final output of the research. Hence, research goes over by analyzing and measure reliability of data adequacy and impact analysis measure using Kemeo -Bartist test.

4.3.1. Reliability Test

A reliability analyses was conducted to each variable of the instrument. The reliability of the measures was examined through the calculation of Cronbach’s alpha coefficients. For scale acceptability, Hair et al. (1998) suggested that Cronbach’s alpha coefficient of construct is 0.6. If each domain obtains the value 0.6, it means that, the items in each domain are understood by most of the respondents. On the other hand, if the findings are far from the expected value of 0.6,

Variable	Number of items	Cronbach Alpha α
Brand Awareness	3	0.932
Brand Loyalty	3	0.912
Perceived Quality	4	0.923
Associated class and brand visibility	4	0.952
procurement practices & distribution networks	4	0.950
Consumers choice of purchasing	5	0.978

this might be caused by respondents’ different perception toward each item of the domain.

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

Source: from field survey data, 2020

The Cronbach’s alpha values are reported as follow. Aspect of Brand Awareness yield Cronbach’s alpha = 0.932, aspect of Brand Loyalty yield Cronbach Alpha =0.912899, Perceived Quality yields in Cronbach’s alpha = 923, the Cronbach’s alpha for Associated class and brand visibility was at 0.952, Cronbach’s alpha for procurement practices & distribution networks was at 0.950 and Cronbach’s alpha for Consumers choice of purchasing is 0.978 which is highly unvarying.

The Cronbach’s alpha values for all the variables considered are greater than 0.6 and this indicates

the items in each of the domains are well understood by the respondents. The items have measured what they were designed to measure.

4.3.2. Factor Analysis: KMO (Measure of Data Adequacy)

A number of measures are used for examining the appropriateness of data for factor analysis. KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy is a popular diagnostic measure. KMO provides a means to assess the extent to which the indicators to a construct belong together. It is the measure of homogeneity of variable. It is said to be acceptable measure if the KMO is .6 or higher value (Sharma 1996).

The Kaiser-Meyer-Olkin measure of sampling adequacy is greater than .6 for all domains. From the KMO test, it is inferred that items in each of the category belong together as the KMO for all the variables is above the cut-off point. Besides, it also explains the adequacy of the data to run bellow.

Table 5: Factor Analysis: KMO (Measure of Data Adequacy)		
Brand Awareness	Kaiser-Meyer-Olkin Measure of Sampling	.972
Brand loyalty	Kaiser-Meyer-Olkin Measure of Sampling	.984
Perceived Quality	Kaiser-Meyer-Olkin Measure of Sampling	.968
Associated class and brand visibility	Kaiser-Meyer-Olkin Measure of Sampling	.988
Procurement practices & Distribution Networks	Kaiser-Meyer-Olkin Measure of Sampling	.992
Consumers choice of purchasing	Kaiser-Meyer-Olkin Measure of Sampling	.989
**Extraction Method: Principal Component Analysis.		
a. components extracted.		

Source: form researcher field survey data, 2020.

The validity of measurements was tested by running effect analysis (Principle Component Analysis). Since the domain of the measurements had been identified, the aims of performing factor analysis were to determine whether items were tapping into the same construct and measuring the construct. Before conducting impact analysis, items have been classified into four domains, namely, Brand Awareness, Brand loyalty, Perceived Quality, Associated class and brand visibility, Procurement

practices & Distribution Networks and Consumers choice of purchasing.

Determinate Factor analysis followed by varimax rotation was run by using principle component analysis according to items in each domain across. Since this analysis was designed to study whether items tapping into the domain itself, the extracted variables was used and explained according to factor loading of items in each domain.

A factor loading is the correlation between a variable and impact that has been extracted from the data. The study identified the variables on the basis of the results of the component matrix output. Each variable that gives acceptable impact loading (minimum of .4) towards factor was considered as tapping and measuring the domain.

As it can be evidenced from Table 5, the factor loading for each of the items in the categorized variables is greater than the minimum requirement 0.4. It could be inferred that the items tap the impacts and can measure the variables which they were designed to explain. A useful by product of factor analysis is effect scores. Factor normality scores are composite measures that can be computed for each subject on each impact. They are standardized measures with a mean = 0.0 and a standard deviation of 1.0, computed from the impact score coefficient matrix. The determine scores were used in the subsequent analyses of the study.

4.4. Summary of Descriptive statistics

Moreover, the relationships between different consumers, as well as their contact with other elements of the world surroundings, affect their choice of products, services, and companies (Kotler et al. 2005). The reason why consumers buy what they do is often deeply rooted in their minds, consequently consumers do not truly know what affects their purchases as “ninety-five percent of the thought, emotion, and learning that drive our purchases occur in the unconscious mind- that is without our awareness” (Armstrong et al. 2005, p. 143).

Consumers' purchase process is affected by a number of different factors, some of which marketers cannot control, such as cultural, social, personal, and psychological factors. However, these factors must be taken into consideration in order to reach target consumers effectively (see table 6 below):

Table 6: Summary of Descriptive Statistics of the Constructs			
Constructs	Mean	Standard Deviation	Skewness*
Brand Awareness	4.0167	.99764	.160
Brand loyalty	2.5354	.81309	.064
Perceived Quality	3.9253	.98957	.208
Associated class and brand visibility	3.0860	.96714	.187
Procurement practices & Distribution Networks	3.3386	.98980	.208
Consumers choice of purchasing	4.410	.99987	.249

NB: Range Description- Mean Difference establish by Best and Khan, (1989) & Calmorin, (2007).

1.00-2.50 = Inefficient practice 2.51-3.50 = on progress

3.51-5.00= Proficient practice

Source: From researcher's survey data, 2020.

Results from the summary statistics above table 6, indicated that the mean response rate for most constructs is near to three so the researcher concludes that there is no outlier on this data. Based on Table 6 result the standard deviations and mean and for brand awareness are 0.99764 and 4.0167 respectively. The average respondents agreed that they take special initiative to know the Bottled water brands, that their bottled water brand is fixed in their mind, that they can distinguish carbonated drink of the Bottled water brands from another bottled water of the brands and that the amount of advertising directed to the Bottled water brands helps consumers recognize these brands.

indication of high inter-item correlation. The mean and standard deviation of brand loyalty were 2.5354 and 0.81309 respectively. Given the significantly small standard deviation, the results imply that respondents view of lower loyalty level of the Bottled water brands and that on average; they are somewhat indifferent with regards to loyalty.

The mean and standard deviations of associated class and brand visibility were 3.0860 and 0.96714 respectively and the same statistics for perceived quality were 3.9253 and 0.98957 respectively. With regards to associated class and brand visibility, this implies that respondents agreed that class, array of brand line extension, association and visible trademark influence their choice of Bottled water brands.

On the other hand, perceived quality scores show that on average, respondents agreed that performance, bottled water product quality and service offered influence consumer's choice.

Lastly, Aspect of Bottled Water Procurement practices & Distribution Networks had a mean and standard deviation of 3.3386 and 0.98980 respectively. Given that standard deviation was relatively. This shows majority of respondents were of the view that there is a lot of alternatives, shop procurement practices, distribution network and access and the type or Name of the distributor change the decisions purchasing behavior.

Finally, a careful examination of standard error of skewness values indicated that the data is positively and perfectly skewed which means independent variables well express the dependent variable. This can be interpreted to mean that most of the responses are lower values such as 1 and 2 (1=strongly disagree; 2 = disagree). The non-normality of the data may itself be an

4.4.1. Assumption of multicollinearity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-2.321	.213		-10.921	.000		
	Brand Awareness	.394	.072	.172	5.494	.000	.057	1.546
	Brand loyalty	-.948	.118	-.343	-8.062	.000	.031	2.496
	Perceived Quality	.587	.048	.304	12.197	.000	.089	1.203
	Associated class and brand visibility	.060	.085	.036	.702	.483	.021	1.329
	Procurement practices & Distribution Networks	1.232	.082	.832	15.001	.000	.018	2.263

a. Dependent Variable: Consumers choice of purchasing

Source: questionnaire and SPSS output, 2020

In the above table 7, it shows the multicollinearity from Tolerance & VIF result. The Tolerance result is above 0.01 & VIF result is below 10 the indicated result in the table fulfill the standard of multicollinearity. Based on the Coefficients Output - collinearity Statistics, obtained VIF value of 31.546, 2.496, 1.203, 1.329 & 2.263, meaning that the VIF value obtained is between 1 to 10, it can be concluded that there is no multicollinearity symptoms.

After the test is completed multicollinearity researchers also should examine whether there was a difference of residual variance observation period to another period of observation by way of heteroscedasticity test.

4.4.2. Tests of Normality

		Brand Awareness	Brand loyalty	Perceived Quality	Associated class and brand visibility	Procurement practices & Distribution Networks	Consumers choice of purchasing
N		366	366	366	366	366	366
Normal Parameters ^{a,b}	Mean	5.1858	4.3424	9.1305	7.6093	7.4392	10.5880
	Std. Deviation	2.00185	1.66234	2.38486	2.79322	3.10532	4.59945
Most Extreme Differences	Absolute	.292	.161	.256	.171	.137	.172
	Positive	.292	.161	.185	.171	.137	.172
	Negative	-.169	-.137	-.256	-.120	-.098	-.151
Test Statistic		.292	.161	.256	.171	.137	.172
Asymp. Sig. (2-tailed)		.647 ^c	.664 ^c	.388 ^c	.987 ^c	.900 ^c	.900 ^c
a. Test distribution is Normal.							
b. Calculated from data.							
c. Lilliefors Significance Correction.							

Source: questionnaire and SPSS output, 2020

From above table 8, normality test whether our data have come from a normal distribution, we can use the normal probability plot. In a normal probability plot, each observed value is paired with its expected value from the normal distribution.

Based on the output of One-Sample Kolmogorov-Smirnov Test, the value of the variable Asymp. Sig Brand Awareness an Asymp. Sig value of 0.647, similarly Brand loyalty is shows in sig of 0.664, Perceived Quality is shows in sig level of .338, and associated class and brand visibility is shows in sig level of 0.987 and the rest of Procurement practices & Distribution Networks and Consumers choice of purchasing variables of 0.900. it can be concluded that the data. There is a normal distribution was found as expected that the points will fall more or less on a straight line.

Finally, branding from the Consumers choice of purchasing variables will promote engagements in the relationship, while positive experiences are likely to promote coexistence between public branding and Consumers Bottled water choice of purchasing improvement be better.

4.5. Pearson’s Correlations between Constructs

According to (shukran, 2003), the relationship is expressed by value within the range -1.00 to +1.00 as Pearson product moment indicates. Pearson correlation is +1 in the case of a perfect increasing (positive) linear relationship (correlation), -1 and 1 in all other case indicating the degree of linear dependency between variables. To determine Relationship between of Consumer Based Branding and Consumer purchasing Bottled water in Addis Ababa, Ethiopia e (y), Pearson correlation computed. As to the magnitude of the correlation scores is concerned, the following points can be supposed.

Variable		ConCoPu	1	2	3	4	5
Consumers choice of purchasing	Pearson Correlation	1	.951**	.959**	.964**	.969**	.982**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	366	366	366	366	366	366
Brand Awareness	Pearson Correlation	.959**	1	.941**	.921**	.968**	.946**
	Sig. (2-tailed)	.000		.000	.000	.000	.000

	N	366	366	366	366	366	366
Brand loyalty	Pearson Correlation	.951**	.941**	1	.941**	.972**	.983**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	366	366	366	366	366	366
Perceived Quality	Pearson Correlation	.964**	.921**	.941**	1	.932**	.949**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	366	366	366	366	366	366
Associated class and brand visibility	Pearson Correlation	.969**	.968**	.972**	.932**	1	.981**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	366	366	366	366	366	366
Procurement practices & Distribution Networks	Pearson Correlation	.982**	.946**	.983**	.949**	.981**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	366	366	366	366	366	366
**. Correlation is significant at the 0.01 level (2-tailed).							

Source: questionnaire and SPSS output, 2020

The Pearson Correlation Analyses were employed among variables. Table 9 shows the correlation analyses among all constructs for Consumers bottled water choice of purchasing. The result reveals that there are significant positive correlations between Consumers choice of purchasing. One way or another, the correlations between Brand Awareness and Consumers bottled water choice of purchasing was shows in ($r=.959$, $p<0.01$).

in other hand, Pearson Correlation Analyses were employed among Brand loyalty and Consumers bottled water choice of purchasing was shows in ($r=.951$, $p<0.01$). The result reveals that there are significant positive correlations between Perceived Quality and Consumers bottled water choice of purchasing ($r=.964$, $p<0.01$), correlations between Associated class and brand

visibility and Consumers bottled water choice of purchasing found indicated in ($r=.969$, $p<0.01$).

From the findings, correlation coefficient Procurement practices & Distribution Networks demonstrates is a positive relationship between Consumers bottled water choice of purchasing of the score ($r=.9820$ at 1% of significance level which shows heading to the strong correlations. This means that the more Procurement practices & Distribution Networks lead to better brand Equitably in order to Consumers bottled water choice of purchasing increasing at a time existence.

According to According to Hutcheson, (2011) and Daniel (2014), When Pearson's r is close to #1, this means that there is a strong relationship between your two variables. This means that changes in one variable are strongly correlated with changes in the second variable which is not meant that have multicollinearity problem. In our example, the highest Pearson's 98.2% which is interpreted as the Procurement practices & Distribution Networks demonstrates correlated with Consumers bottled water choice of purchasing was found first highest numerous at ($p<0.01$) significance level.

This number is very close to 1 this means that there is a strong relationship between your two variables. For this reason, we can conclude that there is a strong relationship between our branding and consumer bottled water buying power variables. However, we cannot make any other conclusions about this relationship, based on this number.

As well, when Pearson's (r) is close to (0), this means that there is a weak relationship between our two independent and dependent variables. This means that changes in one variable are not correlated with changes in the second variable. If our Pearson's r were 0.01, it could conclude that our variables were not strongly correlated. However, the study the correlation matrix above table 9, result shows there is a positive significant relationship in between the variables and that all correlation coefficients are significant at 1% level of significance.

From the findings, correlation coefficient shows that there is positive relationship between Brand loyalty and Consumers bottled water choice of purchasing, which shows medium strength of association. This means that the highest Cost Estimation will lead to lag in percussing as well as Consumers bottled water choice of purchasing in Addis Ababa, Ethiopia. Whereas, for the other

variables though they are significant, the association is relatively lower by portrayed the Brand loyalty reflects the extent to which consumer respondent got changeable probability of accepts that Willingness to switch brands and referring other customers to the preferred brands.

4.6. Multiple liners Regression

Multiple liner regression analysis was employed on constructive statistical technique that can be used to analyze the association between a single dependent and several independent variables. One of the vital considerations in multiple regression is the sample size of the data.

4.6.1. Regression Analysis (Independent variables as predictors to Consumers bottled water choice of purchasing)

Table 10. Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990 ^a	.980	.980	.65537
a. Predictors: (Constant), Procurement practices & Distribution Networks , Brand Awareness, Perceived Quality, Brand loyalty , Associated class and brand visibility				
b. Dependent Variable: Consumers choice of purchasing				

Source: *questionnaire and SPSS output, 2020*

In this study, a multiple regression analysis was conducted to test relationship among variables i.e. dependent and independent variables. The analysis was done to establish how the specific to public procurement planning practice and its effect on Consumers choice of purchasing. A regression analysis results are presented in Model Summary table 10.

The result as shown in the model summary indicates; Procurement practices & Distribution Networks, Brand Awareness, Perceived Quality, Brand loyalty, Associated class and brand visibility explained (98%) of change in Consumers choice of purchasing of bottled water.

By the way, the “adjusted R²” is intended to “control for” overestimates of the population R² = 0.996 resulting from enough samples Hutcheson, (2011), with no collinearity or small subject/variable ratios during study target response variable (Procurement practices & Distribution Networks, Brand Awareness, Perceived Quality, Brand loyalty, Associated class and brand visibility) enough to explain lonely without other variable is need supported by Daniel (2014). Its perceived that our current utility variable varies shows prominently across research areas and time which means no need other independent variable to predict dependent variable.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7566.922	5	1513.384	3523.468	.000 ^b
	Residual	154.626	360	.430		
	Total	7721.547	365			

a. Dependent Variable: Consumers choice of purchasing

b. Predictors: (Constant), Procurement practices & Distribution Networks , Brand Awareness, Perceived Quality, Brand loyalty , Associated class and brand visibility

Source: questionnaire and SPSS output, 2020

From Above table 11, regarding to Coefficient of determination explains the extent to which changes in the dependent variable can be explained by the change in the independent variables or the percentage of variation in the dependent variable (Consumers choice of purchasing of bottled water) that is explained by all the four independent variables (Procurement practices & Distribution Networks, Brand Awareness, Perceived Quality, Brand loyalty, Associated class and brand visibility).

The F-ratio found in the ANOVA table 11 measures the probability of chance departure from a straight line. The significance value is 0.00 which is less than 0.05 thus the model is statistically significance in predicting how Procurement practices & Distribution Networks, Brand Awareness, Perceived Quality, Brand loyalty, Associated class and brand visibility show its effect on Consumers choice of purchasing of bottled water. The F critical at 5% level of significance was 0.00. Since F calculated is greater than the F critical (value = 3523.468), this shows that the overall model was significant.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.321	.213		-10.921	.000
	Brand Awareness	.394	.072	.172	5.494	.000
	Brand loyalty	-.948	.118	-.343	-8.062	.000
	Perceived Quality	.587	.048	.304	12.197	.000

Associated class and brand visibility	.060	.085	.036	.702	.000
Procurement practices & Distribution Networks	1.232	.082	.832	15.001	.000
a. Dependent Variable: Consumers choice of purchasing					

Source: from field survey data, 2020.

The coefficients table sought to identify which predictors are significant contributors to the 98% of explained variance in Y (i.e., $R^2=0.980$) and which ones are not – and in what way (s) do the significant ones help us to explain Y. The established regression equation was:

$$Y = -0.661 + 0.503X_{i1} + 0.124 + 0.946X_{i3} + 0.038X_{i4} + \dots + \Sigma$$

The regression equation above has established that holding all influence indicator variable (Risk Management, Quality Specification, Cost Estimation, Need Evaluation) but, constant show to Consumers choice of purchasing bottled water found determined by -0.661 shows coefficient probability of indications starts from the scratch at significance level of $P < 0.05$.

4.7. Discussion

4.7.1 Relationship between Determinants of Consumer Based Branding of bottled water Sector in Ethiopia

The coefficient analysis of Multiple liner regression indicates that the influence of **Brand Awareness** on Consumers purchasing choice of bottled water Was found the likely (coefficient of 0.394) at significance level of (P Value=0.05). which is consumer believing that it is very important to stock branded products whose values are aligned to the supermarkets chain and location, perhaps the most significant role bottled water companies can play in promoting 39.4% positive awareness of their brands is through dissemination of Consumers choice of purchasing bottled water.

Effective brand communication motivates retailers to retain the brands on their shelves. Yes, Aquaddis, Gift And Aqua safe bottled waters are the most popular brands which the customers willing to purchase by selecting from other brands-.

The study concluded that to raise brand awareness, bottled water consumers in Ethiopia more specifically in Addis Ababa, Marketers use different promotion materials such as broadcast

media which include television and radio announcements, and printing brochures, to increase brand awareness for consumer decision-making process in Ethiopian consumer.

Multiple liner regression Analysis coefficient shows to the influence of Brand loyalty on Consumers choice of purchasing bottled water was found that in the likely (coefficient of - 0.948) at 5% significance level. A multi-level perspective' findings on 'retail relationships and store loyalty disclose that trust interpersonal relationship, and commitment of the salesperson are 94.8% negatively linked with purchase intention as well as indirectly through Consumers choice of purchasing bottled water. For customers without a salesperson relationship, trust in the store leads to unable to be loyalty indirectly through store attitude, but does have a direct impact on purchase intention.

Hanzaee and Andervazh, (2012) investigated the relationship between factors affecting investigated the antecedent elements that lead to brand loyalty and purchase intentions. The research results showed that there was a negative and significant relationship between factors of brand loyalty and cosmetics purchase intention.

Multiple liner regression Analysis coefficient shows to the influence of **Perceived Quality** on Consumers choice of purchasing bottled water Was found that in the likely (coefficient of = 0.587) at 5% significance level. Which the results found that although perceived quality does 58.7% directly affect Consumers choice of purchasing bottled water, it does so indirectly via customer equity and value perceptions.

Multiple liner regression Analysis coefficient shows to the influence of Procurement practices & Distribution Networks on Consumers choice of purchasing bottled water Was found that in the likely (coefficient of $\beta=1.232$) at 5% significance level. Procurement practices & Distribution Networks on contextual factors have 1.2% significant influence on Consumers choice of purchasing bottled water relationships. Communication is thought to vary depending on the involved, an approach that has been recently popularized by the Consumer Satisfaction Index studies in Addis Ababa and other Regions of Ethiopia.

According to Iacobucci and Ostrom (2016) and Wish, Deutsch and Kaplan (2016), Industry context research two key dimensions of consumer dispositions were identified such as Procurement practices & Distribution Networks referring to the overall positivity judgments and

marketplace referring to the perceived control that consumers feel that they have relative to sellers in the marketplace. The above dimensions identified as the main facts of balanced understanding of industry framework dispositional mechanisms of purchasing bottled water Consumers choice.

consumers perceive consumer choice-based brand equity findings have five dimensions: brand awareness, perceived quality, proprietary brand assets and Procurement practices & Distribution Networks a regulating part of the industry context to insist the Consumers choice of purchasing bottled water in Addis Ababa Ethiopia.

The consumers want a brand of bottled water found lower brand loyalty and preference may be changing their choices and loyal to another brand. this thesis incorporates psychological and economic perspectives in studying consumer choice in terms of utility theory was found linking this to key brand equity variables in the Consumers choice of purchasing bottled water in Addis Ababa Ethiopia.

CHAPTER FIVE

5. Conclusion, summary of findings -and Recommendation

5.1. Conclusion

The study traces that analyzing the relationship between branding and consumer buying decision in the case of bottled water consumers in Ethiopia more specifically in Addis Ababa, Ethiopia. Therefore, study conducted using Multiple liner regression Analysis coefficient shows to the influence of Brand Awareness on Consumers choice of purchasing bottled water Was found that in the likely (coefficient of 0.394) at 5% significance level which is consumer believing that it is very important to stock branded products whose values are aligned to the supermarkets chain and location, perhaps the most significant role bottled water companies can play in promoting 94% positive awareness of their brands is through dissemination of Consumers choice of purchasing bottled water.

Therefore, results also indicated that consumers searched for product information from friends and family, manufacturers' websites and brochures. However, brand awareness was highly influential during the decision-making process by helping consumers to refine their choice criteria and choose systems that satisfied their end goals in this study.

Multiple liner regression Analysis coefficient shows to the influence of Brand loyalty on Consumers choice of purchasing bottled water Was found that in the likely (coefficient of-0.948) at 5% significance level which study on 'consumer relationships and store loyalty findings reveal that for those with an interpersonal relationship, trust and commitment to the salesperson are negatively 94.8% linked with purchase intention as well as indirectly through Consumers choice of purchasing bottled water. For customers without a salesperson relationship, trust in the store leads to unable to be loyalty indirectly through store attitude, but does have a direct impact on purchase intention.

Multiple liner regression Analysis coefficient shows to the influence of Procurement practices & Distribution Networks on Consumers choice of purchasing bottled water Was found that in the likely (coefficient of=1.232) at 5% significance level. Procurement practices & Distribution Networks on contextual factors have 1.2% significant influence on Consumers choice of

purchasing bottled water relationships. Communication is thought to vary depending on the involved, an approach that has been recently popularized by the Consumer Satisfaction Index studies in Addis Ababa and other Regions of Ethiopia.

Generally, study explored the effect of consumer based branding on Consumers choice of purchasing bottled water in Ethiopia. The results of this study indicated that Consumers purchase intentions of bottled water have a strong positive association with Perceived Quality and brand Awareness which medium contributions of purchase intentions can be enhanced by Associated class and brand visibility and Procurement practices & Distribution Networks as a result of their strong positive association with Consumers choice of purchasing bottled water in Ethiopia. The study also found that past purchase loyalty was not directly related to customer satisfaction or current brand preference and that brand preference is an intervening factor between customer satisfactions and re-purchase intentions.

5.2 Summary of major findings

consumers perceive consumer choice-based brand equity to include five dimensions: brand awareness, perceived quality, proprietary brand assets and Procurement practices & Distribution Networks a moderating aspect of the industry context in order to insisting the Consumers choice of purchasing bottled water in Addis Ababa Ethiopia

The following are general findings of this study

1. There is a strong relationship between branding and consumer bottled water buying decision
 2. All elements of branding do not have equal impact on the consumer bottled water buying decision.
 3. Consumers purchase intentions of bottled water have a strong positive association with Perceived Quality.
- 3 brands Awareness have medium contributions of purchase intentions can be enhanced by associated class and brand visibility and Procurement practices decision.

4. Distribution Networks have strong positive association with Consumers choice of purchasing bottled water in Ethiopia

5. Past purchase loyalty was not directly related to customer satisfaction

5.3. Recommendations

Recommendations forward to indicate Action in Practice:

- Thus managers all over the world should strive to promote the brand loyalty more to customer along with brand loyalty happening negatively appeared in order to contribute towards positive purchase intentions of consumer in Addis Ababa.
- The result of this research shows that Marketer should to know that there are factors which influence consumer choice to wards brand equity by assessing designing disparate strategies to beguile consumers with emphasizing on brand equity in fast moving consumer goods.
- This research result shows that Marketers should give priority for brand equity concepts strategy to attract potential customers since it does show significant direct and indirect relationships between the dimensions of brand equity and brand loyalty varying and give effect during the study with 366 representative respondent in Addis Ababa.
- Majority of Bottled water share company in Ethiopia should bear in mind that old familiar brands decrease as a result of poor management of the “health matters of minerals” as roamer always says, overextension and lack of investment in developing brand equity and values.
- Therefore, continuous effort to enhance brand loyalty helps Marketers to increase consumers buying decisions. The result of this thesis also indicates that customer based-brand equity has great important on consumers’ choice of brand and the lower level brand equity will weaken consumers’ perception.

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Appendix II

Part I) General information

1. Gender: 1) Male 2) Female
2. Age: 1)18 -25 2) 26– 40 3) 41– 55 4) >55
3. Educational Background
 - 1) High school 2) Certificate 3) Diploma
 - 2) 4) Degree 5) Masters and above
4. Do you drink different bottled water products?
 - a) Yes b) No
5. How long you have been drinking bottled water brand products?
 - 1) Last 2 years 2) 2-5 Years 3)5-10 4) more than 10 years
6. _What product of bottled water do you consume?.....

Part II Determinants of Branding of bottled water

Direction (1-strongly disagree 2-disagree 3 -Neutral 4 -agree 5- strongly agree)

Brand Awareness	1	2	3	4	5
I have better Knowledge of the manufacturer bottled water -and have ability to distinguish between the brands	1	2	3	4	5
bottled water brand is fixed on my mind because I have better awareness of it	1	2	3	4	5
Customers recognize their brands based on the number of advertising directed at bottled water packing material	1	2	3	4	5
Brand performance satisfies me and also I am brand loyal	1	2	3	4	5
The brand offers better service to me let me be remain permanent customer of it	1	2	3	4	5
I believe that products quality have impacts on choice of bottled water	1	2	3	4	5
Perceived Quality	1	2	3	4	5
I Satisfying bottled water brand performance and quality	1	2	3	4	5
I different bottled water product is suitable to me due to availability of better service comprises of tangible and Reliable attributes.	1	2	3	4	5
I prefer to buy bottled water which have a strong indication in the formation of quality experience	1	2	3	4	5
I am more depend on health safety matter before making purchase decision	1	2	3	4	5
Associated class and brand visibility	1	2	3	4	5
I believe that class plays a role in the choice of brand	1	2	3	4	5

of bottled water					
I purchase a particular brand of bottled water due to brand associations	1	2	3	4	5
The array of brand line extensions and choices of the same manufacturer enables me to be loyal to one brand	1	2	3	4	5
I believe that a highly visible trademark may influence my product choice	1	2	3	4	5
Procurement practices & Distribution Networks	1	2	3	4	5
Procurement practices & Distribution Networks of bottled water is suited	1	2	3	4	5
Bottled water procurement practices is insisting me to purchasing bottled water	1	2	3	4	5
The distribution network and access to the type of bottled water enables consumers to choose a brand of bottled water, since it's found in most areas.	1	2	3	4	5
The type or Name of the supermarket instills confidence on the array of bottled water on their shelves	1	2	3	4	5
Consumers choice of purchasing	1	2	3	4	5
When I am thinking of bottled water, bottled water drink will come at first in my mind and enjoy of it.	1	2	3	4	5
bottled water attributes better (taste, texture, appearance, and packaging) have very important for developing mine brand equity	1	2	3	4	5
I choice bottled water products because it delivers the way I expected.	1	2	3	4	5
Whenever I purchase and choice bottled water products are my first choice	1	2	3	4	5

Direct mail, telephone and personal conversation which I receive from marketers of bottled water - enables me to know about facts, importance and some studies done on it.	1	2	3	4	5
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It you have some please

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