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**THE ROLE OF ADVERTISING IN BUILDING BRAND AWARENESS AND LOYALTY:
THE CASE OF HABESHA BEER**

By

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Certification

This is to certify that Animut Amanu has carried out his research work on the topic

Entitled

**“The role of advertising in building brand awareness and Loyalty :(In The case of habesha
beer.”)**

**The work is original in nature and is suitable for submission for the award of Masters
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Lists of Abbreviation

CBBE- Customer Based Brand Equity Model.

URLs- Uniform Resource Locators.

Ads- Advertising.

AIDA- Awareness, interest, desire and Action.

DAGMAR- Defining Advertising Goals for Measuring Advertising Goals.

SPSS- stastical package for social science.

Abstract

The study aimed to empirically investigate the role of advertising in building brand awareness and loyalty on the case of habesha beer brand within addis abab selected star hotels. This study attempt to address research questions or problems that the central issue of beer industry is the problem of building its brand awareness and loyalty via advertising programs. It adopts deduction approach, quantitative method, descriptive and explanatory research design to answer the research questions. Accordingly 384 close ended questionnaires were distributed to consumers of habesha beer whose age is 18 years and above in Addis Ababa selected 10 hotels from star 1 to 5 through systematic sampling technique and distributed questioner from this hotels using convenient sampling technique. Out of this, 348 questioners were used for analysis with response rate of 91.4%. Analysis and interpretation of the data was conducted by using descriptive and inferential statistical tools with the help of SPSS version 20.0. Empirical findings of the study showed that, advertising has positively correlated and significant effect with brand loyalty, brand awareness and brand element. Moreover, the finding indicated 29.4% of brand loyalty, 16.5% brand awareness and 7.6% of brand element explained by advertising. The implications of the study was a need for building brand awareness and loyalty to attract consumers of the product to control large market share ,managements should focus on the importance of using advertising effectively and design its brand elements .

Key words: *Advertising, Brand Loyalty, Brand Awareness and Brand Element.*

Chapter One

1. Introduction

1.1. Background of the study

Nowadays, brands are company's most valuable assets, adding both economic and strategic value to its proprietors and brands have been considered as the second most important assets for a firm after customers. According to the American Marketing Association (AMA), a *brand* is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition." Technically speaking, then, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand. Ever more firms and other organizations have come to the realization that one of their most valuable assets is the brand names associated with their products or services. In our increasingly complex world, all of us, as individuals and as business managers, face more choices with less time to make them (Keller, 2013).

Brand equity is determined according to brand knowledge structure created in the minds of consumers. According to Kotler and Keller (2013), brand equity knowledge is not the facts about a brand; these are all the thoughts, feelings, comprehension, image and experience that are linked with the brand in the minds of consumers. The concept of brand equity has attracted considerable interest among marketing researchers and practitioners in the last two decades; the brand equity concept was first introduced in marketing literature in the 1980's.

Strong brand with positive brand equity has several advantages such as larger margins, brand extension opportunities, increase marketing communication effectiveness, and great loyalty. In addition, high brand equity levels are known to lead to higher consumer preferences and purchase intentions (Alhaddad, 2015). Building a reputable brand has been the major driver for success in the competitive market place. Developing strong brands has been used as an effective defensive mechanism against competition by many business organizations. For organizations to grow and develop successful brands, the importance of advertising to enhance brand equity cannot be over emphasized.

Kotler and Keller define the advertising as any paid form of non-personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor. Advertising is a primary tool that firms use to affect the performance of their products. Such markets are characterized by the continuous turnover of multiple, relatively close substitute products. Therefore, advertising becomes crucial in making consumers aware of the existence and characteristics of new products (Keller, 2013).

The beer market in Ethiopia is becoming increasingly competitive with the involvement of international companies and entry of new beer brands. From the Ethiopian beer, Habesha is the ninth brewery in Ethiopia with heavyweight Bavaria among its shareholders. Habesha Beer started distribution on July 11, 2015, 20 days after commencing production, with a limited market in Debre Birhan, Addis Ababa and Adama (www.habeshabreweries.com). Based on the fact that as a result of the presence of variety of beer, the need to build brand awareness and loyalty within a short time is also becoming apparent.

Various authors have defined brand awareness in various ways. Aaker (1991) defined brand awareness as *“the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category”* (p.61). In his subsequent book he also defined brand awareness as *“the strength of the brand’s presence in the consumer’s mind”* (Aaker, 1996, p.10). These two definitions indicate that brand awareness is not just simply recognizing the existence of the brand but rather the extent to which how easily consumers recall the brand which is vital in purchase situations. There are benefits that obtain from brand awareness. These are learning advantages, consideration advantages and choice advantages.

Brand loyalty is a core dimension of brand equity measured by the level of attachment the consumer has with a brand (Aaker, 1991). Keller (2013) discussed about brand loyalty in his brand resonance model stating active loyalty is what characterizes brand resonance.

Therefore, it is vital to examine how new beer brands entering in to the market can use advertising to build brand equity. But in order to build best brand equity of any brand, to be more focused on the input of brand. The best test of the brand-building contribution of a brand element is what consumers would think about the product or service if they knew only its brand name or its associated logo or other element. Because different elements have different advantages,

marketing managers often use a subset of all the possible brand elements or even all of them. The choice and design of brand elements can help to build brand equity (Keller, 2013). This study focuses on examining one elements of the marketing mix; advertising and their role in building brand awareness and loyalty for a new brand. The study would make use of a brand equity frame work developed by Aaker (1991) and a slightly modified model brand elements from customer based brand equity model of Keller (2013).

The combination of these two models were used to investigate the relationship between marketing mix elements(advertising), brand equity dimensions, and brand elements for Habesha beer through the study of beer consumers in Addis Ababa.

Therefore, the aim of this study was to assess the role of advertising in building brand awareness and loyalty on new brand especially on Habesha beer brand elements.

1.2. Background of the Company

Habesha Brewery is a special place to us, as it is for all Ethiopians who dream big to see a big future. It's a brewery established not by tens or hundreds, but thousands of visionary Ethiopians desperate to create something big of their own. So for us it's not only a place where the finest malt meets the purest water of Debre Berhan, but it's also a constant reminder of what unity can do to build a better Ethiopia.

Habesha Beer started distribution on July 11, 2015, 20 days after commencing production, with a limited market in Debre Birhan, Addis Abeba and Adama. In terms of share capital distribution, Habesha Beer has 8,800 shareholders including *idirs*, *equbs*, and Ethiopians in the Diaspora, with shares of 4,000 Br to 5,000,000 Br.

Habesha was planning an initial production capacity of 300,000hl (hectolitres), which it later increased to 650,000hl when Bavaria joined. The company is located in Debre Birhan town, 120Km north of Addis Abeba, where it started construction in September 2013 on a 7.5ha plot of land.

There are now nine beer companies in Ethiopia, with production capacities of 10.5 million hectolitres, including Zebidar Brewery's expected production capacity of 350,000 hectolitres.

Ethiopia's per capita consumption of beer stands at eight litres, and it is expected to reach nine or 10 by the end of 2015/16, he says.

Habesha gets the malt with which it produces its beer with five percent alcohol, from Holland Malt Company in the Netherlands. However, the company has made a deal with three cooperatives in the Southern regional states for the supply of barley, which it will use for malt making at local malt factories. Habesha currently employs 220 permanent and 110 temporary employees (www.habeshabreweries.com).

1.3. Statement of the Problem

Creating a strong brand image in a market is the aim of every business; it enables to get tremendous benefits for a firm, including minimum vulnerability to competitive marketing activities, superior margins, better intermediary collaboration and support, and brand extension prospects.

According to Yoo, Donthu, and Lee² (2000), all marketing action done, effectively or ineffectively, to create, control, and exploit brand equity. Advertising is one of the marketing communication tool and it plays an important role in today's competitive world by which organizations communicate with their customers, both current and potential. Companies allocate a considerable part of their sources to advertising (O'Quinn, Allen & Semenik 2009).

Building and maintaining brand identity and equity require the creation of well-known brands that have favorable, strong, and unique associations in the mind of the consumer (Belch, 2003). Most researchers such as (Machleit; Wilson 1988, Lattin and Bucklin 1989 Aaker, 1991,; Simonsen et al. 1994; Chandon 1995 Keller, 2005,; Isabel et al.; Kassahun (2015) and abdolahi(2011)) argued that advertising is useful in building brand equity. It creates a favorable attitude toward a brand through a transfer of affect from the advertising to the brand. Also advertising is seen as one of the most important means of establishing brand awareness and educating consumers on the different attributes or dimensions of a brand. They have further argued that advertising as important to building consumer perceptions in the four dimensions of brand equity, Awareness, perceived quality, brand associations, and loyalty. Another research that studied in Pakistan on beverage industry in 2014 by three researchers concludes that effective advertising has a moderate effect on brand awareness. Based on the above point, all

studies are focused on the output of brand of the product. But in order to build best brand equity of any brand, to be more focused on the input of brand. The most common brand elements are brand names, URLs, logos, symbols, characters, packaging, and slogans. The best test of the brand-building contribution of a brand element is what consumers would think about the product or service if they knew only its brand name or its associated logo or other element. Because different elements have different advantages, marketing managers often use a subset of all the possible brand elements or even all of them. The choice and design of brand elements can help to build brand equity (Keller, 2013). A brand element that provides a positive contribution to brand equity conveys or implies certain valued associations or responses (Keller, 2006). Having a strong brand name and identity is also important to companies competing in the global economy as they must reach customers. A strong brand name is also important for companies entering new markets or introducing new products (Belch and Belch 2003). The customer-based brand equity model suggests that marketers should choose brand elements to enhance brand awareness; facilitate the formation of strong, favorable, and unique brand associations; or elicit positive brand judgments and feelings.

In fact in our country, there are many numbers of beers that participated in the same industry with the same environment, strong competition in the market and dynamics of the market. And these kinds of beers use different advertising mechanism to control the markets. In general, in our country there are different advertising programs and different brands in relation with beer products. So, Habesha beer is one of beer brand to compete in this market with variety of stated problems in the above.

So, we understand from the above fact that, new products enter into the market without aware of its brand elements to the customer is difficult. Therefore, this study would to assess the role of advertising in building brand awareness and loyalty on new brand on the case of habesha beer brand elements.

1.4. Research Question

In order to achieve the research purposes and look into the issues mentioned in the statement of the problem, the study would pose the following main and specific research questions.

1.4.1 Main Research Question

The main research question of this study was what is the role of advertising in building brand awareness and loyalty in habesha beer brand?

1.4.2 Specific Research Question

In order to achieve the research purposes and look into the issues mentioned in the statement of the problem, the study would pose the following specific research questions.

1. How does advertising affect brand awareness of habesha beer?
2. How does advertising affect brand loyalty of habesha beer?
3. How does advertising affect brand element of habesha beer?
4. What is the overall evaluation of brand elements by the customers?

1.5. Objectives of the Study

1.5.1. General Objectives

The general objective of the study was to assess the role of advertising in building brand awareness and loyalty on new brand on the case of habesha beer.

1.5.2. Specific Objective

The specific objectives of the study are mentioned below.

- To investigate the effect of advertising on brand awareness of habesha beer.
- To explore the effect of advertising on brand loyalty of habesha beer.
- To investigate the effect of advertising on brand elements of habesha beer.
- To investigate the overall evaluation of brand element of habesha beer by the customers.

1.6. Significant of the Study

The significant of this study would give as clue to focus on how to develop consumer based brand equity in beer companies in Ethiopia especially for habesha beer. The study can be used as a baseline and serve as a secondary source of data for those who want to conduct further investigation in this area. In addition to the above significant of this study, the study will use as a base line for any organization for how to select the appropriateness of brand elements. The

results of the study will serve as input for the organization to assist in decision making, in identifying key variables in order to develop strategies to address and improve brand awareness and loyalty. The finding of this study is also highly important to the organization that focus on beer factory to identify how consumers are attracts for its beer product.

1.7. Scope of the Study

The study would delimits that raised from three sources of geographically, theoretically and methodologically concepts.

Theoretically, various authors and researchers have proposed dimension of brand equity, which includes a wide range of it. The research that would have been studied by Kasahun F. (2015) on the role of advertising in building brand equity would use the model of Aakers' equity model and would be used five equity dimensions'. But in this study from dimension of brand equity, only brand awareness and brand loyalty and from CBBE model, brand elements were taken. and also this study would focus on mixing two model of Customer Based Brand Equity Models (CBBE) and Aaker equity models which constitute the constructs of brand identity(elements), brand loyalty and brand awareness as a result of advertising respectively. And also there are many marketing activities that affect brand awareness and loyalty. Based on the research studied by *Akhtar, Ahmed, Jafar, Rizwan & Nawaz (2016) by focusing on other marketing program of advertising and prices that affect brand loyalty*. But this study delimits on advertising of marketing programs. Although advertising is often a central element of a marketing communications program, it is usually not the only element—or even the most important one—for building brand equity (Keller, 2013).

Methodologically, this study was delimits methodologically systematic sampling and Convenient sampling technique was adopted for sampling purpose because it would make us reach maximum number of customers and the population was unkwon.

Geographically, the study delimit in Addis Ababa area of selected star 1 up to star 5 hotels. In doing so, the study was include the usage of habesha beer consumers whose age of 18 years and above.

1.8. Limitation of the study

The limitations of this study can be shaped by arise from the scope of the study, time, theoretical concept, willingness of the respondents and sampling technique.

The study mainly focuses the roles of advertising in building brand awareness and loyalty. But there are many factors to build brand awareness and loyalty. In other words, other marketing programs that develop brand awareness and loyalty. But this study only focuses on advertising.

Convenient sampling technique was adopted for sampling purpose because it would make us reach maximum number of customers

Moreover, this study focuses geographically in Addis Ababa area but not focus on other cities. In Addis Ababa, there are a number of hotels but it focus on 10 selected hotels from star 1 to 5.

1.9. Definitions of Terms

In the definitions of terms, most scholars are defined differently for the same words. But in this research study, the following terms are defined what operational or use the meaning for the purpose of this study.

- Brand- is a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.”(Keller, 2013).
- Branding- is more than just selecting a name or symbol to identify a product; it should be defined in terms of having actually created a certain amount of awareness, reputation, prominence, and so on in the market place (kellers (2013)).
- Brand elements-meanbrand names, URLs, logos, symbols, characters, packaging, and slogans (keller.2013).
- Brand equity- is a set of brand assets and liabilities linked to a brand’s name and symbol that add to or subtract from the value provided by a product or service to a firm and / or that firm’s customers”. ” (Aaker, 1991).
- Advertising- any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Keller, 2013).

- Brand awareness- is *Customers' ability to recall and recognize the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory*" (keller, 2013).
- Brand association- defined as "*anything linked in memory to the brand*". Aaker (1991) (p.109).
- Brand image- Kotler and Armstrong define brand image as "a set of beliefs held about a particular brand (Aaker,1991).
- Brand loyalty- a preference by consumer for a particular brand that results in continuous purchase of it. (Belch& belch, 2003).
- A brand element means brand identity (keller, 2013).

1.10. Organization of the Paper

The study of this research is organized in five chapters.

- ❖ **Chapter one** will include background of the study, background of the company, statement of the problem, basic research questions, objectives of the study, hypothesis, definition of terms, significance of the study, scope and delimitations of the study, limitation of the study and organization of the paper.
- ❖ **Chapter two** covers review of relevant related literature review. In this second chapter, various publications relevant to the research area were assessed. Literature related to brand awareness; brand loyalty, advertising and brand element that given in a separate section to allow for further inquiry in to the body of literature review. The conceptual framework and model used for the research will also be discussed under this chapter and hypothesis of the study will propose in this chapter.
- ❖ **Chapter three** encompasses research design and methodology. From this chapter clarify research design, data type and source, sampling technique, sampling size, procedure of data collection, methods of data collection, validity and reliability of the research and lastly discussed on ethical consideration of the research.
- ❖ **Chapter four** will indicate about data analysis and discussion of the study. A major finding from this study will discuss in detail with focus given to the relationship between marketing mix variables (advertising) and brand equity dimensions (brand awareness and loyalty) and brand elements.

- ❖ **Chapter five** presents the summary, conclusions and recommendations of the study. The summary of findings will make based on the results discusses under chapter four. Conclusions, recommendations and further area of research will also be pointed out in this section.

Chapter Two

2. Review of Related Literature

Introduction

This chapter was focused on the concepts related to the aim of the study and issues. Generally the chapter includes theoretical review, empirical review (summarize the study empirically), conceptual framework and hypothesis of the study.

2.1. Theoretical review

According to this study, in this chapter summarize all relevant theoretical review to discuss the concepts in order to define the objectives of the study that seems to be clear.

2.1.1. Brand and brand equity

2.1.1.1. Brand

According to the American Marketing Association (AMA), a *brand* is a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.” Technically speaking, then, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand.

2.1.1.2. Brand equity

Several authors through the years have taken interest in defining and describing what brand equity means. Many of the literature treated brand equity from different perspectives with the major point of disparity laying in how to conceptualize, manage, and measure the phenomenon. The majority of views of brand equity can be grouped in to firm or financial based perspectives and consumer based perspectives.

The first perspective, which is the firm based perspective focuses on explaining brand equity in terms of the added value it brings to the firm. Simon & Sullivan (1993, p. 29) defined brand equity as “*the incremental cash flows which accrue to branded products over and above the cash flows which would result from the sale of unbranded products.*” This definition illustrated how brand equity can be a superior source of cash flow compared to the cash flow from an unbranded product. The role brand equity plays in helping a strong brand command a price premium and attractive sales is also used pointed out in this perspective (Baldauf et al., 2003).

Similarly, Shimp (2010) stated that the firm based perspective focuses on the role of brand equity in terms of enhancing the brands value to its various stakeholders.

Aaker defines brand equity as “a set of brand assets and liabilities linked to a brand’s name and symbol that add to or subtract from the value provided by a product or service to a firm and / or that firm’s customers”, on the other hand, Keller introduces the concept of consumer-based brand equity which differs slightly from Aaker’s definition.

It is apparent that customer based brand equity has multiple dimensions, Keller’s model of brand equity focuses on brand knowledge and its components – brand awareness and brand image. On the other hand Aaker suggested that brand equity have five dimensions brand loyalty, brand awareness, brand association, perceived quality and other brand proprietary assets , also Lasser *et al.* [9] focuses on five dimensions performance, social image, value, trustworthiness and attachment. Rūta and Juozas focuses on five dimensions brand image, brand loyalty, perceived quality, brand awareness and price. This study follows Keller’s model of brand equity.

The other perspective of brand equity that has received significant attention from several researchers is the customer based brand equity. This perspective is also the approach taken by this study. The customer based brand equity concedes, “*The power of a brand lies in what customers have learned, felt, seen, and heard about the brand as a result of their experiences over time. In other words, the power of a brand lies in what resides in the minds and hearts of customers*” (Keller, 2013, p.69).

The importance of brand equity has been widely discussed among researchers. According to Shimp (2010), an increase in brand equity results in achieving a higher market share, increase in brand loyalty, being able to charge premium prices and earning a revenue premium. Aaker (1991) explained that brand equity adds value for both the customer and the firm. He stated that brand equity assets can affect customers’ confidence in the purchase decision. A brand with a strong brand equity commands premium prices, will have favorable response for its promotion activities, and could have a successful brand extension among other benefits (Keller, 1993; Aaker, 1996). It is due to the huge importance of brand equity that firms in every competitive industry strive to create, cultivate and manage strong brand equity. This can never be truer than in the world where consumers are bombarded with countless choices of products and face

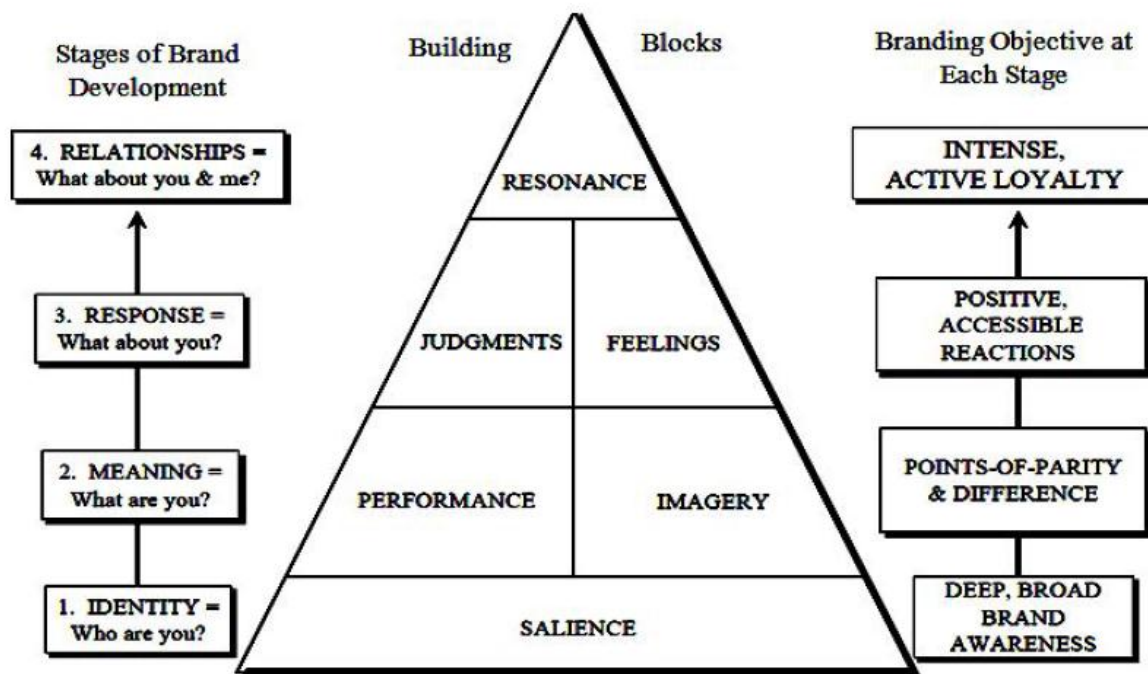
decision dilemma. A brand, which has succeeded in building strong brand equity, will have the at most advantageous point.

2.1.2. Theoretical Model

2.1.2.1. Customer based brand equity model

Starting from the early days when the importance of brand equity was given recognition, several researchers have attempted to conceptualize and measure brand equity.

Figure 1 Keller's Customer Based Brand Equity (CBBE) Model



Keller (1993, 2013) developed the most notable model regarding brand equity. Keller (1993) defined customer based brand equity as *“the differential effect that brand knowledge has on consumer response to the marketing of that brand (p.69)*. Keller’s customer based brand equity model states that brand equity occurs when consumers hold a favorable, unique and strong brand association in memory (Keller, 1993).

The definition given above further elaborated by dividing the sentence in two three parts. First, brand equity arises from the difference in the consumers’ response towards different brands.

Second, consumers react to different brands depending on the knowledge they have about the brand. Consumers may have used the product previously or have heard about it from various sources. According to Keller (2013), consumer knowledge about a brand can be shaped by the various marketing activities undertaken by a firm but brand equity “...ultimately depends on what resides in the minds and hearts of consumers” (Keller, 2013, p.69). Third, consumers’ different responses are reflected in their perceptions about the brands which are related to how the brand is marketed. Consumers accumulate knowledge about the brand from various promotional activities undertaken by a firm which in turn shapes their brand perception (Keller, 2013).

As shown in the figure 1 above Keller (2013), approached brand equity as a collection of stages that needs to be passed to achieve strong brand equity. These four steps of building brand equity move from Identity, Meaning, and Response to Relationships. Below is given the definitions for the elements of the CBBE model as described by Keller (2009).

- ❖ *Brand salience* is how easily and often customers think of the brand under various purchase or consumption situations.
- ❖ *Brand performance* is how well the product or service meets customers’ functional needs.
- ❖ *Brand imagery* describes the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customers’ psychological or social needs.
- ❖ *Brand judgments* focus on customers’ own personal opinions and evaluations.
- ❖ *Brand feelings* are customers’ emotional responses and reactions with respect to the brand.
- ❖ *Brand resonance* refers to the nature of the relationship customers have with the brand and the extent to which they feel they’re ‘in sync’ with the brand. (Keller, 2009, pp.143-44).

2.1.2.2. Aaker’s equity model

One of the most prominent conceptualizations of brand equity was made by Aaker (1991) and Keller (2013).

Aaker (1991), defined brand equity as “...a set of assets and liabilities linked to a brand, its name and symbol, that add or subtract from the value provided by a product or service to a firm

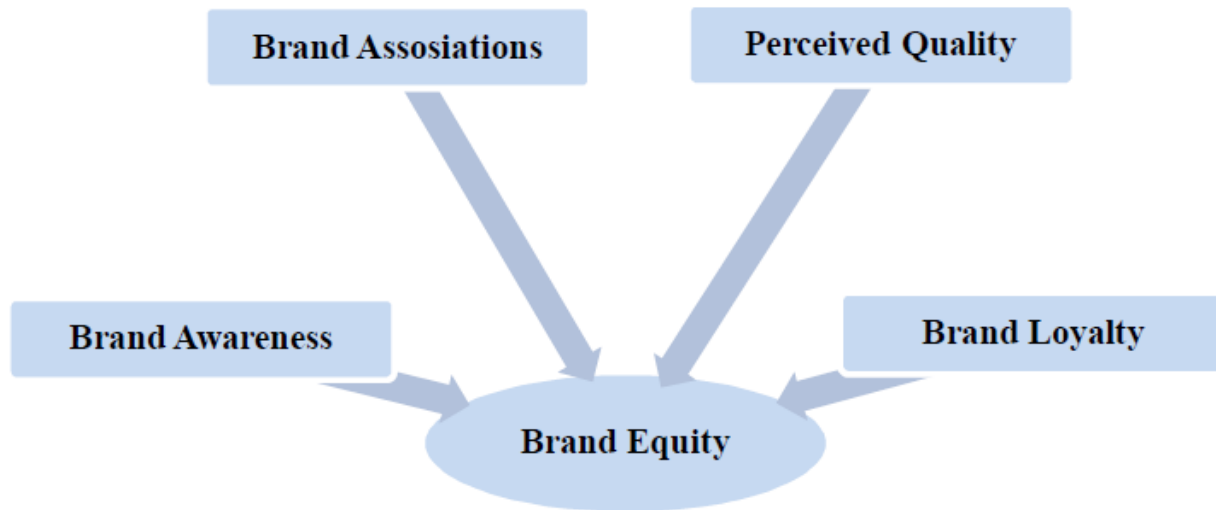
and/or that firm's customers” (Aaker, 1991, p. 15). Aaker elaborated on this definition in by focusing on five distinct points. The first one is that brand equity is a set of assets categorized in to brand awareness, brand loyalty, perceived quality and brand association. Any attempt in managing brand equity is thus must involve the continuous investment to create and enhance these assets (Aaker, 1996).

The second point from the definition is the fact that brand equity creates value to a firm and its customers. Brand equity is said to create value to customers by enabling customers to process information about the brand and make informed purchase decisions. It will also make them feel confident in their purchase decision. After purchase decision is made customers can also achieve greater user satisfaction knowing what the brand is and what it stands for. Brand equity also creates value to a firm by enhancing efficiency and effectiveness of marketing programs, creating brand loyalty, higher price margins. A firm may also undertake a successful brand extension and achieve a competitive advantage over other firms if it is successful in building strong brand equity (Aaker, 1991)

The third point from the definition underlies the assets of and liabilities should be linked to the name and symbol of the brand. According to Aaker (1996), *“if the brand's name or symbols should change, some or all of the assets or liabilities could be affected and even lost, although some might be shifted to the new name or symbol”* (p.8).

The Model used by Aaker (1991) is shown in the figure 2 below.

Figure 2 Aaker's Brand Equity Model



As depicted in Figure 2, brand equity is composed of four elements namely brand awareness, perceived quality, brand loyalty and brand associations.

2.1.2.3. Advertising Models

There are theories within internal and external marketing communication and advertising that has been highly influential in both textbooks and in the professional advertising practice (Hackley, 2005).

The existing behavioral advertising models will now be examined further and compared to each other. There are many numbers of advertising models. Few of the models are discussed and listed below.

❖ AIDA Models

AIDA was created by Strong in 1925 and is a behavioral model that has as purpose to make sure that an advertisement raise awareness, stimulate interest, and leads the customer to desire and eventually action (Hackley, 2005).

The model is seen as a highly persuasive and is said to often unconsciously affect our thinking (Butterfield, 1997).

With the AIDA model Strong suggests that for an advertisement to be effective it has to be one that: *Attention, Interest, Desire* and *Action*.

For the advertisement to contribute to success it has to be designed so that the customer passes through all these four phases, with all being equally important. The model implies that advertising should inject memorable and believable messages that will make costumers triggered to act in a certain way (Brierley, 2002).

❖ *DAGMAR Models*

Russell Colley created DAGMAR when he prepared a report for the Association of National Advertisers. This report was entitled *Defining Advertising Goals for Measured Advertising Results*, shortened down to DAGMAR, and thereof the name, (Belch & Belch, 1995) and was later in 1969 published as a book with the same title (Mackay, 2005). DAGMAR focuses on the levels of understanding that a customer must have for the organization and on how to measure the results of an advertising campaign (Belch & Belch, 1995).

The DAGMAR approach has had a huge influence on the how to set objectives in the advertising planning process and many planners use this model as their base. However, just as the other approaches within advertising, DAGMAR has been met with critique. One of the major criticisms towards DAGMAR is on its reliance on the .hierarchy-of-effects theory, just as with AIDA. Customers do not always pass through the stages in a linear way. Another criticism made towards the DAGMAR approach is that it focuses too much on strategies. Many creative people within advertising are looking for the great unique idea that can result in a successful campaign and feels that the DAGMAR approach is too concerned with quantitative measurements on the campaign (Belch & Belch, 1995).

❖ *Hierarchy-of-effects model*

This model was published during the same period as DAGMAR. The model was named the hierarchy-of-effects model which is the same name as some authors used on the foundation theory, and will therefore go under the name, Lavidge&Steiners.

According to this model customers do not switch from being completely uninterested to become convinced to buy the product in one step. Lavidge and Steiners Hierarchy-of-effects model is created to show the process, or steps, that an advertiser assumes that customers pass through in the actual purchase process (Barry & Howard, 1990). The model is based on seven steps, which as with the other models must be completed in a linear way. The big difference between this model and the others is not only the steps, but also the view on how to pass them.

2.1.3. Brand elements

Brand elements, sometimes called brand identities, are those trademarkable devices that serve to identify and differentiate the brand. The main ones are brand names, URLs, logos, symbols, characters, spokespeople, slogans, jingles, packages, and signage. The customer-based brand equity model suggests that marketers should choose brand elements to enhance brand awareness; facilitate the formation of strong, favorable, and unique brand associations; or elicit positive brand judgments and feelings. The test of the brand-building ability of a brand element is what consumers would think or feel about the product *if they knew only that particular brand element* and not anything else about the product and how else it would be branded or marketed. A brand element that provides a positive contribution to brand equity conveys or implies certain valued associations or responses (Keller, 2013).

2.1.3.1. Brand Names

The brand name is a fundamentally important choice because it often captures the central theme or key associations of a product in a very compact and economical fashion. Brand names can be an extremely effective shorthand means of communication.

Research on choice criteria for brand names extends back for years. A number of studies have considered sensory or phonetic aspects of brand names (Keller, 2013).

Brand name is perceived as the most seen information by consumers (De Chernatony, 2010), it the basis for brand awareness and communication (Keller, Heckler & Houston, 1998), it can help to increase brand awareness and create desired brand image for a new product.

2.1.3.2. URLs

URLs (uniform resource locators) specify locations of pages on the Web and are also commonly referred to as *domain names*. Anyone wishing to own a specific URL must register and pay for the name.

Another issue facing companies with regard to URLs is protecting their brands from unauthorized use in other domain names (Keller, 2013).

2.1.3.3. Logo and Symbols

Although the brand name typically is the central element of the brand, visual elements also play a critical role in building brand equity and especially brand awareness. *Logos* have a long history as a means to indicate origin, ownership, or association.

Like names, abstract logos can be quite distinctive and thus recognizable. Nevertheless, because abstract logos may lack the inherent meaning present with a more concrete logo, one danger is that consumers may not understand what the logo is intended to represent without a significant marketing initiative to explain its meaning. Consumers can evaluate even fairly abstract logos differently depending on the shape.

Logo is an important element of brand's visual identity (Kohli, Suri&Thakor, 2002). A number of studies have proven the importance of logo graphic design on brand awareness and recognition (Henderson & Cote, 1998; Janiszewski & Meyvi, 2001). Design of the logo also influences consumers' perception of brand personality (Grohmann, 2008). The study done by Grohmann (2008) revealed the relation between characteristics of logo design and brand personality dimensions. For instance, the brand is perceived as more sincere when its logo is highly natural, elaborate, round and coherent.

2.1.3.4. Characters

Characters represent a special type of brand symbol—one that takes on human or real-life characteristics.

Brand characters typically are introduced through advertising and can play a central role in ad campaigns and package designs.

2.1.3.5. Slogans

Slogans are short phrases that communicate descriptive or persuasive information about the brand. They often appear in advertising but can play an important role on packaging and in other aspects of the marketing program. Slogans are powerful branding devices because, like brand names, they are an extremely efficient; shorthand means to build brand equity.

2.1.3.6. Jingles

Jingles are musical messages written around the brand. Typically composed by professional songwriters, they often have enough catchy hooks and choruses to become almost permanently registered in the minds of listeners—sometimes whether they want them to or not! During the first half of the twentieth century, when broadcast advertising was confined primarily to radio, jingles were important branding devices.

Jingles are perhaps most valuable in enhancing brand awareness. Often, they repeat the brand name in clever and amusing ways that allow consumers multiple encoding opportunities.

Consumers are also likely to mentally rehearse or repeat a catchy jingle after the ad is over, providing even more encoding opportunities and increasing memorability.

2.1.3.7. Packaging

Packaging is the activities of designing and producing containers or wrappers for a product. Like other brand elements, packages have a long history. Package of brand has much to do with colors; but it also has more elements that transfer the meaning to consumers. According to Ampuero and Vila (2006) if a product is for upper class and highly priced, colors of the package should be cold and dark; the opposite situation with price sensitive consumers – colors of the package should be light, mostly white. What is more, letters and words of the package for upper class should be bolded, large.

Product packages directed to the middle class use straight and horizontal lines, curves, circles; on the contrary, straight vertical lines and squares are used for highly priced products.

According to the seimiene and kamerauskaite (2014) entitled on” effect of brand elements on brand elements on brand personality perception studied on beer brand elements. The study

revealed that the perception of analyzed beer brands personalities is mostly affected by one or two factors (design, colour, brand name and etc), which have the most impact on perceptions of brand personality and form the main characteristics. The study concluded that brand elements are the most important attributes of brand. And also the study concluded brand elements are a great impact on brand awareness.

2.1.4. Criteria for Choosing Brand Elements

In general, in order to build best brand elements, there are six criteria for brand elements.

1. Memorability

A necessary condition for building brand equity is achieving a high level of brand awareness. Brand elements that promote that goal are inherently.

2. Meaningfulness

Brand elements may take on all kinds of meaning, with either descriptive or persuasive content. Two particularly important criteria are how well the brand element conveys the following:

- *General information about the function of the product or service:* Does the brand element have descriptive meaning and suggest something about the product category, the needs satisfied or benefits supplied? How likely is it that a consumer could correctly identify the product category for the brand based on any one brand element? Does the brand element seem credible in the product category? This dimension is an important determinant of brand awareness and salience.
- *Specific information about particular attributes and benefits of the brand:* Does the brand element have persuasive meaning and suggest something about the particular kind of product, or its key points-of-difference attributes or benefits? Does it suggest something about some aspect of the product performance or the type of person who might use the brand? This dimension is important of brand image and positioning.

3. Likability

Independent of its memorability and meaningfulness, do customers find the brand element aesthetically appealing? Is it likable visually, verbally, and in other ways? Brand elements can be

rich in imagery and inherently fun and interesting, even if not always directly related to the product.

A memorable, meaningful, and likable set of brand elements offers many advantages because consumers often do not examine much information in making product decisions. Descriptive and persuasive elements reduce the burden on marketing communications to build awareness and link brand associations and equity, especially when few other product-related associations exist.

4. Transferability

Transferability measures the extent to which the brand element adds to the brand equity for new products or in new markets for the brand. There are several aspects to this criterion.

First, how useful is the brand element for line or category extensions? In general, the less specific the name, the more easily it can be transferred across categories.

Second, to what extent does the brand element add to brand equity across geographic boundaries and market segments? To a large extent this depends on the cultural content and linguistic qualities of the brand element.

The difficulties or mistakes that even top marketers have encountered in translating their brand names, slogans, and packages into other languages and cultures over the years have become legendary.

5. Adaptability

The fifth consideration for brand elements is their adaptability over time. Because of changes in consumer values and opinions, or simply because of a need to remain contemporary, most brand elements must be updated. The more adaptable and flexible the brand element, the easier it is to update it.

6. Protectability

The sixth and final general consideration is the extent to which the brand element is protectable— both in a legal and a competitive sense. Marketers should (1) choose brand elements that can be legally protected internationally, (2) formally register them with the

appropriate legal bodies, and (3) vigorously defend trademarks from unauthorized competitive infringement. Another consideration is whether the brand is competitively protectable. If a name, package, or other attribute is too easily copied, much of the uniqueness of the brand may disappear. In general, from the above six criteria for brand elements, the first three criteria—memorability, meaningfulness, and likability—are the marketer’s offensive strategy and build brand equity. The latter three, however, play a defensive role for leveraging and maintaining brand equity in the face of different opportunities and constraints (Keller, 2013).

2.1.5. Relationship between Brand Equity and Brand Equity Elements

Customer based brand equity is understood to be a multidimensional concept (Aaker, 1996; Keller, 1993; Kapferer, 2008; Yoo et al., 2000). The major focus in customer based brand equity model is what consumers think about a brand. This model suggests that measures of how a consumer perceives a brand are accurate reflection of how the brand is performing in the market place (Tong & Hawley, 2009). Aaker (1991) built its model of brand equity on five dimensions of brand awareness, quality perception, brand association, brand loyalty, and other proprietary assets. But in this study, from the dimension of brand equity the study will focus on brand awareness and brand loyalty.

2.1.5.1. Brand Awareness

Various authors have defined brand awareness in various ways. Aaker (1991) defined brand awareness as *“the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category”* (p.61). In his subsequent book he also defined brand awareness as *“the strength of the brand’s presence in the consumer’s mind”* (Aaker, 1996, p.10). These two definitions indicate that brand awareness is not just simply recognizing the existence of the brand but rather the extent to which how easily consumers recall the brand which is vital in purchase situations. Keller (2013) also defined brand awareness as

“Customers’ ability to recall and recognize the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory” (p.108).

Aaker (1991) discusses about the brand awareness pyramid which is arranged in to brand recognition, brand recall and top of mind in an increasing strength. The lowest level of the

pyramid is 'brand recognition' which is "...the minimal level of brand awareness" (Aaker, 1991). In this case consumers will be presented with different brand names from a product category and will be asked if they have previous exposure to the brands. The next level in the brand awareness pyramid is 'brand recall'. It is a stronger level of brand awareness where the consumers are presented with a product category and asked to name products that comes to mind. The last part of the pyramid is 'top of mind awareness'. This refers to the first brand mentioned by the consumer in a brand recall test (Aaker, 1991).

Keller's (2013) definition focuses on the breadth and depth of brand awareness. The depth of brand awareness refers to the likelihood and the ease with which the consumer remembers the brand elements of a certain brand. Keller (2013) stated that "*a brand we easily recall has a deeper level of brand awareness than one that we recognize only when we see it*" (p. 108).

The breadth of brand awareness measures the range of purchase and usage situations or occasions a brand comes to mind (Keller, 2013). Brand awareness can provide a foundation for brand equity (Kotler & Keller, 2012). The role brand awareness plays in building brand equity has been highlighted by several researchers.

In this study however, the beer brand under investigation, Habesha, is a new beer brand and the beer market in Ethiopia is continuously growing. Therefore, the brand awareness dimension is used independently from that of the brand association dimension.

2.1.5.1.1. Advantages of Brand Awareness

What are the benefits of creating a high level of brand awareness? There are three—learning advantages, consideration advantages, and choice advantages.

Learning Advantages: Brand awareness influences the formation and strength of the associations that make up the brand image. To create a brand image, marketers must first establish a brand node in memory, the nature of which affects how easily the consumer learns and stores additional brand associations. The first step in building brand equity is to register the brand in the minds of consumers. If the right brand elements are chosen, the task becomes easier.

Consideration Advantages: Consumers must consider the brand whenever they are making a purchase for which it could be acceptable or fulfilling a need it could satisfy. Raising brand

awareness increases the likelihood that the brand will be a member of the *consideration set*, the handful of brands that receive serious consideration for purchase. Much research has shown that consumers are rarely loyal to only one brand but instead have a set of brands they would consider buying and another—possibly smaller—set of brands they actually buy on a regular basis. Because consumers typically consider only a few brands for purchase, making sure that the brand is in the consideration set also makes other brands less likely to be considered or recalled.

Choice Advantages: The third advantage of creating a high level of brand awareness is that it can affect choices among brands in the consideration set, even if there are essentially no other associations to those brands.

2.1.5.1.2. Establishing Brand Awareness

In the abstract, creating brand awareness means increasing the familiarity of the brand through repeated exposure, although this is generally more effective for brand recognition than for brand recall. That is, the more a consumer “experiences” the brand by seeing it, hearing it, or thinking about it, the more likely he or she is to strongly register the brand in memory.

Thus, anything that causes consumers to experience one of a brand’s element—its name, symbol, logo, character, packaging, or slogan, including advertising and promotion, sponsorship and event marketing, publicity and public relations, and outdoor advertising—can increase familiarity and awareness of that brand element. And the more elements marketers can reinforce, usually the better. Repetition increases recognizability, but improving brand recall also requires linkages in memory to appropriate product categories or other purchase or consumption cues. A slogan or jingle creatively pairs the brand and the appropriate cues (and, ideally, the brand positioning as well, helping build a positive brand image). Other brand elements like logos, symbols, characters, and packaging can also aid recall.

The way marketers pair the brand and its product category, such as with an advertising slogan, helps determine the strength of product category links. In competitive markets or when the brand is new to the category, it is more important to emphasize category links in the marketing program. Strong links between the brand and the category or other relevant cues may become especially important over time if the product meaning of the brand changes through brand extensions, mergers, or acquisitions.

We've said that brand awareness refers to customers' ability to recall and recognize the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory. In particular, building brand awareness helps customers understand the product or service category in which the brand competes and what products or services are sold under the brand name. It also ensures that customers know which of their "needs" the brand—through these products—is designed to satisfy. In other words, what basic functions does the brand provide to customers?

2.1.5.1.3. Breadth and Depth of Awareness

Brand awareness thus gives the product an identity by linking brand elements to a product category and associated purchase and consumption or usage situations. The *depth* of brand awareness measures how likely it is for a brand element to come to mind, and the ease with which it does so. A brand we easily recall has a deeper level of brand awareness than one that we recognize only when we see it. The *breadth* of brand awareness measures the range of purchase and usage situations in which the brand element comes to mind and depends to a large extent on the organization of brand and product knowledge in memory.

H1: advertising has a positively relationship with Brand awareness.

2.1.5.2. Brand Loyalty

Brand loyalty is a core dimension of brand equity measured by the level of attachment the consumer has with a brand (Aaker, 1991). Keller (2013) discussed about brand loyalty in his brand resonance model stating active loyalty is what characterizes brand resonance. Belch & Belch (2003) defined brand loyalty as a preference by consumer for a particular brand that results in continuous purchase of it. Brand loyalty can also be a source of predictable and secure demand for a firm in addition to being barrier for potential entrants (Kotler & Keller, 2012).

Achieving a high degree of loyalty is a vital part of the branding process (Heding et al., 2009). Brand loyalty is of “...sufficient importance that other measures, such as perceived quality and associations, can often be evaluated based on their ability to influence it” (Keller, 1993, p.106). Keller's (2013) and Aaker's (1991) outlook on brand loyalty indicates that it is the closest dimension to brand equity. The presence or lack of brand loyalty will often determine the value

of the brand (Aaker, 1996). Kotler& Keller (2013) have identified four groups of consumers based on loyalty status. Hard-core loyalist would only buy a single brand name all the time, split loyalist are loyal to two or three brands. Shifting loyalist constantly shift their loyalty from one brand to the other whereas switchers are not loyal to any brand (Kotler& Keller, 2012).

In this study, it is very important to find out if beer consumers are developing brand loyalty for the new beer brand and if brand loyalty is contributing to the brand building activity. In the following hypothesis is proposed in order to investigate this occurrence.

H1c: advertising has a positively relationship with Brand loyalty.

2.1.6. Advertising

Advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor via print media, broadcast media, network media, electronic media, and display media (Kotler& Keller, 2012). Advertising as part of the marketing communication mix contributes to building brand equity by enhancing brand awareness, brand associations, positive judgments, and feelings (Keller, 2013). Aaker (1991) stated that when consumers see an advertising repetitively they will consider the company is spending money to support the brand which translates to the feeling that the brand is good.

There are several reasons why advertising is such an important part of many marketers promotional mixes. First, it can be a very cost-effective method for communicating with large audiences. Advertising can be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services that are difficult to differentiate on functional attributes (belch and belch (2003)).

Yoo et al., (2000) indicated that perceived advertising spend plays a direct role in the consumer's psychology than actual marketing efforts. Therefore, this study will focus on the perception of consumers about the level of advertising spending by Habesha beer and its impact on brand awareness and brand loyalty.

2.1.6.1. Advertising and its impact on brand awareness

Advertising is an efficient way to achieve brand awareness as the message can be tailored to what is desired by the company to be communicated (Aaker, 1991). Yoo et al., (2000) found out that high level of perceived advertising spending has a positive association with brand awareness and is part of a brand building activity. A brand that has high advertising spending also commands higher level of brand awareness (Cobb-Walgren et al., 1995; Simon & Sullivan, 1993). A study of perceived advertising spending on one of malaysias noodle brands found out that perceived advertising spending had no significant impact on brand equity and its dimensions. And another researcher, kasahun(2015)concluded that advertising have a positive impact on brand awareness. The author attributed this to the fact that instant noodles are cheap and readily available which makes consumers to relay more on the actual consumption experience for judgment. However, many other researchers in their study across various product segments supported the impact of perceived advertising spending on brand awareness, quality perception, brand associations and brand loyalty (Villarejo & Sánchez, (2005); Selvakumar & Vikkraman, (2011).

2.1.6.2. Advertising and its impact on brand loyalty

Perceived advertising spending is also linked with the level of brand loyalty shown by consumers. This is because advertising plays the role of reinforcing consumers brand related believes and attitudes, which in turn increase, brand loyalty (Shimp, 2010). Yoo et al. (2000) even stated, *“One of the major reasons for a decrease in consumer loyalty is the decrease in advertising spending”* (p.207).

2.2. Empirical Review

According to Clark, Doraszelski and Draganska (2009) the study aims on the effect of advertising on brand awareness and perceived quality: An empirical investigation using panel data. The study would on 300 brands in across 19 category products. The study concluded that advertising has consistently a significant positive effect on brand awareness but no significant effect on perceived quality. And also the study highlight on the conclusion is advertising as a means of providing information to consumers; there are important differences between

categories. In some categories at least advertising may also be a means of altering quality perceptions.

According to Sawant (2012) study entitled “the impact of advertising on brand awareness and consumer preference (with special reference the men’s wear)” So that advertising and brand awareness has a strong correlation between them. The study would focus on all mens wear in 30 outlets offering wide assortments in along with 50 big suiting and shirts. From the discussion the coefficients of brand awareness is 0.86 that means 86% owns advertising. The findings also revealed that advertising has had great impact on awareness of men’s wear products.

And also according to kassahun (2015) study entitled on ‘the role of advertising price perception in building brand equity on new brands’. The study use *accessible population of 325 beer consumers who have tried Walia beer at least ones was conveniently selected*. He concluded that advertising has a great effect on building brand equity but in contrary way that price perception was negative correlation with building brand equity.

According to the seimiene and kamerauskaite (2014) entitled on” effect of brand elements on brand elements on brand personality perception studied on beer brand elements. The study revealed that the perception of analyzed beer brands personalities is mostly affected by one or two factors (design, color, brand name and etc), which have the most impact on perceptions of brand personality and form the main characteristics. The study concluded that brand elements are the most important attributes of brand. And also the study concluded brand elements are a great impact on brand awareness.

Another empirical study on the title of “Factors and elements influencing brand loyalty: A case study in customers of Khazargaz in Mazandaran” the study revealed that brand awareness has significant and direct impact on brand loyalty. The rate of correlation shows that brand awareness can prognosticate 63.3% of customer loyalty for Khazar Gaz. Brand awareness indicates products advantage or hoe it can work. Statistics shows that increase at brand awareness will be purchase Khazar Gaz.

The correlation rate between brand image and customer loyalty equal to 0.519 which means brand image and customer loyalty has significant and direct relationship. Brand image consist of

brand's advertising slogan, sound or other related things that make project the brand for customer.

It can be concluded that, brand awareness is the most important factor, because it has the most impact at brand loyalty. In other words, if customer gives more information about KhazarGaz, and find its advantage in comparison to competitors will be loyal to this brand.

In another study in Pakistan by Akhtar, Ahmed, Jafar, Rizwan& Nawaz (2016), the aim of the study is to examine the relationship between the packaging, price, brand awareness and brand loyalty. Data was collected through questionnaire on five point Likert scale from 212 respondents by using convenience sampling technique. Correlation and regression analysis were used as statistical tests. Through regression analysis it was found that packaging and brand awareness had strong positive significant relationship with brand loyalty whereas price had weak relationship with brand loyalty. The correlation analysis found that the significant relationship between the packaging, price, brand aware awareness and brand loyalty. The Cronbach alpha reliability is 0.723; it concludes that product attributes have positive relationship with brand loyalty. And also the researcher recommended that Brand awareness is the objective of the advertising. When advertising is more it may cause to brand awareness and brand awareness may lead to brand loyalty.

Based on the above empirical various study, the finding and conclusions are eager to propose the following conceptual framework and hypothesis that will test in this study.

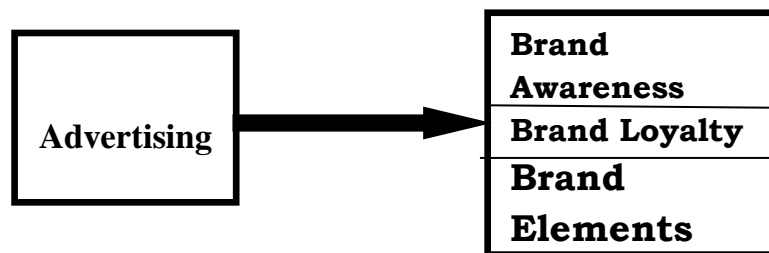
2.3 Conceptual Framework and Hypothesis of the study

2.3.1. Conceptual Framework of the study

Conceptual model helps to visualize ideas and allow to clearly illustrate how thing are related. For this study, conceptual models will be served to depict causal relationships, which were operationalized, tested and verified (Jonker & Pennink, 2010). As this study attempts to look at the brand awareness and brand loyalty building efforts of firms from the customers' perspective, it will employ the model developed by Aaker (1991). But this model of Aaker is refining by me for the purpose of showing the relationship between advertising, brand awareness, brand loyalty and brand elements.

Based on the conceptualizations of Aaker (1991) and Keller(2013), this study proposes a conceptual model where one of the marketing mix elements: advertising impact on the two brand equity dimension (brand loyalty and brand awareness) taken from Aaker's equity models and another variable, which is brand elements or brand identity has taken from kellers customer based equity models(CBBE). Figure 3 below depicts the proposed conceptual model and the causal relationship between the three constructs.

Figure 3 Conceptual Framework



Source: Adopted from Aaker (1991)&keller (2013).

2.3.2. Hypothesis of the study

In order to realize the study of the objectives by seeing and summarized the above theoretical and empirical review of the study, the researcher propose the following hypothesis for verification:

1. H1: advertising has a positive and significant relationship with brand awareness.
2. H2: advertising has a positive and significant relationship with brand loyalty.
3. H3: advertising has a positive and significant relationship with brand element.

Chapter Three

3. Research Design and Methodology

3.1. Introductions

This chapter includes an overview of the research study, research design, a description of the instrument used for data gathering, targeted population, sampling procedure, and unit of analysis, sources of data will use, and methods of data analysis, methods of data collection, reliability and validity and ethical issue of the research.

3.2. Research Design

In terms of the data usage, the research designs are dividing in to qualitative, quantitative and mixed research design. Quantitative research design use the data express in terms of numbers and used closed ended questions and *Quantitative research design* is an approach for testing objective theories by examining the relationship among variables, testing hypothesis but qualitative research design use the data in word rather than express in number and use open ended questioners. In addition to this quantitative research design are important to show the regression correlations, but qualitative research design is only for describe the variables of the study (Creswell (2014)). Based on the above data this study use quantitative research design to test the hypothesis to show the correlation of the variables.

The research is quantitative and data would be collected using closed-ended questioners. Explanatory study is used to explain the relationship between the variables of advertising, brand awareness, brand loyalty and brand elements. Based on the number of contacts with the study population, designs can be classified into cross-sectional studies, before-and-after studies and longitudinal studies. But in this study the research would use cross sectional in a sense that data will collect at one point in time.

3.3 Data type and source

The study would use the secondary and primary data to address the research question. To show the relationship of research question against the theoretical and empirical review (secondary data) and the research question against the data (primary data).

To show the research question against the data, this study was relying on purely primary data. The primary data were collect using closed ended questioners. The questioners would have distributed to the selected hotels that stretch from 1 to 5 stars.

3.4 Sampling technique

In Addis Ababa, there are 250 hotels from star 1 to 5(www.travel.jumia.com). From the total of 250, for the purpose of the achieving the objectives, the study were select 10 hotels. These ten hotels were select using systematic sampling technique (i.e. Each hotel was select for every 25th proportions (250/25=10). Since, a *systematic sample* can have precision equivalent random sampling (Fowler, 2009). In this approach, the researcher chooses a random start on a list and selects every 25th hotels on the list. In order to conclude the study, this study would distribute to the consumer in the selected hotels using convenient sampling techniques. Convenient sampling technique was adopted for sampling purpose because it would make us reach maximum number of consumers.

3.5 Sampling Size

The main interests of this study would assess the role of advertising in building brand awareness and loyalty in Habesha beer brand elements.

The target population of this study was all the consumers of Hebesha beer whose those test at least once and whose age is 18 years and above within the selected 10 hotels in Addis Ababa. The sample size of this study would be calculated using the following formula that developed by kohtari (2004). Since, the use of this formula is applicable when the population is unknown and large.

$$n = \frac{z^2 \cdot p \cdot q}{e^2}$$

Where, n= sample size.

z= standard variant at the given confidence level.

p=proportion of success.

q= Proportion of failure.

e= acceptable errors.

Therefore, based on the above formula an estimation of the expected proportion of success must also be considered (Kothari, 2004). In this case, a more conservative proportion of success (p) which is 50% will select together with a level of confidence of 95% (z), a sampling error not greater than 5% (e). This result a sample size of 384 people for the study.

$$n = \frac{1.96 \times 1.96 \times 0.5(1-0.5)}{0.05 \times 0.05} = 384$$

This sample size is sufficient to generalize about the target population. So, in this study I would take the above sample size, since this sample size would expect to test the hypothesis that mention below. Since, according to Wondmeneh (2016) and Meron(2015) was studied in the large and unknown population, those would use the same sample size has enough to generalize , describe and justify each variable. One of the most popular approaches to sample-size determination involves studying the power of a test of hypothesis (Khan and White (2007)).

3.6 Procedure for Data Collection

Since the questioners would be distributed in the selected hotels in Addis Ababa .These hotels were select using systematic sampling technique and to select the respondent of questioners in each hotels are convenient sampling techniques.

3.7 Methods of data collection

The data collection method would be doing using self-administered questionnaire to would be filled by the customers of habesha beer. The questionnaire will be design in a five scale likert measurement. The variables will measure using Likert scale with five response categories that stretch from strongly agree to strongly disagree).

3.8 Methods of Data Analysis

SPSS version 20 would be use for the purpose of the data analysis. Descriptive statistics and inferential statistics are calculated for the purpose of the analysis of the data. Personal information of the users and brand element evaluation is depicted by percentage, frequency and cumulative percentage.

Correlation analysis would use to check how much the variables correlate with one each another. Linear Regression analysis will use for the purpose to know the effect is whether positive and negative effect and to calculate what percentage of brand loyalty, brand elements and brand awareness due to advertising.

3.9 Validity and Reliability

3.9.1 Validity

Validity is describing the degree to which a research measures what it intends to measure. It concerned with whether the findings are really to what they appear to be about. The researcher is try to keep the validity of the study by avoid double negative questions, avoid ambiguity about causal direction and telling the purpose of the study to the respondent (cresswall, 2008).

Internal validity is how the findings of the research match the reality and as the researcher measure the finding that are aimed to measure the reality in quantitative researches an ongoing process, it always changes due to the fact that what is being studied is how people perceived the brand. So, internal validity measure whether the finding is non- spurious or not. Therefore the finding in this study is strongly supported by the result in the context and the general theory in the field.

External validity is refers whether the observed association can generalized from the sample to the population. This study addresses external validity through taking representative sample and can generalize to all consumers of habesha beer over the country.

3.9.2 Reliability

Reliability is refers to the consistency of a measure. A test is considered reliable if we get the same result repeatedly. Reliability means the extent to which an experiment, test or any measuring procedures yield the same result repeatedly. In order to reliable, my research, the researcher use different mechanisms to avoid treats of reliability. Therefore, in this study, the researcher would use mechanisms like minimize participants' errors when filing questioners, minimize participants' bias and avoid researcher's errors. Reliability of the questionnaire items would be review by Cronbach Alpha test. If the cronopach alpha coefficient is greater than or equal to 0.70 the study is reliable.

The measure was reliable when respondents gave the same answer in different situations. A question might be unreliable because it contained words which could be misunderstood and, consequently, which might cause confusion. The result of reliability test for the questionnaire is shown in the following table. As it is indicated in the table, the test result is between 0.70 and 0.92. Therefore, the reliability of 40 items that are critical to determine the role of advertising in building brand awareness and loyalty have been tested by using Cronbach's alpha. According to Haire et al. (2010) the reliability coefficient which are more than or equal to 70 % ($\alpha > 0.7$) is acceptable. So, Reliability of the question was evaluated and the result (Cronbach's Alpha) was used to test the reliability of the materials used in this research. Thus, the reliability coefficient of the above item is above 70% and/or the overall reliability test for the item is 97.6%. This implies that the item were reliable and understandable to the respondent. In general, the reliability result for the variable is indicated below.

Table 4.1 Reliability test result of questionnaire

Variables	Number of item	Cronbach's alpha
Brand loyalty	5	0.907
Brand awareness	5	0.906
Advertising	5	0.896
Brand element	5	0.912
Total	20	0.976

Source: survey, 2017

From the above table, the reliability of each variable is above 0.896 and above that observed from the above table. From this result interpreted that the question included in each variable is understood by the respondent.

3.10 Ethical Considerations

There are certain ethical protocols that have been followed by the researcher. The first is soliciting explicit consent from the respondents. This ensures that their participation to the study is not out of their own volition. The researcher also ensured that the respondents were aware of the objectives of the research and their contribution to its completion. One other ethical measure exercised by researcher is treating the respondents with respect and courtesy. This was done so that the respondents will be at ease and are more likely to give candid responses to the questionnaire. There were also ethical measures that have been followed in the data analysis.

To ensure the integrity of data, the researcher checked the accuracy of encoding of the survey responses. This was carried out to ensure that the statistics generated from the study are truthful and verifiable.

3.11 Model Description

Since the objective of the study was to investigate the role of advertising in building brand awareness and brand loyalty. Variables include advertising, brand awareness, brand loyalty and brand element. It can be predicted using linear regression model. Deterministic relationship is one in which the value of dependent variable completely determined by independent variable, such relationship is described as $y_i = \beta_0 + \beta_1 x_{1i} + \beta_2 x_{2i} + \dots + \beta_p x_{pi} + E_i$

Where y_i is a continuous response (or dependent) variable for the i th

Member of the sample, $x_{1i}, x_{2i}, \dots, x_{pi}$ are a set of explanatory (or

Independent) variables or covariates, $\beta_1, \beta_2, \dots, \beta_p$ are regression coefficients,

and E_i is a residual or error term with zero mean that is

Uncorrelated with the explanatory variables

$$BL = \alpha + \beta_1 ADS + \epsilon_i \dots \dots \dots \text{eq. (1)}$$

$$BA = \alpha + \beta_2 ADS + \epsilon_i \dots \dots \dots \text{eq. (2)}$$

$$BE = \alpha + \beta_3 ADS + \epsilon_i \dots \dots \dots \text{eq. (3)}$$

Where

- ❖ BL stands for Brand loyalty.
- ❖ BA stands for brand awareness.
- ❖ BE stand for brand element.
- ❖ Ads stand for advertising spending.

Besides α indicates constant which shows the magnitude or the value of brand loyalty, brand awareness and brand element when the coefficient for the above advertising become zero.

β_1, β_2 and β_3 are the coefficient acquainted with the extent of change in the dependent variable when the explanatory variable changes by one unit, Ceteris Paribus. And e set up to demonstrate unexplained portion of the dependent variable (standard deviation) through the variable.

Chapter Four

4 Results and Discussions

4.1 Introduction

The preceding chapter determined the way a researcher used to conduct an empirical analysis and discussion. After collecting data by the questionnaire, this chapter presents quantitative statistics in order to analyze data and test hypotheses. Specifically, this chapter is composed of discusses about questionnaire using pilot testing, descriptive analysis, correlation analysis, regression analysis, and discusses about findings of empirical results.

4.2 Response Rate

A total of 384 questionnaires were distributed in 10 star hotels in Addis Ababa that stretch from star 1 to 5 hotels and the response rate was indicated in the table below.

Table 4.2 Response rate

Items	Response rate	
	Number	percent
Sample size	384	100%
Collected	351	91.4%
Remain uncollected	33	8.6%

Source: survey, 2017

From the above table, out of 384 distributed questionnaire 351(91.4%) were collected while 33(8.6%) of the questionnaire remained uncollected. Moreover, from the collected questionnaire i.e. 351 (91.4%), 3 questionnaire were not filled properly and completely, therefore, analysis were made based on the properly completed questionnaire. i.e. (351-3) 348, (90.6 %).

4.3 Descriptive analysis

Descriptive analysis was used to describe and demonstrate the data that have been collected from questionnaire in terms of frequency, percentage results generated by SPSS version 20.0 by using quantitative analysis techniques while inferential analysis has been used to explore the relationship between variables by using inferential statistics particularly spearman correlation, and regression coefficient and Cronbach's Alpha to test internal reliability of various items.

4.3.1 Description of Respondents Profile

The demographics factors used in this research are age, gender, educational status, monthly income, and time usage of habesha beer of the respondents has been customer of habesha beer brand.

4.3.1.1 Age of respondents

Table 4.3.1.1 Age of Respondents

In years	Frequency	Percent	Valid Percent	Cumulative Percent
18-30 years	206	59.2	59.2	59.2
31-45 years	106	30.5	30.5	89.7
46-60 years	31	8.9	8.9	98.6
61 years and above	5	1.4	1.4	100.0
Total	348	100.0	100.0	

Source: questionnaire, 2017

Table 4.3.1.1 shows that 59.2% are 18-30 Years old, followed by respondent at the age between 31-45 years old with 30.5%, 8.9% were at the age of 46-60 years old. The remaining of the respondents 1.4% were 61 years and above years old. From this we conclude that usage of habesha beers are young populations followed by the age between 31-45.

4.3.1.2 Gender of Respondents

Table 4.3.1.2 Gender of Respondents

	Sex	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	216	62.1	62.1	62.1
	Female	132	37.9	37.9	100.0
	Total	348	100.0	100.0	

Source: questionnaire, 2017

The findings in Table 4.3.1.2 below revealed that 62.1 percent of the respondents are male; this shows that majority of the populations that use habesha beer brands are males.

4.3.1.3 Educational level of the respondents

Table 4.3.1.3 Educational Level of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	Diploma and below	89	25.6	25.6	25.6
	First degree	226	64.9	64.9	90.5
	Second degree	32	9.2	9.2	99.7
	PhD and more	1	0.3	0.3	100.0
	Total	348	100.0	100.0	

Source: questionnaire, 2017

Table 4.3.1.3 shows educational level of respondents is 25.6%, 64.9%, 9.2%, and 0.3% are diploma and below, first degree, second degree and PhD and more respectively. From the data above majority of the respondent are degree holders and the least one is PhD and more.

4.3.1.4 Monthly income of respondents

Table 4.3.1.4 Monthly Income of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
3,500 birr and below	102	29.3	29.3	29.3
3,501-10,000 birr	200	57.5	57.5	86.8
Valid 10,001-25,000 birr	42	12.1	12.1	98.9
25,001 birr and above	4	1.1	1.1	100.0
Total	348	100.0	100.0	

Source: questionnaire, 2017

The results shown in the table 4.3.1.4 that shows 29.3% of the respondents are 3,500 birr and less income, 57.5% of the respondents had income of 3,501-10,000 birr, 12.1% had income of between birr 10,000-25,000 and 1.1% had income of 25,000 birr and above. From the data obtained on the table show that most of the respondents of his monthly income of between 3,501 and 10,000.

4.3.1.5 Time usage of habesha beer of the respondents

Table 4.3.1.5 Time usage of habesha beer of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Everyday	44	12.6	12.6	12.6
Weekly	243	69.8	69.8	82.4
Monthly	46	13.2	13.2	95.6
Valid Quarterly and more	15	4.3	4.3	100.0
Total	348	100.0	100.0	

Source: questionnaire, 2017

The table 4.3.1.5 demonstrates that 12.6% of the respondents are drink habesha beer everyday, 69.8% are drink habesha beer weekly , 13.2% are drinking habesha beer monthly and the rest 4.3% of the total respondent drink habesha beer quarterly and more. From the above data implies majority of the respondent have drink habesha beer weekly.

4.3.2 Evaluation of brand elements of Habesha beer

From the data questioners to describe how the brand elements of habesha beer brands are evaluated by the consumers by giving the suggested point start from 1 for strongly disagree up to 5 for strongly agree.

BE1. Brand elements short and easy to memorize.

Table 4.3.2 .1 The brand name is short and easy to memorize.

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	11	3.2	3.2	3.2
disagree	21	6.0	6.0	9.2
Valid neutral	19	5.5	5.5	14.7
agree	27	7.8	7.8	22.4
strongly agree	270	77.6	77.6	100.0
Total	348	100.0	100.0	

Source: questioner, 2017

From the above table show that how the consumers are evaluated as of brand elements are short and easy to memorize. So from the data majority of the respondent 270 (77.6%) of the respondent says that brand elements are short and easy to memorize.

BE2. I am aware of habesha brand symbol.

Table 4.3.2.2 I am aware of this brand symbol.

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	12	3.4	3.4	3.4
disagree	12	3.4	3.4	6.9
Valid neutral	31	8.9	8.9	15.8
agree	21	6.0	6.0	21.8
strongly agree	272	78.2	78.2	100.0
Total	348	100.0	100.0	

Source: questioner, 2017

From the above table show that how the consumers are evaluated as of habesha beer brand are aware by the customers. So from the data majority of the respondent 272 (78.6%) of the respondent says that habesha beer brand symbol is aware.

BE3. The jingle of habesha beer is eager to listen.

Table 4.3.2.3 The jingle for habesha beer is eager to listen.

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	10	2.9	2.9	2.9
disagree	23	6.6	6.6	9.5
neutral	23	6.6	6.6	16.1
agree	28	8.0	8.0	24.1
strongly agree	264	75.9	75.9	100.0
Total	348	100.0	100.0	

Source: questioner, 2017

From the above table show that how the consumers are evaluated as of the jingle of habesha beer is eager to listen. So from the data majority of the respondent 264 (75.9%) of the respondent says that the jingle of habesha beer is eager to listen. This implies that jingles are attractive to listen.

BE4. Package of habesha beer brand is attractive.

Table 4.3.2.4 Package of this brand is attractive.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	12	3.4	3.4	3.4
disagree	19	5.5	5.5	8.9
neutral	23	6.6	6.6	15.5
agree	23	6.6	6.6	22.1
strongly agree	271	77.9	77.9	100.0
Total	348	100.0	100.0	

Source: questionner, 2017

From the above table show that how the consumers are evaluated as of the package of habesha beer is attractive. So from the data majority of the respondent 271 (77.9%) of the respondent says that the package is attractive.

BE5. Brand elements are easily adaptable.

Table 4.3.2.5 brand elements are easily adaptable.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	14	4.0	4.0	4.0
disagree	17	4.9	4.9	8.9
neutral	22	6.3	6.3	15.2
agree	31	8.9	8.9	24.1
strongly agree	264	75.9	75.9	100.0
Total	348	100.0	100.0	

Source: questioner, 2017

From the above table show that how the consumers are evaluated as of the brand elements of habesha beer is easily adaptable. So from the data majority of the respondent 264 (75.9%) of the respondent says that the brand elements are easily adaptable.

Generally from our survey data analysis, habesha beer brand elements are evaluated. So, from the data obtained show on the above table each element listed in the above is best. This implies that the brand elements are short, memorable, easy to recall and attractive and easily adaptable.

4.4 Questionnaire Pilot Testing

In business research, a questionnaire is a common tool used to collect data. This questionnaire should be piloted. The pilot test aims to refine the questionnaire to ensure that respondents have no problems answering the questions. It assesses, also, the validity and reliability of the questions (Saunders et al., 2009). A pilot study should be undertaken for pre-testing the questionnaire. Based on the results of the pilot study, the questionnaire may be edited (Kothari, 2004).

A pilot study was conducted prior to the beginning of the full study. The objectives of the pilot study were to establish that the respondents understand the questions in the survey, to solicit feedback for improvements to the instrument. The responses showed the general ease of completion of the questionnaire, and there were no comments or improvement suggestions from the respondents. Therefore, no further adjustments were needed. In addition, a reliability test was conducted to examine the internal consistency of the instruments employed in this study.

Validity refers to the extent to which an instrument measures what it is supposed to measure (Bryman and Bell, 2007). The questionnaire was evaluated by respondents, PhD candidates and university lecturers and they responded that the contents included in the questionnaire were good and easy to understand implying that the instrument fulfills content validity. The questionnaire has adequate sample size to make inference about the population as a result it fulfills external validity or the study can generalize about the population based on the sample.

4.5 Correlation analysis

The spearman correlation coefficient was computed for the purpose of determine the relationship between the variables. Spearman correlation is appropriate when the data is measured at ordinal level (Andy, 2006). Where $r=-1$ indicates two variables are perfectly negatively correlated, 1 indicates two variables are perfectly positively correlated, $[1, 0.30]$ indicates two are correlated, and $r(-.03,.03)$, variables are no correlated.

Table 4.5. Correlation analysis between advertising, brand awareness, brand elements and brand loyalty

Correlations

		ADS	BA	BE	BL
Spearman's rho	ADS				
	Correlation Coefficient	1.000			
	Sig. (2-tailed)	.			
	N	348			
	BA				
	Correlation Coefficient	.436**	1.000		
	Sig. (2-tailed)	.000	.		
	N	348	348		
	BE				
	Correlation Coefficient	.301**	.361**	1.000	
	Sig. (2-tailed)	.000	.000	.	
	N	348	348	348	
BL					
Correlation Coefficient	.598**	.502**	.310**	1.000	
Sig. (2-tailed)	.000	.000	.000	.	
N	348	348	348	348	

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

Source: questioner, 2017

Spearman correlation test was conducted to know the degree of relationship between the variable. The result shown in the table 4.5.1 advertising and brand awareness is strong and significant relationship with brand loyalty whereas brand elements are positive correlation and significant relationship with brand loyalty relative with the other i.e. (advertising, brand awareness and brand elements), with correlation coefficient, (r) of .598, .502 & .310 respectively with (p<.01). From the above correlation results implies that advertising and brand awareness has relatively strong correlation and relationship with brand loyalty. From the correlation result of spearman co. that see on the above table, advertising have strong relationship with brand loyalty at r=0.591 at p<.01 and significant at 0.01 and 0.05 and advertising have positive but not strong relationship with brand awareness and brand element at r=0.436 & r=0.301 respectively at p<.01 and significant at 0.01 and 0.05. So, from the above finding implies that advertising have strong correlation ship and significant with brand loyalty and positive correlation ship with brand awareness and brand elements.

4.6. Assumption of linear regression

4.6.1. Linearity and Heteroscedasticity Assumption

The mean value the outcome variable for each increment of the predictor (advertising) lie along a straight line. There is a linear relationship between observed and expected value. Therefore my study variable the relationship is linear. It means no limit the generalizability of the finding. At each level of the predictor variable, the variance of the residual terms should not be constant. This just means that the residual at each level of the predictor should have different variance (heteroscedasticity).

4.6.2. Measure of Normality

The normality of the population is the basis for making statistical inferences about the sample drawn from the population (Kothari,2004). In order to examine normality, to measure each variable of skewness (aims to look the data is normally distributed) and kurtosis (aims to look the data is peak or flat) with relative to normal distribution. The common one for both kurtosis and skewness to measure normality is between -2 & 2 (George & Mallery(2010)). Therefore based on my data the kurtosis and skewness for the four construct, which constitute 20 items was between -0.993 and 0.307 with standard error of 0.261 and 0.131 respectively. These show that the data is normally distributed. The skweness and kurtosis of the variable is shown below.

Table 4.6.2 skewness and kurtosis of the variable

	N	skewness		kurtosis	
	statistics	statistics	Std.Error	statistics	Std.Error
ADS	348	0.307	0.131	-0.993	0.261
BA	348	0.350	0.131	-0.975	0.261
BE	348	0.354	0.131	-0.963	0.261
BL	348	0.342	0.131	-0.945	0.261
Valid N	348				

4.6.3. Durbin- Watson test

Durbin- Watson test was applied to observe whether there was auto correlation among the variable or not. Values of Durbin-Watson test were in the limits between 1.5 and 2.5 for the variable. So, the result of Durbin-Watson of the variable is 1.704, 1.633 and 1.617 of the three variables. This implies that there is no auto correlate between the variable.

4.7. Regression Analysis

The regression analysis was conducted to know by how much the independent variable explains the dependent variable. It is also used to understand by how much each independent variable (advertising) explains the dependent variable that brand awareness, brand elements and brand loyalty. As a result of the dependent variable is more than one , the regression analysis were run in three parts .since, in order to know how much the change of the dependent variable(brand awareness, brand loyalty and brand elements) has explained by the independent variable(advertising)

4.7.1. Regression analysis between advertising and brand loyalty.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.542 ^a	.294	.292	3.20505	1.704

a. Predictors: (Constant), ADS

b. Dependent Variable: BL

Source: questioner, 2017

As the result shown in table 4.7.1.1 Coefficient of determination (R^2) is statistical technique, which could measure the model adequacy. R^2 (0.294) indicates that 29.4% of brand loyalty is explained or varied by advertising with significance (p-value .00)). This empirical outcome indicates that advertising has changed by one; brand loyalty has changed by 29.4% of the total change. The adjusted R square is interpretation is the same as R square. i.e. 29.2% of brand loyalty is explained by advertising.

Table 4.7.1.2 ANOVA result for advertising and brand loyalty.

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1479.726	1	1479.726	144.050	.000 ^b
Residual	3554.228	346	10.272		
Total	5033.954	347			

a. Dependent Variable: BL

b. Predictors: (Constant), ADS

Source: questioner, 2017

From the above table, I interpreted the value of F value by comparing F Tabulated with F calculated to reject or accept the null hypothesis and determine the model is fit or not and the independent variable is considered to determine the dependent variable. So, F calculated is 144.05 and F tab is 0.000. F cal is greater than F tab. Therefore based on the data the null hypothesis is reject means that the model is fit and the variable is not trash

Table 4.7.1.3 coefficient of determination advertising on brand loyalty.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.733	1.533		3.088	.002		
ADS	.783	.065	.542	12.002	.000	1.000	1.000

Source: questioner, 2017

The above table shows the coefficients, t statistics and significance values of the coefficients, and Co linearity Statistics (VIF). For the purpose of deciding whether to accept or reject the null hypothesis, beta value and significance level has been taken in to account. When P less than or equal to 0.05 ($P \leq 0.05$), the decision to null hypothesis reject since there is significance effect on brand loyalty with advertising, however, if $P > 0.05$, the decision was to accept the null hypothesis which states there is no significance effect on brand loyalty with advertising.

Therefore based on the above coefficient of determination, advertising has significant effect variable on brand loyalty with beta value (B=0.783) with the level of sig. is 0.000. This finding is also consistent with the study by kassahun(2015).

4.7.2. Regression analysis between advertising and brand awareness

Table 4.7.2.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.407 ^a	.165	.163	1.71089	1.633

a.. Predictors: (Constant), ADS

a. Dependent Variable: BA

Source: questioner, 2017

As the result shown in table 4.7.2.1 Coefficient of determination (R^2) is statistical technique, which could measure the model adequacy. R^2 (0.165) indicates that 16.5% of brand awareness is explained or varied by advertising with significance (p-value 0 .00). This empirical outcome indicates that advertising has significant effect on brand *awareness to* the habesha beer. Hence, the other variables explained the remaining portions (83.5%). The adjusted R square is interpretation is the same as R square. i.e. 16.3% of brand awarness is explained by advertising.

Table 4.7.2.2 ANOVA result for advertising and brand awareness.

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	200.543	1	200.543	68.511	.000 ^b
	Residual	1012.791	346	2.927		
	Total	1213.333	347			

a. Dependent Variable: BA

b. Predictors: (Constant), ADS

From the above table, I interpreted the value of F value by comparing F Tabulated with F calculated to reject or accept the null hypothesis and determine the model is fit or not and the independent variable is considered to determine the dependent variable. So, F calculated is 68.51 and F tab is 0.000. F cal is greater than F tab. Therefore based on the data the null hypothesis is reject means that the model is fit and the variable is not trash.

Table 4.7.2.3 Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	17.604	.818		21.518	.000		
	ADS	.288	.035	.407	8.277	.000	1.000	1.000

Source: questioner, 2017

The table above shows that the coefficients, t statistics and significance values of the coefficients, and Co linearity Statistics (VIF). For the purpose of deciding whether to accept or reject the null hypothesis, beta value and significance level has been taken in to account. When P less than or equal to 0.05 ($P \leq 0.05$), the decision to null hypothesis reject since there is significance effect on brand awareness with advertising, however, if $P > 0.05$, the decision was to accept the null hypothesis which states there is no significance and relationship effect on brand awareness with advertising. So based on the finding advertising has significant and positive effect on brand awareness at beta ($B=0.288$) at $p=0.000$. That means significant. This study is the same result with the study investigated by kassahun (2015).

4.7.3. Regression analysis between advertising and brand elements

Table 4.7.3.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.276 ^a	.076	.073	.67796	1.617

a. Dependent Variable: BE

Predictors: (Constant), ADS

Source: questioner, 2017

As the result shown in table 4.6.3.1 Coefficient of determination (R^2) is statistical technique, which could measure the model adequacy. R^2 (0.076) indicates that 7.6% of brand element is explained or varied by advertising with significance (p -value .00). This empirical outcome indicates that advertising effect on brand *element* to the habesha beer at beta co-efficient value of ($b= 0.074$) at sig. level is 0.000. The adjusted R square is interpretation is the same as R square. i.e. 7.6% of brand elements is explained by advertising.

Table 4.7.3.2 ANOVA result for advertising and brand element

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.070	1	13.070	28.436	.000 ^b
	Residual	159.031	346	.460		
	Total	172.101	347			

a. Dependent Variable: BE

b. Predictors: (Constant), ADS

Source: questioner, 2017

From the above table, I interpreted the value of F value by comparing F Tabulated with F calculated to reject or accept the null hypothesis and determine the model is fit or not and the independent variable is considered to determine the dependent variable. So, F calculated is 28.44 and F tab is 0.000. F cal is greater than F tab. Therefore based on the data the null hypothesis is reject means that the model is fit and the variable is not trash.

Table 4.7.3.3 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	23.090	.324		71.223	.000		
	ADS	.074	.014	.276	5.333	.000	1.000	1.000

a. Dependent Variable: BE

The above table shows the coefficients, t statistics and significance values of the coefficients, and Co linearity Statistics (VIF). For the purpose of deciding whether to accept or reject the null hypothesis, beta value and significance level has been taken in to account. When P less than or equal to 0.05 ($P \leq 0.05$), the decision to null hypothesis reject since there is significance effect advertising on brand element, however, if $P > 0.05$, the decision was to accept the null hypothesis which states there is no significance effect on brand element with advertising. So, based on the above finding advertising has significant effect and positive relationship on brand element, but the effect is positive but not major. This result is supported by the study investigated by heckler,keller & houstin(1998).

4.8. Discussions of Empirical Findings of the study

The discussion part of the analysis tried to answer four of the objectives of the study. The objective of the study is to investigate the effect of advertising on brand loyalty, to investigate the effect of advertising on brand awareness, to investigate the effect of advertising on brand elements and to investigate the overall evaluation of brand elements of habesha beer brand by the customers.

Using SPSS version 20, the finding of analysis show that the three hypothesizes (Ho1, Ho2, & Ho3) is empirically not supported (rejected).This indicates that based on the finding all three alternative hypothesis is accept. It means that there is positive and significant relationship between dependent and independent variables as decided based on B (beta) value and the value of P (sig.).

H1: advertising has significance and positive effect on brand awareness.

The result of regression analysis of advertising has positive and significance effect on brand awareness (with standardized regression coefficient or path coefficient of 0.288, p .00).This indicates that habesha beer have facilitated more and more advertise its brand in different way extensively time to time with different advertising media it results the customers have more awareness about the brand.

H2: advertising has significance and positive effect on brand loyalty.

There is a significant statistical positive relationship between advertising and brand loyalty. As compared to other variables advertising has the first strong effect on brand loyalty. Advertising affects brand loyalty (with beta coefficient or path coefficient of 0.783 at $p < 0.000$).

H3: advertising has positive and significance effect on brand elements.

There is a significant statistical positive relationship between advertising and brand element. Advertising affects brand element (with standardized regression coefficient or path coefficient of 0.074 at $p < 0.000$). This result of beta shows that the effect advertising on brand element is positive and significant but not major effect.

Therefore, the finding of this research clearly states that advertising has positive and significant relationship between brand awareness, brand element and brand loyalty. The result of the above finding clearly reveals that the effective implementation of advertising programs are required to build brand awareness, brand loyalty and after designed brand elements, using different advertising program to aware brand elements of habesha beer brand. Therefore, the habesha beer brand management should give high Attention to advertising since in the current day there is stiff competition between the firms within the same industry.

Table 4.8.1 Summary of hypothesis testing based on the data finding.

No.	Hypothesis	Type	Decision
HO1	There is no positive and significant relationship between advertising and brand awareness.	Regression	Reject
HO2	There is no positive and significant relationship between advertising and brand loyalty.	Regression	Reject
HO3	There is no positive and significant relationship between advertising and brand elements.	Regression	Reject

Source: questioner, 2017

The more a consumer “experiences” the brand by seeing it, hearing it, or thinking about it, the more likely he or she is to strongly register the brand in memory. Thus, anything that causes consumers to experience one of a brand’s elements using advertising can increase familiarity and awareness of that brand element (Keller, 2013). This means that advertising has effect on brand awareness and brand element. This study also finding that advertising has significant and positive relationship with brand awareness and brand element where $r=0.436$, $r=0.301$ and $B=0.288$, $B=0.076$ respectively which stastically significant at 0.01 and 0.05 of sig =0.000. Yoo et al., (2000) found out that high level of perceived advertising spending has a positive association with brand awareness.

From my finding, advertising has significant effect and positive relationship with brand loyalty at $r=0.598$ and $B=0.783$ which is stastically significant at 0.01 and 0.05 where the sig. value is 0.000. This finding is consistent with shimp (2010) and yoo et al.(2000). Perceived advertising spending is also linked with the level of brand loyalty shown by consumers. This is because advertising plays the role of reinforcing consumers brand related believes and attitudes, which in turn increase, brand loyalty (Shimp, 2010). Yoo et al. (2000) even stated, “*One of the major reasons for a decrease in consumer loyalty is the decrease in advertising spending*”.

Chapter Five

Summary, Conclusion, and Recommendation

5.1 Introduction

This chapter presents summary, conclusion of the results, recommendations forwarded based on the analysis and basic findings of the role of advertising in building brand awareness and loyalty and lastly direction for future research. Also in this chapter the study would answer the following research questions.

1. How does advertising affect brand awareness of habesha beer?
2. How does advertising affect brand awareness of habesha beer?
3. How does advertising affect brand element of habesha beer?
4. What is the overall evaluation of brand element of habesha beer?

5.2 Summary of Findings

The main objective of this study is to investigate the role of advertising in building brand awareness and loyalty in the case of habesha beer. This study used quantitative research approach and due to the purpose a descriptive and explanatory research design was used and, the target populations of the study were all customers of habesha beer in selected star hotels from star 1 to 5 whose age is 18 years and above. This study used primary data as source of information. Based on the research objective, English and Amharic version questionnaires were prepared. 384 customers were selected using convenient sampling technique, out this 384 questionnaire 351(91.4%) were collected while 33(8.6%) of the questionnaire remained uncollected. Moreover, from the collected questionnaire i.e.351 (91.4%), 3 questionnaire were not filled properly and completely, therefore, analysis were made based on the properly completed questionnaire. i.e. (351-3) 348, (90.6 %.). The entire questionnaires were reliable and acceptable with over all Cronovach's Alpha result 97.6%.

Based on result of descriptive statistics the findings revealed that, Table 4.3.1.1 shows that 59.2% are 18-30 Years old, followed by respondent at the age between 31-45 years old with 30.5%. The remaining of the respondents 10.3% were 46 years and above years old. The findings in Table 4.3.1.2 below revealed that 62.1 percent of the respondents are male. Table 4.3.1.3 shows educational level of respondents is 25.6%, 64.9%, 9.2%, and 0.3% are diploma and

below, first degree, second degree and PhD and more respectively. The results shown in the table 4.3.1.4 that shows 57.5% of the respondents had income of 3,501-10,000 birr; the remaining 42.5% of customers have income of below 3,500 and above 10,000 birr. The table 4.3.1.5 demonstrates that 69.8% of customers are drink habesha beer weekly and 30.2% of customers are drink habesha beer everyday, monthly and quarterly and more.

From our data questioners to describe how the brand elements of habesha beer brands are evaluated by the customers by giving the suggested point start from 1 for strongly disagree up to 5 for strongly agree For these brand elements majority of customers or 78.6% of the total are strongly agree. I.e. the brand name of habesha beer is short and easy to memorize. And the other brand elements (I am aware of this brand symbol, the jingle for habesha beer are eager to listen, package of habesha beer are attractive and brand elements are easily adaptable) are 75.9%, 77.9% and 75.9% of the customers are strongly agree.

Based on correlation analysis all advertising has significant and positive relation with brand loyalty, brand awareness and brand element. The finding also checks whether the variable is auto-correlation or not. So, Durbin- Watson of the variable is 1.704, 1.633 and 1.617. This implies according to Durbin -Watson value is between 1.5 and 2.5. So the value is bounded between this boundary have no auto correlation between the variable.

The analysis result of linear regression reveals advertising has positive and significant effect on brand loyalty, brand awareness and brand element to habesha beer brand, the data findings analyzed also shows that 29.4%, 16.5% and 7.6% of brand loyalty, brand awareness and brand elements are explained by advertising spending respectively.

From the finding advertising that is affected brand loyalty significantly and positively. i.e. Ceteris Paribus, increase in advertising lead to an increase in brand loyalty, brand awareness and brand element by 0.783, 0.288 and 0.074 respectively.

5.3 Conclusion

Generally, Based on the finding, made both on descriptive and inferential statistics the researcher outlining the following classic conclusions.

- Majority of the customers of habesha beer are male, young of whose age between 18 and 30, drink habesha beer weekly and their income between 3,501 and 10,000 birr.
- Spearman correlation analysis indicates that advertising has positively correlated with brand loyalty, brand awareness and brand elements.
- The spearman correlation coefficient, advertising has strong and positive relationship with brand loyalty at $r=0.598$ at significant level of 0.01 at $p=0.00$ and positive and relationship but not strong with brand element at $r=0.301$ significant relationship at 0.01 of $\text{sig}=0.00$.
- Based on finding regression analysis of advertising has positive effect on brand loyalty, brand awareness and brand element.
- From the findings understand that advertising has major variable in building brand loyalty from brand awareness and brand element.
- Based on the regression analysis, from the three dependent variable (brand awareness, brand loyalty and brand elements), advertising has the most significant effect with beta value of ($B= 0.783$) on brand loyalty and least significant on brand element ($B=0.074$).
- Finally, based on the finding the specific research objectives are answer in the following ways.
 1. To investigate the effect of advertising on brand awareness of habesha beer.

Based on the finding, advertising has a significant and positive relationship with brand awareness. This answer is based on the spearman correlation ($r=0.436$, $p=0.000$) with the beta value of $B=.288$. This implies that advertising has positive and significant effect on brand awareness.

2. To investigate the effect of advertising on brand loyalty of habesha beer.

Based on the finding, advertising has significant effect and strong positive relationship with brand loyalty. This answer is based on the spearman correlation ($r=0.598$, $p=0.000$) with the

beta value of $B=.783$. This implies that advertising has strong positive and significant effect on brand loyalty.

3. To investigate the effect of advertising on brand elements of habesha beer.

Based on the finding, advertising has a significant and positive relationship with brand element. This answer is based on the spearman correlation ($r=0.301$, $p=0.000$) with the beta value of $B=.074$. This implies that advertising has positive and significant effect on brand element but not major significant and strong relationship.

4. To investigate the overall evaluation of brand elements of habesha beer by the consumers.

To answer this research question ,the study use descriptive analysis of each brand element alternative compute the frequency , percentage and cumulative percentage of each as of strongly disagree, disagree, neutral, agree and strongly agree for each alternative variables. Generally from our survey data analysis, habesha beer brand elements are evaluated. So, from the data obtained from data finding, each element listed in the above is best. This implies that the brand elements are short, memorable, easy to recall and attractive.

5.4 Recommendation

The study suggested that brand is the most important and valuable asset for affirm next to customers. So, building strong brand name is conducive for longevity and profitability. The following point is recommended by the researcher based on the data finding from the study:

- Brand loyalty is important for any brand especially for habesha beer brand. Advertising is significant effect and positive relationship with brand loyalty. So, the management of habesha Beer Company should use different types of advertisement in setting different advertising programs to increase brand loyalty.
- Managements of habesha beer should invest for advertising with clear objectives.
- In the current time, the beer product in Ethiopia is increasing from time to time. So, the company retain and profitable in the market for a long period of time, the society of the company (management member and employees) should :
 - To assess its advertising marketing efforts.

- At the time of creating brand, brand element should be memorable, meaningful, likable, adaptable and protectable.

5.5 Further Area of Investigation

In the study of the role of advertising in building brand awareness and brand loyalty, the researcher sees or addresses the four objectives of the study. But further research is required for the following points that are not investigated in this study.

1. This study only sees the role of advertising in building brand awareness and brand loyalty. So, the finding show that in the analysis is advertising has positive and significant relationship with brand awareness, loyalty and brand elements. But not see the effect of different advertising methods and which advertising technique is most important to build it.
2. In this study, the researcher investigates the role of advertising in building brand awareness and brand loyalty on the customer side. But the study is not included the company society of habesha beer like management members and employees.

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Part II: Perception of Consumers

Please indicate the level of your agreement or disagreement on the statements by putting Circle (“o”) mark on the space below the options provided.

	Variables	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
A	Advertising spending (ADS)					
Ads1	Habesha beer is intensively advertised	1	2	3	4	5
Ads2	The advertising campaigns for Habesha beer are presented at the right time	1	2	3	4	5
Ads3	The advertising campaigns for Habesha beer are seen frequently	1	2	3	4	5
Ads4	The ads campaigns for Habesha beer are very creative	1	2	3	4	5
Ads5	The advertising campaigns for Habesha beer are select acceptable ambassador.	1	2	3	4	5
B	Brand awareness (BA)					
BA1	I know Habesha beer	1	2	3	4	5
BA2	I am able to recognize Habesha beer easily from among other competitive brands	1	2	3	4	5
BA3	I recall this brand easily from other competing brand	1	2	3	4	5
BA4	This brand is more than a product to me	1	2	3	4	5
BA5	This brand is special to me	1	2	3	4	5
C	Brand elements (BE)					
BE1	The brand name is short and easy to memorize	1	2	3	4	5
BE2	I am aware of this brand symbol.	1	2	3	4	5
BE3	The jingle for Habesha beer is eager to listen	1	2	3	4	5

BE4	Package of this brand is attractive	1	2	3	4	5
BE5	Brand elements are easily adaptable	1	2	3	4	5
D	Brand loyalty(BL)					
BL1	I consider myself to be loyal to Habesha beer	1	2	3	4	5
BL2	Habesha beer would be my first choice	1	2	3	4	5
BL3	I will not buy other brands if Habesha beer is not available at the store.	1	2	3	4	5
BL4	I would recommend this brand for other people to buy.	1	2	3	4	5
BL5	I buy this brand whenever I can.	1	2	3	4	5

Thank You Very Much for Your Co-operation!

አዲስ አበባ ዩኒቨርሲቲ

የንግድ ስራ ትምህርት ቤት

የማርኬቲንግ ማኔጅመንት ጥናት ክፍል

የአማርኛ መጠይቅ

ውድ ተጠያቂዎች

ስሜ አንሙት አማኑይባላል። በአዲስ አበባ ዩኒቨርሲቲ የገበያ ጥናትና አስተዳደር የሁለተኛ ዲግሪ ተመራቂ ተማሪ ስሆን በአሁኑ ወቅት የመመረቂያ ፅሁፌን በመስራት ላይ እገኛለሁ። ጥናቴ የሚያተኩረው በቅርቡ ገበያ ላይ የዋለውን ሀበሻ ቢራን በተመለከተ ነው። ይህ መጠይቅ በሙሉ ታማኝነት እንዲሞሉልኝ እየጠየቅ ሁለሚሰጡኝ መረጃ ከዚህ ጥናት ውጭ ለሌላ ለምንም አገልግሎት እንደማይውል አረጋግጣለሁ። የእርሶ አስተያየት ለዚህ ጥናት መሳካት ከፍተኛ አስተዋፅኦ እንደሚያደርግ እየገለፅኩ ለሚደረግልኝ ትብብር ክልብ አመሰግናለሁ።

ይህ መጠይቅ ሁለት ክፍሎች ያሉት ሲሆን አንደኛው ስለ እርሶ የተመለከተ አጠቃላይ መረጃ ሲሆን ሁለተኛው ደግሞ እርሶ ስለ ሀበሻ ቢራ ያሉት አጠቃላይ ግንዛቤ ይሆናል።

ለሚኖርት ማንኛውም ጥያቄ በስልክ ቁጥር 09 12 37 74 44 ወይም በኢሜል አድራሻ a_animut@yahoo.com መጠየቅ ይችላሉ።

ክፍልሁለት፡-ሀበሻ ቢራን የተመለከቱ ጥያቄዎች፡፡ ከዚህ በታች ያሉ ጥያቄዎች እርሶ ስለ ሀበሻ ቢራ ያሎትን አመለካከት ለመረዳት የተቀመጡ ናቸው እናም ጥያቄቶቹን በማንበብ መስማማትና አለመስማማታችሁን እንዲሁም በሚስማሙበት መለኪያዎች የክብ “ ” ምልክት በመጠቀም ያሳዩ፡፡

መልዕክቶች	በጣምአልሰማ ማም (1)	አልሰማ ማም(2)	ገለልተኛ (3)	እስማማ ለሁ(4)	በጣምእስማማ ለሁ(5)
1. ሀበሻ ቢራ በሰፊው ይተዋወቃል፡፡	1	2	3	4	5
2.የሀበሻ ቢራ ማስታወቂያ የሚለቀቀው በትክክለኛው ሰዓት ነው፡፡	1	2	3	4	5
3. የሀበሻ ቢራ ማስታወቂያ በተከታታይ ይለቀቃል፡፡	1	2	3	4	5
4. የሀበሻ ቢራ ማስታወቂያ ከአዲስ ነገር ጋር ይተዋወቃል፡፡	1	2	3	4	5
5. የሀበሻ ቢራ አስተዋዋቂ ታዋቂ እና ዝነኛነው፡፡	1	2	3	4	5
1. ሀበሻ ቢራን አውቀዋለሁ፡፡	1	2	3	4	5
2. ሀበሻ ቢራን ከሌሎች ቢራዎች በቀላሉ እለየዋለሁ፡፡	1	2	3	4	5
3. ሀበሻ ቢራን ከሌሎች በቀላሉ አስታውሰዋለሁ፡፡	1	2	3	4	5
4 የሀበሻ ቢራ መለያ ከቢራው ለኔ የበለጠ ነው፡፡	1	2	3	4	5
5 የሀበሻ ቢራ መለያ ለኔ የተለየ ነው፡፡	1	2	3	4	5
1. የሀበሻ ቢራ ስም አጭርና በቀላሉ ለማስታወስ አያስቸግርም፡፡	1	2	3	4	5
2. የሀበሻ ቢራ ምልክት አውቀዋለሁ፡፡	1	2	3	4	5
3. የሀበሻ ቢራ ማስታወቂያ ሙዚቃ	1	2	3	4	5

ለመስማት ያንንል።					
4. የሀበሻ ቢራ ማሸጊያ ይስባል።	1	2	3	4	5
5 የሀበሻ ቢራ መሰረታዊ መለያዎች በቀላሉ ይለመዳሉ።	1	2	3	4	5
1 እኔ ለሀበሻ ቢራ ታማኝ ነኝ።	1	2	3	4	5
2 ሀበሻ ቢራ የመጀመሪያ ምርጫዬ ነው።	1	2	3	4	5
3 በመጠጥ ቤት ውስጥ ሀበሻ ቢራ ክሌለ ሌላ ቢራ አልጠጣም።	1	2	3	4	5
4 ሀበሻ ቢራን ሌሎች እንዲገዙት እመክራለሁ።	1	2	3	4	5
5 በምችልበት አጋጣሚ ሀበሻ ቢራን እገዛለሁ።	1	2	3	4	5

ላደረጋችሁልኝ ትብብር በጣም አመሰግናለሁ።

SPSS OUTPUT

Case Processing Summary

Dependent variable	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
BA	348	100.0%	0	0.0%	348	100.0%
BE	348	100.0%	0	0.0%	348	100.0%
BL	348	100.0%	0	0.0%	348	100.0%

Descriptive

			Statistic	Std. Error
BA	Mean		24.3333	.10024
	95% Confidence Interval for Mean	Lower Bound	24.1362	
		Upper Bound	24.5305	
	5% Trimmed Mean		24.6743	
	Median		25.0000	
	Variance		3.497	
	Std. Deviation		1.86993	
	Minimum		11.00	
	Maximum		25.00	
	Range		14.00	
	Inter quartile Range		.00	
	Skewness		0.350	.131
	Kurtosis		-0.975	.261
	Mean		24.8075	.03775
BE	95% Confidence Interval for Mean	Lower Bound	24.7332	
		Upper Bound	24.8817	
	5% Trimmed Mean		24.9419	
	Median		25.0000	
	Variance		.496	
	Std. Deviation		.70425	
	Minimum		20.00	

	Maximum		25.00	
	Range		5.00	
	Interquartile Range		.00	
	Skewness		0.354	.131
	Kurtosis		-0.963	.261
	Mean		23.0115	.20417
	95% Confidence	Lower Bound	22.6099	
	Interval for Mean	Upper Bound	23.4131	
	5% Trimmed Mean		23.5951	
	Median		25.0000	
	Variance		14.507	
BL	Std. Deviation		3.80882	
	Minimum		7.00	
	Maximum		25.00	
	Range		18.00	
	Interquartile Range		2.00	
	Skewness		0.342	.131
	Kurtosis		-0.945	.261

Correlation result

			ADS	BA	BE	BL
Spearman' s rho	ADS	Correlation Coefficient	1.000	.436**	.301**	.598**
		Sig. (2-tailed)	.	.000	.000	.000
		N	348	348	348	348
	BA	Correlation Coefficient	.436**	1.000	.361**	.502**
		Sig. (2-tailed)	.000	.	.000	.000
		N	348	348	348	348
	BE	Correlation Coefficient	.301**	.361**	1.000	.310**
		Sig. (2-tailed)	.000	.000	.	.000
		N	348	348	348	348

	Correlation Coefficient	.598**	.502**	.310**	1.000
BL	Sig. (2-tailed)	.000	.000	.000	.
	N	348	348	348	348

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

REGRESSION ANALYSIS BETWEEN ADVERTISING AND BRAND AWARENESS.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.407 ^a	.165	.163	1.71089

a. Predictors: (Constant), ADS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.604	.818		21.518	.000
	ADS	.288	.035	.407	8.277	.000

a. Dependent Variable: BA

REGRESSION ANALYSIS BETWEEN ADVERTISING AND BRAND LOYALTY.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.542 ^a	.294	.292	3.20505

a. Predictors: (Constant), ADS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.733	1.533		3.088	.002
	ADS	.783	.065	.542	12.002	.000

a. Dependent Variable: BL

REGRESSION ANALYSIS BETWEEN ADVERTISING AND BRAND ELEMENTS.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.276 ^a	.076	.073	.67796

a. Predictors: (Constant), ADS

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	23.090	.324		71.223	.000
	ADS	.074	.014	.276	5.333	.000

a. Dependent Variable: BE

