“THE EFFECT OF BRANDING ON CUSTOMER SATISFACTION: AN EMPIRICAL STUDY ON MARIE STOPES INTERNATIONAL ETHIOPIA”

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A thesis paper submitted to Addis Ababa University School of Commerce in partial fulfillment for the requirement of the Masters of Art in Marketing Management

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APPROVALSHEET

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STATEMENT OFCERTIFICATION

This is to certify that Tigist Afrassa has carried out her research work on the topic entitled "THE EFFECT OF BRANDING ON CUSTOMER'S SATISFACTION: AN EMPIRICAL STUDY ON MARIE STOPES INTERNATIONAL ETHIOPIA"and thatthisisheroriginalworkandissuitableforsubmissionfortheaward of Master's Degree in MarketingManagement.

Advisor: Mulugeta G/Medhin(Ph.D)

Signature _____

Date_____

DECLARATION

I, Tigist Afrassa, declare that this research entitled "The effect of branding on customer satisfaction: an empirical study on Marie stopes international Ethiopia", is the outcome of my own effort and study and that all sources of materials used for the study have been duly acknowledged. I have produced it independently except for the guidance and suggestion of the research advisor. This study has not been submitted for any degree in this University or any other University. It is offered for the partial fulfillment of the degree of MA in Marketing Management.

Declared by: Tigist Afrassa

Signature_____

Date_____

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ABSTRACT

The main purpose of this thesis is to investigate the effect of branding in customer satisfactionin the case of Marie Stopes International Ethiopia. Inthisstudy,a total of 295 usable questionnaires weregathered. The population of the study were customers of MSIE who get services in the selected three centers found in Addis Ababa.The study used primary data that were collected through self-administered questionnaires. The data was analyzed by the use of descriptivestatistics. The regression analysis was used to assess the effects of branding and customer satisfaction. The studyestablished that customers were satisfied with the company'sbrand. The study concluded that branding has a positive effect on customer satisfaction in the case of MSIE. For customer satisfaction, organizations should understand customer-specific needs,provide good quality products, and have the capacity to address customer complaints or problems in a friendly manner. It further recommended that it is important for organizations to measure customers' satisfaction in order to analyze their service, image, performance and whether their satisfied customers are willing to recommend their branded service to others as well as having the intention to use theirservices in the future.

Key words**: **Branding, customers, customer satisfaction, brand awareness, brand image, brand association, brand loyalty, brand quality

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ACRONYMS

AAPO	Addis Ababa Program Office
CPR	Contraceptive prevalence rate
EDHS	Ethiopia Demographic Health Survey
FMoH	Federal Ministry of Health
FP	Family Planning
MA	Medical Abortion
MCH	Maternal and Child Health
MSI	Marie Stopes International
MSIE	Marie Stopes International Ethiopia
MVA	Manual Vacuum Aspiration
RH	Reproductive Health
SA	Safe Abortion
SRH	Sexual and Reproductive Health
STI	Sexually Transmitted Infection

CHAPTER ONE

INTRODUCTION

1.1. BACKGROUND OF THE STUDY

Brandisanemotionalandphysiologicalrelationshipafirmhaswithacustomer;strong brandselicitthoughts,emotionandsometimes-physiologicalresponsesfromacustomer. Abrandisasourceofapromisetoitscustomers.Itpromisesrelevantdifferentiated benefits. Thisis alsosometimesreferredtoasthebrand'suniquevalueproposition.Whetheritiscalleda uniquevaluepropositionorapromiseofrelevantdifferentiatedbenefits,itisvery importantthatthepromiseorpropositionbedeliveredconsistentlyateachpointof customercontact,timeaftertime(*LynnBUpshaw1995,pp1.*).

The concept of customer satisfaction has drawn the attention of practitioners and academics from last several years based on the fact that customers are the primary source of profit for most of the firms operating in the market.

"Customer satisfaction is an outcome of purchase and use resulting from the buyers' comparison of the rewards and costs of the purchase in relation to the anticipated consequences"*(Churchill* and *Surprenant* (1982)). It is also defined in terms of an emotional state that usually arises in response of evaluating a particular service (*Westbrook,1981*). The former concept highlights the fact that satisfaction is determined through a cognitive procedure by comparing what customers give up to get a service (cost) and what they receive in response (reward) however the later concept takes satisfaction as an emotional feeling that results during the process of evaluation (*Tam, 2004*). Consistent with this concept, we can say that "customer satisfaction is defined as an emotional response, which results from a cognitive process of evaluating the service received against the costs of obtaining the service" (*Woodruff et al. 1991*).

Customer satisfaction facilitates the measure of how service and products provided by companies to meet customer expectation. It is a key performance indicator in business terms.

Empirical evidences has supported that customer satisfaction reduces the likelihood of defection and/or is positively related with retention (Anderson and Sullivan, 1993)

repurchase intention (Mittal, Kumar and Tsiros,1999) and loyalty (Oliver ,2009) (Boshoff and Gray 2004) have mentioned that satisfaction is not inherent in service or product. But satisfaction is mainly present in consumer's perception of the service or product attributes that relates to the specific individual. Therefore, different customers will express different levels of satisfaction for the same service encounter or experience.(Ueltschy et al., 2007)

The most widely accepted customer satisfaction concept is the expectancy disconfirmation theory proposed that satisfaction level is a result of the difference between expected and perceived performance (*Barsky, 1992; Ohand Parks, 1997; McQuitty, Finn and Wiley, 2000*, *Oliver 1980*). Previous studies also reflect that customer satisfaction may have impact on business results; customer loyalty, influences repurchase intentions and leads to positive word-of-mouth (*Anderson et al. 1994; Yeung et al., 2002 and Luo and Homburg, 2007; Söderlund, 1998; Kandampully and Suhartanto, 2000; Dimitriades, 2006; Olorunniwo et al., 2006; Chi and Qu, 2008; Faullant et al., 2008)*. Given the importance of customer's satisfaction a variety of researchers identify determinants of satisfaction for instance: customer needs, emotions, product and service features (*Churchill and Surprenant*, *1982*; *Oliver, 1980; Barsky, 1995; Zeithaml and Bitner, 2003*).

1.1.1. Back ground of Marie Stopes International Ethiopia

Marie Stopes International (MSI) is a UK based global and non-governmental organization providing high-quality voluntary family planning, comprehensive abortion care, maternal and child health, and other medical services to millions of low income and underserved people across the globe.

Marie Stopes International Ethiopia (MSIE), for whom this study was carried out, is a branch office of Marie Stopes International (MSI) in Ethiopia. MSIE was established in May, 1990 following a bilateral agreement signed with the Ethiopian Federal Ministry of Health (FMoH).

MSIE currently operates a network of 24 clinics throughout Ethiopia that provide health services with a focus on family planning (FP), safe abortion (SA) and other sexual and reproductive health (SRH) services. Through its social franchising program branded as

BlueStar,MSIE supports 335 clinics in a public- private partnership to ensure that the quality of service delivery and the provision of family planning services through the private sector and meet the standard and objectives of the Federal Ministry of Health. Member clinics of the BlueStar network are trained by MSIE to provide SRH services. The quality of their services falls under the constant supervision of MSIE to ensure that their quality of care is not compromised by rent-seeking behaviors of the private health providers. In addition, MSIE operates in 13 mobile outreach teams that provide ongoing support to 55public health facilities (PFS) and provide long acting and permanent methods (LAPM) of family planning for customers in rural districts across the country. MSIE has also one dedicated national SRH call center (8044) which provides counselling, customer referral and advice related to SRH, FP, and HIV/AIDS for an average of 6,500 callers on monthly bases. MSIE has a total number of 685 permanent employees throughout the country.

1.2. STATEMENT OF THE PROBLEM

Theobjectiveofthisthesis istofind out how branding affects the satisfaction ofMarie Stopes International Ethiopiacustomers andhowtoimproveawareness ofitsbrandwithitslargeyoungpopulation.

Several studies have been carried out in respect to organizations branding strategy as well as its effect on customer satisfaction. Also MSIE made many researches in house on different issues to improve the service provision of the organization, but no research made on the effect of branding on customer satisfaction. So, this study benefited the organization on knowing the level of satisfaction created by its brand, how to increase its customers' satisfaction by associating its brand with the minds of its service users.

Customer satisfaction can be brought bydifferent factors,this study shows how the organization's brand has to do with customer's satisfaction. Especially in our country, there are no prior researches made on health services' customer satisfaction brought by branding. Therefore, this study will be used for other researchers to use as an initial point.

From the above reasons, it is evident that though studies have strived to answer the question of branding and customer satisfaction, the same as not been looked from the

point of health point of view and this research will seek to bridge the gap and answer the following research question:

- What is the effect of branding on customer satisfaction in MSIE?

1.3. RESEARCH QUESTIONS

The following research questions guided the study and literature review:

1. How does customers' brand awareness of Marie Stopes International Ethiopia influence their satisfaction?
2. In what ways does brand association affect customer's satisfaction of Marie Stopes International Ethiopia?
3. To what extent does brand quality influence customer satisfaction of Marie Stopes International Ethiopia?
4. How does the brand image of Marie Stopes International Ethiopia influence customer satisfaction?
5. To what extent does brand loyalty of Marie Stopes International Ethiopia influence customer satisfaction?

1.4. RESEARCH OBJECTIVES

1.4.1. General objective

The general objective of this study is to examine the effect of MSIE's brand on itscustomer's satisfaction. The researcherwant to understand what MSIE customers knew and felt about its brand.

1.4.2. Specific objective

This study is commissioned with the following specific objectives:

1. To examine the effect of brand awareness of Marie Stopes International Ethiopia on customer satisfaction
2. To examine the effect of brand association with Marie Stopes International Ethiopia on customers satisfaction
3. To examine the effect of brand quality with Marie Stopes International Ethiopia on customers satisfaction

4. To determine the effect of brand image of Marie Stopes International Ethiopia on customer satisfaction
5. To analyze the effect of brand loyalty Marie Stopes International Ethiopia on customer satisfaction

The study involved a market research across selected clinics located in Addis Ababa. This survey suggests the company to ensure greater customer satisfaction and increase its business.

The overall objectiveistoanalyzetheresults andfindings sothatthecompanycan betterunderstandandknowwhichdecisionmakingprocessesmanagement needstotake inordertomakethe organization'sbrandstrongerandconsistent inthemindsof the customers whenthey need reproductive health service.Theprocesshelp tostrengthenMSIE'sbrandatthesametime satisfytheneedsofitscustomers.

Theseresultswillhelpthecompany toimplement strategiesthatwillimprovethebrandofMarie Stopes International Ethiopia,customerservices andenhance its service provision.

1.5. SIGNIFICANCE OF THE STUDY

The research finding believed to create awareness and understanding about the effect of branding on customer's satisfaction on MSIE centers under Addis Ababa Program office and alarm them to take due care on increasing the level of their customers' satisfaction. At the same time, it also contributes tounderstand societal misconception about MSIE's services.

As we know branding has an impact on the level of satisfaction and this study gave another way to other researchers to study onsimilar concept in depth and can use it as an input for further study. It also helps the researcher to fulfill one of the requirements for the award of Master Degree in Marketing Management.

1.6. SCOPE OF THE STUDY

This study targetedMSIE centers which are found under Addis Ababa Program Office. The research used sample customers which were selected fromthree centersfrom different service category userswithintwo week time.

Due to time and financialrestriction to run the research, the research did not cover all centers of MSIE. Hence, this study covered only Megenagna, GoteraandKirkoscenters, and theremaining 4 centers left for another study.

It is known that customer satisfaction can be brought by different marketing efforts like service quality, waiting time, service provider capacity, location, etc. But this study focuses only on the customers' satisfaction brought by its brand.

Also the study focused on the information gathered by the questionnaire collected from MSIE customers'and referringrelated organization's document. So, its scope was determined on these areas.

1.7. LIMITATION OF THE STUDY

Limitationsin thisstudy stemmedfroma combinationof developmentof thetargetsample versus theabilityof the sampletoequalto thedemographicprofileof the population.Similar to otherstudies, this study was heavilydependenton individualresponses, as a qualitativestudy.

There were financial and time constraints during the study. There were 40 questions in a questionnaire sheet, so it took more than 5 minutes for each customer to fill the questionnaire which consumes moretime to collect the data from different customers. Additionally, to get their willingness to answer the questionnaire wasalso a bit difficult since some services need privacy or customers take the services in a private mode and convincing them about the confidentiality of their personal data took much time, so itcould be taken as one of the problems of the study.

1.8. DEFINITION OF TERMS

Brand -Brand is a product, service, person, company, or a concept which has characteristics like a name, symbol, etc. to be differentiated from others in the market. A brand is what makes the product identifiable and differentiable. (Source: **AASHISH PAHWA**, https://www.feedough.com/what-is-brand-meaning-brand/

Customer satisfaction -Customer satisfaction is a measurement used to quantify the degree to which a customer is happy with a product, service, or experience. (Source:**Sophia Bernazzani, https://blog.hubspot.com/service/what-is-customer-satisfaction**)

1.9. ORGANISATION OF THE STUDY

Thisthesis isstructuredin5 interlinkedchapters

Chapter1:Introducesthe study, states background of the study, research problems and aim of the research.In addition to this, it includesdefinitions ofbranding and customer satisfaction.The limitation of the study is provided as well. Itoutlinestheresearchproblemat handandtheresearchquestions,whichguidethisresearch.

Chapter2: Whichistheoretical innature,putsemphasisonrelevantliteratures in branding and customer satisfaction

Chapter3:Describes the methodology and data collection techniques used in the study.

Chapter 4: Discusses the empirical findings and analysis of the overall work by discussing and linking with the theories used for this study.

Chapter 5: Concludes the overall work and discuss the results followed by the contribution of the study, recommendations for managers, reflection of the study and future work.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

2.1. THEORETICAL REVIEW

2.1.1. What is brand?

Brand means a combination of identification and differentiation that draw strong attention to the product/service for customers. The brand brings value to customers as well as companies. In customers' point of view, companies try to satisfy their customers by providing customers' desire list of values, where value means benefit. On the other hand, when customers are satisfied by getting values from companies, customers may provide value to companies. During the interaction between companies and customers, some unique values that customers occupy into the mind which is called brand. (*Aaker, 1991*)

Thestrengthofbrandcouldbetracedfromcustomer'sperceptionandunderstandingaboutwhattheyhave gained, observed, sensed and heard regarding abrand as a consequence of customer involvement with a particularbrandinthe past(*Keller,2003*).

Brands give several sensory stimuli to improve the customer appreciation. Consumers who are common and excited purchases of an exacting brand are choosing to turn out to be brand faithful. Strong and promoted brands create goods setting is too much helpful. Organization that set up a booming brand to make bigger the brand by adding up the new goods below the similar "relative" brand.Brand can guide to economic benefits from side to side the theory of brand fairness.

2.1.2. What is customer satisfaction?

Satisfaction has been conceptualized in different ways in the marketing literature. Some researchers have argued that satisfaction is a transaction-specific measure. Other researchers view satisfaction as an overall evaluation based on the total purchase consumption and experience. In general, satisfaction has been conceptualized in terms of whether the product/service meets consumer needs and expectations (*Zeithaml and Bitner, 2000*).

Customer Satisfaction has been defined variously as an outcome and as a process. The outcomes of customer satisfaction are increased use, repeat purchase, brand loyalty or brand switching, while the process includes the customer decision making process, the superior expected value of the brand over others, the sales and the perceived value delivered (*Howard andSheth, 1969; Engel and Blackwell, 1982).*Customer satisfaction is the performance-expectations index, wherein if there is a match, the customers are satisfied, and a mismatch will mean customers are dissatisfied, so firms need to ensure that at least the performance is equal to the expectations, and if possible exceed it.

Customer satisfaction viewed as an evaluative judgment after choice of a specific purchase, from a transaction-specific viewpoint (Oliver, 1993). On the hand, cumulative customer satisfaction refer to an overall assessment based on the experience of total purchase and consumption of a product or service over time (Anderson et al., 1994), which sounds more practical and functional than the transaction-specific satisfaction in forecasting a customer's consequent behavior and a firms overall performance over time. Cumulative customer satisfaction inspires a company's investment in customer satisfaction.

Consumer satisfaction may be seen to represent the influence of past experience, because it is an overall evaluation of personal consumption experience. Because satisfaction is based on direct past experience, it is likely to be accessible and to affect behavioral intentions independent of other considerations.

In this paper, we conceptualize customer satisfaction associated with branding. As its name suggests, customer satisfaction is simply a customer saying "I like it". Essentially, it's a way for customers to say that the product or service is good enough.

2.1.3. Factors affecting customer satisfaction

Customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. The achievement of customer satisfaction leads to company loyalty and product repurchase.

"Satisfaction" itself can refer to a number of different facts of the relationship with a customer. For example, it can refer to any or all of the following:

- Satisfaction with the quality of a particular product or service.
- Satisfaction with an ongoing business relationship.
- Satisfaction with the price-performance ratio of a product or service.
- Satisfaction because a product/service met or exceeded the customer's expectations.

Each industry could add to this list according to the nature of the business and the specific relationship with the customer. Customer satisfaction measurement variables will differ depending on what type of satisfaction is being researched. For example, manufacturers typically desire on-time delivery and adherence to specifications, health institutions need service quality, providers' capacity, less waiting time etc., so measures of satisfaction taken by suppliers should include these critical variables.

Clearly defining and understanding customer satisfaction can help any company to identify opportunities for product and service innovation and serve as the basis for performance appraisal and reward systems. It can also serve as the basis for a customer satisfaction survey program that can ensure that quality improvement efforts are properly focused on issues that are most important to the customer.

Customer satisfaction measurement must be undertaken with an understanding of the gap between customer expectations and performance perceptions.Because customer satisfaction is a subjective, non-quantitative state, measurement won't be exact and will require sampling and statistical analysis.

Service quality is also the most important factor to determine the customer satisfaction, there are two dimension of service quality one is the technical quality and second one is the functional quality(Spector, 2001). The quality is different from others variables because for the effectiveness quality is necessary variable which definitely enhance the productivity of the hospital and it give effectiveness to the principle of the natural services(CELLINI, PIGNATARO, and RIZZO, 2000) access mechanism (cost, technology), technology is producing better results than before i.e. time saving. The service quality model conceptualized and developed by Dabholker et al. (2000) called antecedents and mediator helps to understand

service quality, its precursors, outcomes, and its mediators. This model depicts the relationship between service quality and customer satisfaction.

The other factor is cost of services if customers feel that they are paying the price according to the services which they are received then from the service providers but there is less resources deliver to the public sectors due to this reason revenue is not meet the expenses and decrease the capacity of delivering the services to the customer (LEONARD C. MACLEAN, 2001).

The service providers (in our case health professionals) are also the most important factor regarding the effect on customer satisfaction it can be the attitude and treatment that patients receive from doctors, nurses and other healthcare professional which can satisfy them or dissatisfy as well. Patients want, and should expect to receive, professional care that is courteous, polite, caring and empathetic.

There is a connection between customer satisfaction measurement and bottom-line results.Customer satisfaction and customer services are found having positive relationship. Nowadays relational marketing is considered very important on the realization of the fact that customer satisfaction is quite essential for the lasting relationship between service organization and customer. As in health service industry a special care should be taken to develop good relationship with customers. This study also validates this notion as if customers feel valued then they make a long term relationship with brand. Valued doesn't mean that they are just welcomed at the time of purchase. So when customer services are good enough to make customer feel thatthey are important to the organization and the organization cares about them, then all it would lead to positive image toward a brand and eventually customer satisfaction would be enhanced.

The customer value and customer satisfaction model developed by Oh (1999) emphasizes the behavior of the consumers after taking any service. In this model it has shown that perceived service quality is influenced by perceived price and perceptions.

2.1.4. Relationship between branding and customers satisfaction

Aaker (1991) and Rory (2000) pointed out that, with the construction of good brand image, customers were likely to increase the satisfaction of usage, and would like to recommend to

others. Gensch (1978) considered brand image as having more influence on the purchase intention and the satisfaction of customers while the product attribute was not easily defined. Graeff (1996) mentioned that, when the customer's self-image was more similar to the brand image, customer satisfaction would be affected. Romaniuk and Sharp (2003) found the positive relation between brand image and customer satisfaction. Yang (2002) proposed that customer satisfaction referred to the pleasant attitude when a customer accepting certain deal or service and customer satisfaction and brand value appeared notably positive relation. Gu (2005) suggested that customer satisfaction and brand characteristics presented significantly positive relation that customer satisfaction was the provided service higher than the expectation of the customer so that the customer was satisfied (Sang, 2009). Whereas, if the provided service was lower than the service expectation of the customer, he/she would then feel very dissatisfied. The schema memory of a brand included the interpretation of characteristics, from a target market, to the attributes and the advantages of the product, the use situation, the users, and the manufacturer/marketing personnel that people thought and felt after seeing and hearing the brand name. Consequently, it was substantially a set of associative thoughts that the customer learned about the brand. Therefore, customer satisfaction and brand image revealed notably positive relation. Customers tend to explain the internal and external attributes of products and the viewpoint of image, as well as the viewpoints of feeling and perception. Brand image constructs measurement variables with user image, product image, and enterprise image that customer satisfaction and brand image show remarkably positive relation (Zhang and Mo, 2008). Huang (2000) regarded four dimensions in measuring customer satisfaction, as

(1) Customer expectation which reflected the expected product performance of customers whose previous consuming experiences before purchasing would become the expectation on product performance;

(2) Product performance, as a kind of comparison standard that customers would compare the actual product performance after purchasing with the expectation before purchasing;

(3) Disconfirmation, as a kind of major agent variable that a person's expectation would be confirmed to correspond the product performance to his/her expectation, and

(4) Customer satisfaction, as an output after purchasing that, when the actual product performance was larger than or equal to the expectation before the act, the customer would feel satisfied; or, when the actual product performance was smaller than the expectation before the act, the customer would feel dissatisfied (Emel and Nafiz, 2009). Besides, customer satisfaction and brand value appeared remarkable relation. Measuring dimensions of customer satisfaction contained the satisfaction with professional level and customer interaction, and the overall customer satisfaction and brand image presented significant relation (*Chen, 2008*). Chen (2001) classified brand association into functional association (product attribute association), and nonfunctional association (non-product related attribute association). In addition, brand association also paid attention to organization association.

Consequently, products were associated with functional attributes and non-functional attributes, while organizational association was divided into company ability and social responsibility association, and customer satisfaction and brand association revealed notably positive relation (*Seyed et al., 2009*).

Aaker (1991) defined brand image as a set of brand association types which were normally organized in a meaningful way. Brand association was divided into 11 kinds of characteristics, as product characteristic, invisibility, customer benefit, relative price, usage/ application, user/customer, famous people/persons, life style/personality, product variety, competitors, and countries/ geographic districts. However, even if these associations are equally classified, various associations present characteristics with different strength (*Jose and Mohammad, 2009).*

Therefore, various associations will appear different effects on brand image, but various brand associations present significantly positive relation with customer satisfaction. Gensch (1978) thought that a market could simply be won by winning customers. With service innovation, the biggest trust of customers was obtained, the extensive social support was won, and the brand image was completely set up to acquire customer satisfaction and loyalty. Besides, regarding customers as the value of enterprise existence, the premise of existence, and the foundation of development, the entire company would have consensus. Therefore, customer satisfaction and brand appear significantly positive relation.

2.2. EMPIRICAL REVIEW

The health care industry is making rapid progress nowadays and the competition among the health care service provider is also increased, because they are facing different challenges like competitive pressure, changing cost structure monitoring public and private groups and because they have to reassess their strategies at every step. Because it is realized that customer satisfaction is the key element to enhance the profitability and long term viability and success(Andaleeb, 1998). Research related to the consumer satisfaction and behavior in the field of services industry has progress in upcoming years and also measured the dimensions of customer's satisfaction.

In health care services delivering of the customer satisfaction is also imperative because customercan be well educated and are more aware than in the past they can customer check the options available to them.

Therefore, in health care services customers are highly involved and because of it health care service providers need much care and competence while providing to customers The study examines the involvement of customers in health care services which describe that if there is high involvement of customer then they become associated with greater expectations and performance for the unclear dimension of service, but sometimes customer's involvement is low when the performance is predicted. Over the past several years, the issue of patient/customer satisfaction has gained increased attention from executives across the healthcare industry. As a result, industry leaders have been focusing their attention on improving patient/customer satisfaction through various initiatives. However, despite their many efforts and successes, evidence shows that more work in this area is still needed (ACHE, 2006)

There are different factors which affect the customer satisfaction in health care sector of Ethiopia. The first one is the limited number of health facilities and its related cost. The other factor is the expectation as customers compare the experience when they receive the services. One main factor in health customer satisfaction is the actual outcome of service which delivers by the health professionals and due to this they improve or get better and as well as the care or medication they receive is more likely to report feeling satisfied with their experience. There are some other different variables which have an impact on customer satisfaction such as service quality, access mechanism, skills, etc.

Customer satisfaction is the key element inevery industry for profitability and long term growth services need much care and competencewhile providing to customers. The evidence of high competence is visible in the health industry. Wecan see number of advertisement on TV channels which are prompting health care services andalso challenging to the competitors that they are best in their industry. The study examines theinvolvement of customer in health care services which describe that if there is high involvementof customer then they become associated with greater expectations and performance for theunclear dimensions of service.Over the last few years, the issue of patient/customer satisfaction has gained attention in healthcare services. Due to this, service providers are trying to improve customer satisfaction throughvarious initiatives. But the evidences are enough to conclude that more work in this field is needed.

2.3. CONCEPTUAL FRAMEWORK

For the purpose of this study, a conceptual framework (see Fig.2.1) is developed based on theoretical background and their related background knowledge. This conceptual framework permits the study to postulate the antecedents of branding (brand awareness, brand quality, brand association, brand image, brand loyalty).

In the context of a conceptual framework, the above mentioned antecedents of branding can be considered as independent variables, and customer satisfaction is a dependent variable.

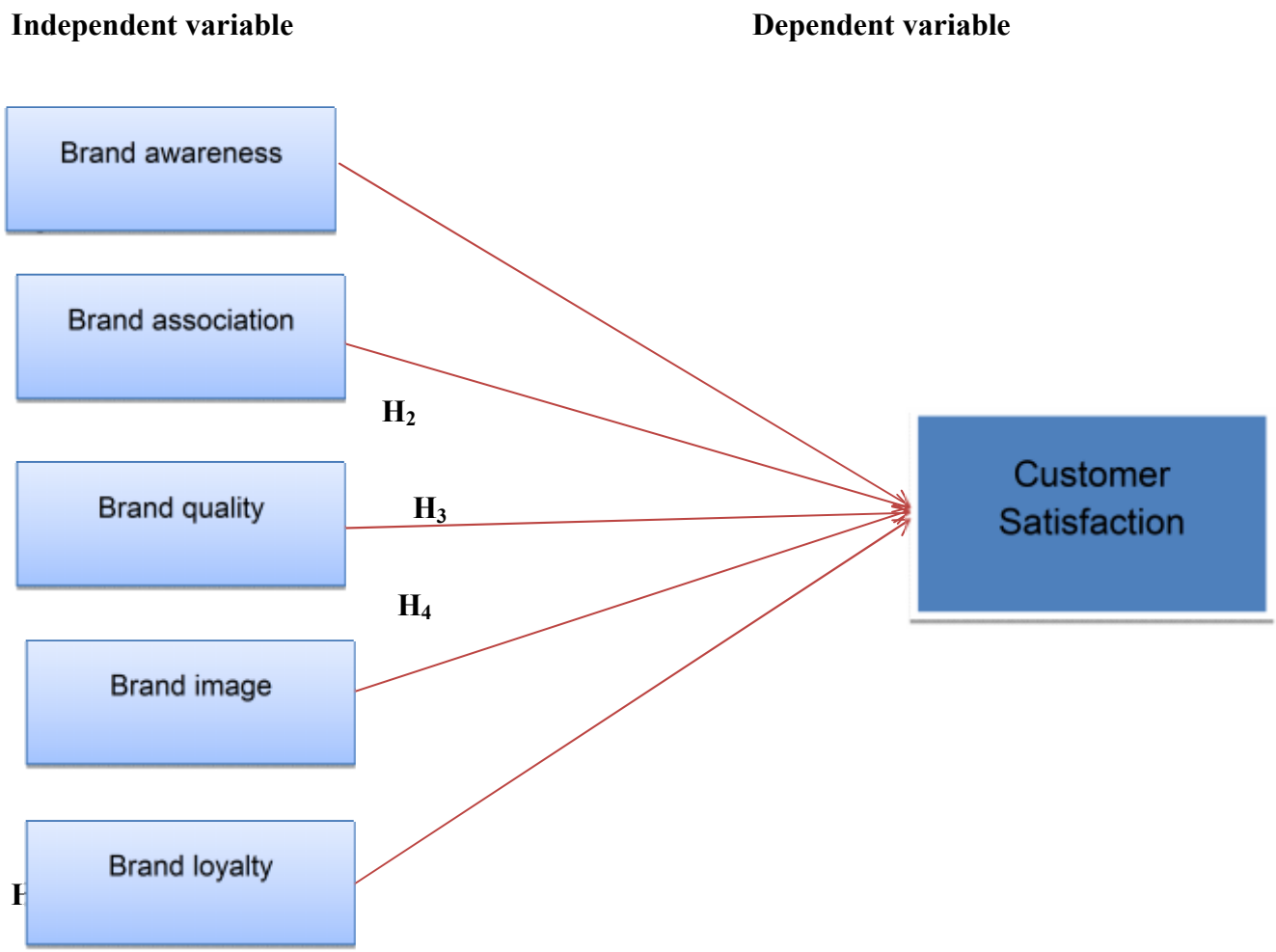


Figure2.1. Conceptual framework (Source: Ownmodel)

The role of brand awareness for customer satisfaction

According to *Keller (2008),* brand awareness embraces brand recognition and brand recall performance into the mind of customers. Indeed, both are imperative components in sustaining customer-based brand equity whose main aspire to bring customer satisfaction. *Swerdlick (2008*) states that brand awareness is necessary because it is an essential condition for insertion in the set of brands being considered for purchase; next in low involvement decision settings it can be a sufficient condition for choice; and it influences the nature and strength of associations that encompass as well as build strong brand image. Brand awareness refers to product associations induced in the customers mind after repeated exposure to the product/service by way of advertisements, etc. Studies reveal that the more the customer is made aware of the brand, the more will satisfy and the desire to possess the brand go up. This indicates that brands are much more than bundles of features; rather they trigger feelings of associations with the brand inside the customer's mind and motivate the customer to buy the brand and experience it. Thus

H1:Brand awareness has a positive effect on customer satisfaction.

The role of brand quality for customer satisfaction

Brand resonance (quality) indicates to the final relationship that customers apprehend told a brand and the spread to which the customer feels "in sync" with a particular brand and response based on their cognitive evaluation of the image of the brand (*Keller, 2003*). A commitment along with a sense of resonance have permitted the brand to achieve higher prices, positive word of mouth and lower advertising cost in the long run as well as retaining lost customers which might help to flourish new momentum of brand image that is most important for brand resonance (*Chaudhuri,1999). Dick and Basu (1994)* point out that brand resonance favors positive brand image and greater affection within loyal customers. For this reason, brand resonance is encompassed brand loyalty which goal is to create strong customer satisfaction and also maintain relationship for a long period of time.

Thus:

H2: Brand quality has a positive effect on customer satisfaction

The Role of Brand Association for customer satisfaction

Brand associations are considered as an informational nodes linked with a brand node that comprises the meaning of the brand in the mind of the customers (*Keller, 1998*). Brand associations are simply feelings and thoughts associated with the brand in the mind of the customers (*Keller, 1993*) and therefore, the associations do not carry an evaluative or emotional element to them.

As a result, the insertion of brand attitude and brand image as conceptualized in this cram stands in desolate comparison to the manner in which brand associations have been expressed. *Faircloth et al., (2001)* observed the impact of brand associations on customers' satisfaction and overall image. Thus:

H3: Brand association has a significant effect on customer satisfaction.

The Role of Brand Image for customer satisfaction

Keller (1993) stated brand image as "a set of associations connected with the brand that customers squeeze in memory" (*p. 3*). A brand image is cool, quiet and composed of a set of associations that influence the brand in the mind of the customers.

Brand image, an important building block in customer-based brand equity, is destined as "perceptions about a brand which reflected by the brand associations apprehended in customer's memory" *(Keller, 1998).* Even though the term or notion brand image has been largely defined and used in diverse ways, one common agreement of the definition is that brand image is a customer's aggregate impression of a particular brand which influence of a customer's emotional perceptions (*DobniandZinkhan, 1990; Aaker, 1996).* According to *Hsieh and Li(2008),* strong brand image does construct a superior brand message of a particular brand over the rivalry brand into a competitive market. Consequently, not only customer's behavior but also customer's satisfaction will be affected and determined by brand image.*(Burmann et al.,2008) Thus;*

H4: Brand image has a significant effect on customer satisfaction

The role of Brand loyalty for customer satisfaction

High brand recognition translates into customer loyalty. Customer loyalty is stronger if the customers' positive associations with the brand and the knowledge they had about a product before their first contact with it have been confirmed and strengthened with the first purchase.

Loyalty has been defined both behaviorally (e.g. *Bloemer and Odekerken-Schroder, 2002; Oliver, 1997; Tranberg and Hansen, 1986*) and attitudinally (e.g. *Chaudhuri and Holbrook, 2001; Yang and Peterson, 2004; Yoo and Donthu, 2001)*. Both conceptualizations of loyalty have attracted criticism and some researchers have argued that loyalty should be measured as a combination of both behavioral and attitudinal measures (e.g. *Dick and Basu, 1994*).

H5: Brand loyalty has effect on customer satisfaction

CHAPTER THREE

RESEARCH METHODOLOGY

The nature of this study is quantitative research because this type of research provides accurate data.It is also fairy flexiblethat it allows the meaningful comparison of responses across participant of its study sites. In quantitative research, participants are less formal so they have opportunities to provide the answer in more detail.

The important reason to use or conduct quantitative research is to eliminate the bias. This research also filters out the external factors and if well designed it provides unbiased and actual results.

3.1.Description of the study area

The focus area of the study was Marie Stopes InternationalEthiopia **Megenagna**,**Gotera Maternal and Child Health** and **Kirkos**centers.

Megenagna(The former Piassa center) center is the pioneer center of MSIE which was established before 27 years around Piassaarea. Nowit is moved to Megenagna area which has a highcustomer flow.

GoteraMaternaland Child Health (MCH) center is one of the four MCH centers which MSIE have. It is located near Goteraand has a high pack of customerand provides antenatal, delivery and postnatal services including neonatal care.

The third center is Kirkos. It is centrally located around Global Hotel (Bekelo Bet). All focused areas have their own specific customer groups, so this can help to get diversified responses for the intended study.

Questionnaire design

Basicallythequestionnairewasdesignedandseparated intotwoparts,part 1andpart2.Part1consistsof general information related tothe respondents were elaborated,suchas gender,age, educational qualification and religion.In part 2,the questionnairedata andinformationthatmeasuringbrandelements,whichinclude;

brandawareness,brand association,brandloyalty, brandimage and brand association and also questions related to customer satisfaction is included.

Forthepurposeofconductingthisresearch,theresearchershaschosenfive pointlikertscalesfrom "Strongly disagree" (1) to"Strongly agree" (5) for all the testedconstructs (Kim& Kim, 2005).

Sampling

Inthisresearch,thetargetpopulations covered wereclientswhoseek medical servicesinthree MSIE clinics in Addis Ababa.377potentialrespondentswereusedasasamplingsizeandinorderto choose thepotential respondents in this survey convenience samplingtechniquehasbeenadopted.

Administration of Survey

Inthisresearch,thedrop-offsurveytechniqueshave beenused.Thecopiesofself-administeredsurvey questionnaireshavebeengiventotherespondentsinordertomakesuretheconfidentialityandprivacy aspectsof participantsinthesurvey.Out of377questionnairesthathavebeendistributedintheactualsurvey,295 questionnaireswere gathered.A partfrom77questionnairesthatwerenot returned back and 5 questionnaires was discarded since it was not filled properlyforthereasonofeithertherespondentswerenot willingtocooperate orthey didnottakethe surveyseriously.However,therest ofthequestionnaires(295) have been used (78.3%)fordata analysisusing R programming.

3.2.Research Approach

This research attempted to identify the characteristics of a problem through quantitative approach. Because the subject couldn't be described in all its detail, careful selection of facts can occur. Facts could be gathered according to pre-determined criteria and for the purpose of demonstrating relationships of interest.

This study used quantitative research approach to measure the contribution of each brand equity dimensions on customer satisfaction. Besides, the study is deductive and tried to test the hypothesis.

3.3. Research design

The Research design is based on the objective of this study in which

- gather row data and facts
- analyze the raw data and facts based on the effect of branding on customers' satisfaction

On the basis of purpose of the research, the study useddescriptive and explanatory research method. Because descriptive research design measures of central tendency including the mean, median, mode, deviance from the mean, variation, percentagebetween variables and toconcludetheinferences derivedfrom the hypothesized testing.

3.4.Population and sample

3.4.1. Population

Some studies use populations and descriptive statistics, which are described as conducting a study with small enough population, such as an individual, organization studies or group and can be defined by demographic profile they consist.

Therefore, the target population for this study was MSIE clients who are seeking medical services in the above mentioned three centers.

3.4.2. Sampling method/Techniques

The goal of a sample population was to have an accurate representation of the population but in a smaller number.

Size of population	Sampling percent
0-100	100%
101-1,000	10%
1,001-5,000	5%
5,001-10,000	3%
10,000+	1%

Source Gay (1987)

Table 3.1. Population and sample size

Name of center	Annual client No	Monthly client no	Population size (P) (client no of 10 working days)	Sample size
Gotera MCH	88343	7361	2454	245
Kirkos	23166	1930	644	64
Megenagna	24610	2050	684	68
Total	136,119	11341	3782 (P)	377 (S)

Table 3.2. Total number of clients who visit three centers and sample size

The total population size is 3782 customers of MSIE.

So, according to Gay rule for this study purpose 10 **%** from the total population wastaken as a sample.The researcher used the following formula to determine the specific sample size for the specific centers.

Gotera sample $= \frac{(2454 \times 377)}{3782} = 245$

Kirkos sample $= \frac{(644 \times 377)}{3782} = 64$

Megenagna sample $= \frac{(684 \times 377)}{3782} = 68$

The samples were selected by using random sampling technique. By using multi stage random sampling from the twenty four (24) MSIE centers throughout Ethiopia, there areseven centers located in Addis Ababa and due to their convenience to the researcher, the above mentioned three centers wasselected since those centers have enough access to get diversified service users and this made the data quality and collection easy.

When data collected within two weeks, the samples were collected using scientific random sampling method from each clinic. This means dividing the major services into three major categories (SA, FP and others). This means putting a proportion to each service category. Therefore, there were a total number of 377 questionnaireswere distributed to the three centers within two week time.

Since the study focuses on the effect of branding on customer satisfaction, there are many factors which affect the quality of data collected. The data collected on Monday & Friday may vary on its quality; also the data collected in the morning & at the end of the day have different quality. So, the researcher also considered these factors.

3.5.Data sources and types

This research collected primary data and reviewed the existing data (secondary data) that enabled to capture information pertinent to the study objectives.

3.6.Data collection procedures

The research was conducted via survey with the help of questionnaire. Survey research technique was used to gather the information from selected a sample of people because such technique have certain advantages of quick information, inexpensive, effective and accurate means of measure. Data was collected from the service users from selected MSIE centers and random sampling was used for the data collection. And alsodifferent documents fromthe centers like customer suggestions, company profiles, etc reviewed in order to collect the secondary data.

3.6.1. Primary Data

Data collecting techniques used as an input for the study through questionnaire.

3.6.2. Secondary Data

Data used as an input for the study through secondary data collecting techniques such as documents collected from the relatedin-house surveyand performance reports, leafletsand differentpublications from the company.

3.7.Data analysis

For this study, use of both primary as well as secondary data was done. The primary data sources werecustomers who were using MSIE services and collected from them in order to understand the service demand patterns. The methods employed for data collection include observation of service users at the centers use of a structured questionnaire.

For the classification, analysis and interpretation of the primary data collected, several tools were used. For summarizing the data, frequency distribution and measures of central value (mean median and mode) was applied.

Data gathered through questionnaire was analyzed by using percentages and frequency distributions, mean and standard deviations. R programming used to analyze the data obtained from primary sources. Specifically, descriptive statistics (mean standard deviation) were taken from this tool.

3.8. Validity of the Instruments

Sound measurement must meet the tests of validity, reliability and practicality*Kothari, (2004)*. In fact, these are the three major considerations one should use in evaluating a measurement tool. Validity refers to the extent to which a test measures what we actually wish to measure. Reliability has to do with the accuracy and precision of a measurement procedure andpracticality is concerned with a wide range of factors of economy, convenience, and interpretability. In order to use valid and reliable instruments of data collection, the questionnaire was thoroughly edited and pilot test was also done.

3.9. Ethical consideration

Research involvingpeoplemustbe developedethically;particularlythis includesthe responsibilityof theresearcherto protecttheprivacy of theindividualsthatparticipatein the study. This privacyprotectionmustextendto allpeople, regardlessof age, religion,raceand gender.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

In this chapter, the data collected from respondents have been analyzed and interpreted. The chapter begins by presenting reliability test, background information of respondent under the demographic variables, followed by descriptive statistics, correlation analysis and finallymultiple linear regression analysis.

4.1 Reliability Test

Reliability is the extents to which a variable or set of variables is consistent in what it is intended to measure and the rationale for this internal consistency is that the individual items or indicators of the scale should all be measuring the same construct and thus be highly inter-correlated (Hair et al., 2007). The Cronbach alpha coefficient is an indicator of internal consistency of scales. A high value of the Cronbach alpha coefficient suggests that the items that make up the scale are internally consistent and measure the same underlying construct. A value of Cronbach alpha above 0.70 can be used as a reasonable test of scale reliability (Cronbach, 1951) which means 70 % of the variance in the scores is reliable variance. The resulting Cronbach's alpha values of the dimensions are presented in the table below.

S/N	Dimensions	Cronbach's Alpha
1	Brand awareness	0.88
2	Brand quality	0.87
3	Brand association	0.83
4	Brand image	0.84
5	Brand loyalty	0.84
6	Customer satisfaction	0.88
Overall reliability		0.88

Table 4.1. Reliability Statistics

From the study result, the first dimension of the study is brand awareness; it has the Cronbach's alpha value 0.88. The second dimensions were brand quality; it has Cronbach's alpha value of 0.87. The third dimension was brand association; it has the Cronbach's alpha value of 0.83. The fourth item was brand image; it has Cronbach's alpha value of0.84. The five items werebrand loyalty; its Cronbach's alpha value was 0.84. The sixth dimension was customer satisfaction and its Cronbach's alpha was 0.88.

As clearly depicted on table 4.1, all the dimensions involved in this particular study were found to be high in their internal consistency implying the reliability of the instrument that measures the study constructs. This is clearly implied by the calculated alpha for all variables values has a 95 % confidence boundaries with 0.88 alpha value. Therefore, the author decided to include all the dimensions to the analysis.

4.2. Respondents' rate

Accordingly, 377 questionnaires were distributed to MSIE customers using random sampling technique within the selected three centers of MSIE. From the distributed questionnaire; 295 of was returned back, 77questionnairesremained in the hand of the respondents while 5 questionnaires were discarded since it was not properly filled. The data collected was summarized as follows.

4.3. Demographic Profile

The demographic information considered in the study was gender, age group, level of education and Religion.

4.3.1. Respondents' Gender

The respondents were asked to indicate their gender in order to ensure that the results obtained captures the views of both gender. The results were presented in figure 4.1.

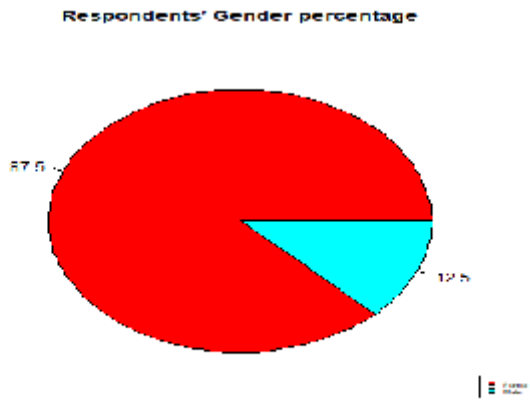


Figure 4.1 Respondents' gender

The results indicate that 87.5% of the respondents were female while 12.5% of therespondents were male. The findings indicate that the male and female difference is significant and therefore this implies that the study is influenced by gender imbalance.

4.3.2. Respondents age range

The respondents were asked to indicate their age range. This is important for thestudy in order to determine the age proportion of clients that Marie Stopes International Ethiopia have. The results are presented in figure 4.2.

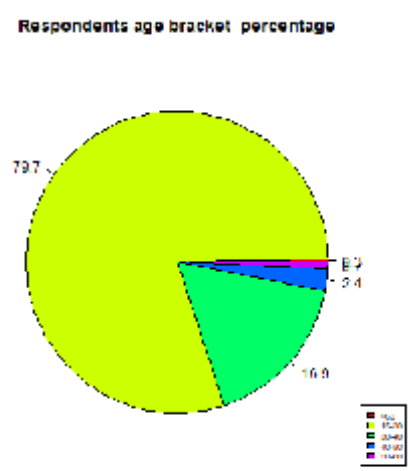


Figure 4.2 Respondents age range

The findings indicate that morethan 60% of the respondents were between 15 to 30 years, 20% of the respondents indicated that their age range was 30 to 40 years, 2% of the respondents said that their age was between 40 and 50 years while 1% of therespondents age range was over 50 years and above. Majority of the respondents were below 30 years and therefore services of Marie Stopes International Ethiopia has a huge young population.

4.3.3. Respondents' level of education

The respondents were requested to indicate the highest level of education attained.The level of education is important as it enabled the respondents to answer thequestions properly after understanding the branding effect on customer's satisfaction of Marie Stopes International Ethiopia.

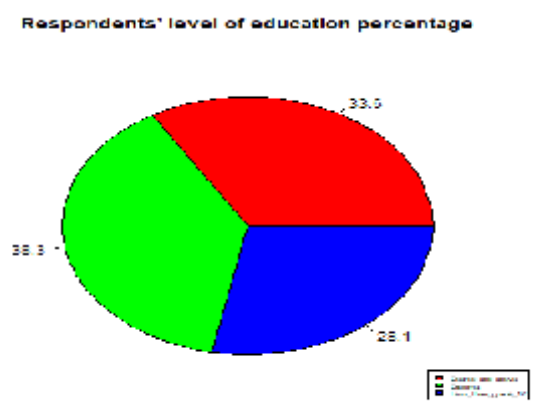


Figure 4.3. Respondents' level of education

The results on the level of education indicates that 38.3% of the respondents haveattained diploma level, 33.6% of the respondents said that university was theirhighest level of education, while 28.1% of the respondents said that they haveattained secondary level. The results indicate that majority of the respondents' haveattained university level of education and therefore they have knowledge on the role that MSIEplays in the competitive service environment.

4.3.4. Respondents Religion

Respondents were requested to identify their religion to know the composition of the service users of MSIE services.

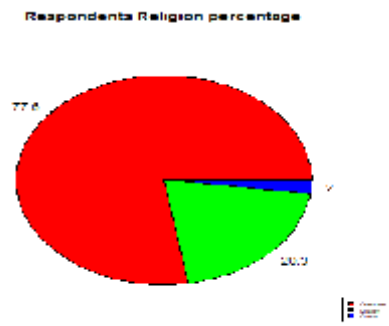


Figure 4.4. Respondents' religion

According to the data collected from the respondents regarding to their religion, 77.6 % of them were Christian, 20.3 % of respondents were Muslim and the rest 2% were other.

4.4.Descriptive Statistics

To analyze and interpret the data obtained through data collection instrument descriptive statistics were employed. The descriptive statistics used include frequency, percent, mean and standard deviation.

The following table provides a range of descriptive statistics.

S/N	***Variables***	***n***	***Mean***	***Standard deviation***
1	Brand awareness	295	3.99	1.16
2	Brand quality	295	4.23	0.92
3	Brand association	295	4.06	1.08
4	Brand image	295	4.13	1.09
5	Brand loyalty	295	4.19	1.08
6	Customer satisfaction	295	4.45	0.94

Table 4.2. Range of descriptive statistics

The study sought to establish from the respondents the impact of branding oncustomer satisfaction in the case of MSIE. The range is 'strongly disagree' (1) to 'strongly agree'(5). In descriptive analysis study, mean score of 3.8 and above is considered high while mean scores of 3.4 – 3.79, and 3.39 and below are considered moderate and low respectively (Pihie and

Akmaliah, 2009). In our case the minimum mean value scored is 3.99, so we can say that the overall mean value is high which represent respondents' agreement with the influence of branding on customer satisfaction. A standard deviation of 1.09as we can see from above implies a significant difference on the impact of the variable among respondents.

4.4.1.Brand Awareness

Brand awareness refers to the extent to which customers are able to recall or recognize a brand and it is a key consideration in consumer behavior, advertising management, brand management and strategy development.

Variable	***Mean***	***Response***	***Percent***	***Frequency***	***Proportion***
Brand awareness	3.993	Strongly disagree	5.4	16	0.054
		Disagree	8.8	26	0.088
		Neutral	8.8	26	0.088
		Agree	34.9	103	0.349
		Strongly disagree	42	124	0.420
Total				295	

Table 4.3. Respondents' Brand awareness

The open questions related to brand awareness aim to measure the accessibility of thebrand in customer's memory, and find out to what extent the focal respondents know about MSIE's brand under different cues.

According to the calculation made based on this question, we can say that MSIE's brand awareness by the focal respondents is relatively positive because more than 76.9 % of the respondents are aware of MSIE brand. (mean 3.99)

4.4.2. Brand Quality

Brand quality is an assessment of how well a brand delivered service conforms to the client's expectations. Brand quality often assess the service quality provided by the name of the specific brand to their customers in order to improve their service, to quickly identify problems, and to better assess client satisfaction.

Variable	*Mean*	*Response*	*Percent*	*Frequency*	*Proportion*
Brand quality	4.234	Strongly disagree	3.1	9	0.031
		Disagree	2	6	0.020
		Neutral	9.2	27	0.092
		Agree	40	118	0.400
		Strongly disagree	45.8	135	0.458
Total				295	

Table 4.4. Respondents' brand quality

According to the respondents' answer 85.8% of them agreed on the brand quality of MSIE, which shows MSIE's brand quality is on an encouraging level on its customer'squality perspective. (mean: 4.234)

4.4.3. Brand Image

Successful brand image enables consumers to identify the needs that the brand satisfies and to differentiate the brand from its competitors, and consequently increases the likelihood that consumers will use the company as a first choice for a reproductive health service.

In addition, the respondents were requested to indicate the extent to which they were in agreement with the brand image of the MSIE. This is important for the study in order to determine the influence of brand image on customers visit to the MSIE.

Variable	*Mean*	*Response*	*Percent*	*Frequency*	*Proportion*
Brand image	4.125	Strongly disagree	6.1	18	0.061
		Disagree	2.7	8	0.027
		Neutral	9.5	28	0.095
		Agree	35.9	106	0.359
		Strongly disagree	45.8	135	0.458
Total				295	

Table 4.5. Respondents' brand image

The answered collected from the respondents' shows that 81.7% of them know about the brand image of MSIE.We can say that MSIE's brand image is well known by its clients. (mean 4.125)

4.4.4. Brand Association

Brand Associations are not benefits, but are images and symbols associated with a brand or which is anything deep seated in customer's mind about the brand.Therefore, it should be associated with something positive so that the customers relate the brand to being positive.

Brand associations are the attributes of brand which come into consumers mind when the brand is talked about. It is related with the implicit and explicit meanings which a customer relates/associates with a specific brand name.

Variable	***Mean***	***Response***	***Percent***	***Frequency***	***Proportion***
Brand association	4.064	Strongly disagree	5.8	17	0.058
		Disagree	2	6	0.020
		Neutral	14.6	43	0.146
		Agree	35.3	104	0.353
		Strongly disagree	42.4	125	0.424
Total				295	

Table 4.6. Respondents' brand association

The results indicate 77.7 % of the respondents associate MSIE's brand (mean 4.064) when they need specific services of MSIE.

4.4.5. Brand loyalty

Brand loyalty is defined as positive feelings towards a brand and dedication to purchase the same product or service repeatedly now and in the future of the same brand, regardless of a competitor's actions or changes in the environment.

Variable	*Mean*	*Response*	*Percent*	*Frequency*	*Proportion*
Brand loyalty	4.19	Strongly disagree	5.8	17	0.058
		Disagree	2.4	7	0.024
		Neutral	8.8	26	0.088
		Agree	33.2	98	0.332
		Strongly disagree	49.8	147	0.498
Total				295	

Table 4.7. Respondents' brand loyalty

The results indicate 83 % of the respondents are loyal to MSIE brand (mean 4.19) which can we say that a huge number of customers are loyal to MSIE brand.

4.4.6. Customer Satisfaction

In this research, customer satisfaction is derived from the overall satisfaction towards its brand by the customers of Marie Stopes International Ethiopia. The respondents were requested to indicate their satisfaction with the organization brand.

Variable	*Mean*	*Response*	*Percent*	*Frequency*	*Proportion*
Customer satisfaction	4.451	Strongly disagree	3.7	11	0.037
		Disagree	2	6	0.020
		Neutral	3.4	10	0.034
		Agree	27.1	80	0.271
		Strongly disagree	63.7	188	0.637
Total				295	

Table 4.8. Customer satisfaction

The results indicate that 90.1 % of the customers were satisfied with the overall services ofMSIE (mean = `4.451`).

4.5. Inferential Analysis

The inferential analysis section includes correlation and regression analysis to assess the relationship between brandingdimensions and customer satisfaction.

4.5.1. Correlation Analysis

In this section, correlation analysis was conducted to answer one of the basic research questions. The relationship between branding and customer satisfaction was investigated. This also provided correlation coefficients that indicate the strength and direction of relationship. The coefficient of correlation could take values ranging from -1 to +1, where the signs signifying the direction of relationship. As per the guide line suggested by Field (2005), the strength of relationship that ranges from 0.1to 0.29 shows weak relationship; 0.3 to 0.49 is moderate, and >0.5 shows strong relationship between the two variables.

A positive correlation indicates the extent to which those variables increase or decrease in parallel and a negative correlation indicates the extent to which one variable increases as the other decreases.The values of the correlation coefficients ranges from -1 (negatively correlated), to 0 (uncorrelated) to 1(positively correlated).

The results generated from R indicate that relationship between brand awareness and customer satisfaction is ($r = 0.340$, $p < 0.01$), brand association and customer satisfaction is ($r = 0.428$, $P < 0.01$), brand quality and customer satisfaction is ($r = 0.464$, $P < 0.01$), brand image and customer satisfaction is ($r = 0.371$, $p< 0.01$) and brand loyalty and customer satisfaction is ($r = 0.480$, < 0.01. The finding described above further indicates that the highest relationship is found between loyalty (.480) and quality (.464) with customer satisfaction.

Therefore, we can say that the correlation betweenbranding dimensions and customer satisfaction is positively correlated and its strength is moderate since it ranges between 0.3 to 0.49.

4.5.2 Regression Analysis

4.5.2.1 Simple Linear Regression Analysis

Normality of both predictor and predicted variables and the linearity of relationship between the independent and dependent variables were checked, and the results are presented as follows.

First regression analysis is sensitive to outliers. Outliers can be identified by standardizing the score and checking the standardized scores for absolute values higher than 3.29. Such values may be considered outliers and may need to be removed from the data.

Second, the main assumptions of regression are normality, homoscedasticity, and multicollinearity. To assess homoscedasticity, the scatterplot of standardized residuals versus standardized predicted values can be created. If the plot shows random scatter, the assumption is met. However, if the scatter has a cone shape, then the assumption is not met. Multicollinearity can be assessed by calculated variance inflation factors (VIFs).VIF values higher than 10 indicates that multicollinearity may be a problem.

4.5.2.2 Normality Test

Normality can be assessed by examining a normal P-P plot. If the data form a straight line along the diagonal, then normality can be assumed.

After completing the model and the parameters, the results indicating that they fitted a model and the model assumptions needs to be checked. This is done in three ways: the histogram, the normal probability plot and the Zresid vs. Zpred scatterplot. The best way to evaluate how far the used data are from a Gaussian (normal) is to look at a graph and see if the distribution grossly deviates from a bell-shaped normal distribution. By looking the following graph, the researcher has realized that the histogram looks symmetric and the normal p-p plot showed fairly consistent with that of the line and the residuals are normally distributed. Therefore, according to these findings this assumption was fulfilled (see the graph below).

Descriptive Statistics					
	N	Mean	Std. Deviation	Skewness	Kurtosis
Awareness	295	3.99	1.16	-1.15	0.42

Quality	295	4.23	0.92	-1.56	2.79
Association	295	4.06	1.08	-1.32	1.36
Image	295	4.13	1.09	-1.49	1.73
Loyalty	295	4.19	1.08	-1.59	2.06
Satisfaction	295	4.45	0.94	-2.22	4.92

Table 4.10. Normality test

To check the normality assumptions for simple linear regression analysis, it is advisable to inspect if a distribution is normal through histogram and a P–P plot (probability–probability plot). Therefore, to establish the validity of these assumptions, the normality through histogram and P-P plot looks like as follows.

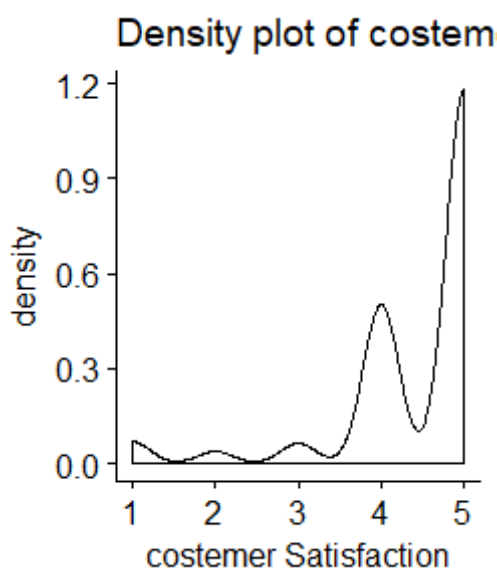


Figure 4.5: Histogram

Source: Survey 2018

We can see from the above figure (figure 4.5), the histogram look like a normal distribution and the distribution are roughly normal. Moreover, the histogram (the curve) is skewed to the right

Therefore, we can conclude that, we have good model for the data; and possibly, we can infer to the populationwas more satisfied.

4.5.2.3 Linearity Test

Simple linear regression is based on finding the straight line on a scatter graph that 'fits 'the scatter points best, i.e. as closely possible (Robert B. Burns and Richard A. Burns, 2008). Regression procedures assume that the dispersion of points is linear. Where the amount of scatter around the line varies markedly at different points and forms a pattern, then the use of regression is questionable. As we can see from the output graph below, the regression line sloping from bottom left to top right, which indicates a positive relationship between the dependent and independent variables.

Since general linear model assume linearity, it is necessary testing for non-linearity. In this regard as Garson (2012) pointed out, simple inspection of scatter plots is a common method for determining if nonlinearity exists in a relationship. Consequently, the researcher run simple scatter plot to see if there is a linear relationship exists between the variables.

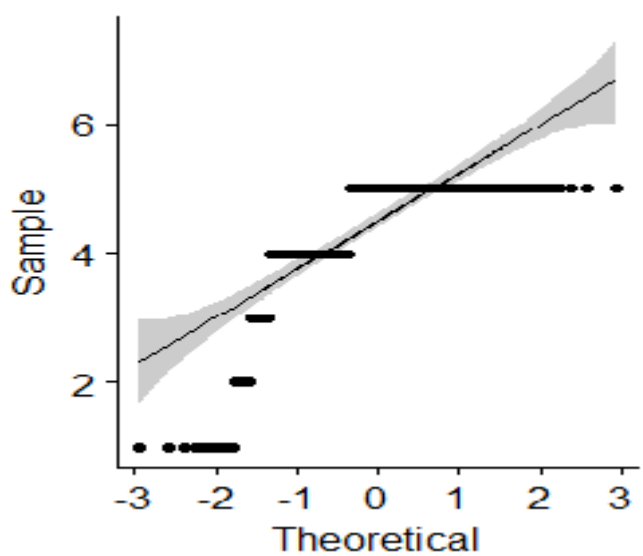


Figure 4.6: Normally distributed errors

Source: Survey 2018

Likewise, as we seen in the above figure (*figure 4.6*), the dots are closely plotted to the straight line, which indicate a small or no deviation from normality and there are no extreme cases

observed. Therefore, the assumptions of simple linear regression have been met and we can possibly assume that the model is accurate and can probably generalize to the population.

4.5.2.4 Multicollinearity Test

According to (Dillon, 1993) when independent variables are highly correlated, there is overlap or sharing of predictive power. This may lead to the paradoxical effect, whereby the regression model fits the data well, but none of the predictor variables has a significant impact in predicting the dependent variable (Robert, 2006). This is because when the predictor variables are highly correlated, they share essentially the same information. Thus, together, they may explain a great deal of the dependent variable, but may not individually contribute significantly to the model. The impact of multicollinearity is, therefore, to reduce any individual independent variable's predictive power by the extent to which it is associated with the other independent variables (Beyan, 2014).

Before conducting the regression analysis Variance Inflation Factor (VIF) values was calculated to check multicollinearity. According to (Robert, 2006) Tolerance value is an indication of the percentage of variance in the predictor that cannot be accounted for by the other predictors implying the fact that very small values indicate overlap or sharing of predictive power. In this study the VIF of all variables are less than 10 which means there is strong Co- linearity between the explanatory variables. So, this assumption is fulfilled.

In multiple regression analysis, the regression coefficients become less reliable as the degree of correlation between the independent variables increases. Thus, if there is a high degree of correlation between independentvariables, we have a problem of what is commonly described as the problem of multicollinearity (Kothari, 2004).

As a result, checking for the multicollinearity effect (Collinearity diagnosis) is essential. Consequently, the collinearity statistics result for all independent variable constituents were performed on R programming is presented as follows.

Branding Dimensions	Collinearity Statistics
	VIF

Awareness	1.626397
Quality	1.755271
Association	4.048151
Image	5.184416
Loyalty	4.685251

Dependent Variable: Satisfaction

Source: Survey 2018

Table 4.11. Multicollinearity Test Coefficients (a)

Accordingly, as we have seen in the above collinearity table (*table 4.11),* multicollinearity is not the problem of this model, because VIF (variance inflation factor) of the model is well which is less than 10. The value of VIF ranges between 1.626 to 5.184. But when we see the VIF of image is greater than 5 which indicate that image has an increased predictive power by the extent to which it is associated with the other independent variables and has a less strong co-linearity between the other variables.Therefore, the variables are not overlapped and they are free from collinearity effect which possibly hinders the prediction ability of the model.

4.5.2.5. Multiple Regression Analysis

The effect of branding on customer satisfaction is assessed through a multiple regression analysis in which the overall branding is predictor variable and overall customer satisfaction is dependent variable. The following *Table 4.12*, *Table 4.13* and *Table 4.14* respectively show the model summary, ANOVA and coefficients of regression.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate

1	0.3409722	0.1163	0.1132	1.096
2	0.4287365	0.1838	0.181	0.9786
3	0.4646041	0.2159	0.2132	0.8194
4	0.4132107	0.1707	0.1679	0.9986
5	0.4801572	0.2306	0.2279	0.9496
a. Predictors: (Constant), brand awareness1, association2, quality3, image4, loyalty5				

Table 4.12: Model Summary

The above model summary shows that coefficient of determination 'R Square' indicates 60.16% of validity in customer satisfaction due to branding of MSIE.

Table 4.12 shows that there is a good linear association between the dependent and independent variables used in the study.

ANOVAa					
Model		Sum of Squares	Df	Mean Square	F
1	Awareness	30.35	1	30.349	48.080
	Association	8.41	1	8.411	13.325
	Quality	28.36	1	28.363	44.935
	Image	1.94	1	1.937	3.069
	Loyalty	9.56	1	9.556	15.139
	Residuals	182.42	289	0.631	
a. Dependent Variable: customer satisfaction					
b. Predictors: (Constant), brand awareness1, association2, Quality3, image4, loyalty5					

Table 4.13.Anova result

Source: survey,2018 computed by R

In the above regression model, the overall branding has a significant effects on customer satisfaction where 0.0136which less than 0.05. The effects of overall branding changes in the management of branding for each point change in customer satisfaction.

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.947479	0.235512		8.269	0.0136
	Brand awareness	0.047888	0.050789	0.05913023	0.943	0.0182
	Brand association	-0.008694	0.086214	-0.009977146	-0.101	0.0127
	Brand image	-0.092162	0.096371	-0.1070763	-0.956	0.0136
	Brand quality	0.286910	0.066457	0.281262	4.317	0.022
	Brand loyalty	0.361097	0.092806	0.414146	3.891	0.022
a. Dependent Variable: customer satisfaction						

Table 4.14. Regression Coefficients

Source: survey,2018 computed by R

We can see that the branding dimensions (independent variables) contributing to the variance of the overall customer satisfaction (dependent variable) is explained by the standardized Beta coefficient.

The result of the multiple regression analysis found that the five independent variables were statistically significantly predicted the customer satisfaction, 0.0136, and all independent variables have a value which is less than 0.05. These findings indicated that there is strong evidence that there is significant relationship between the five dimensions of branding and customer satisfaction and the hypothesis can be accepted.

Typically it would mean that an increase of one standard deviation in the predictor variable results in a decrement of some portion of a standard deviation in the dependent variable. On other words, there is an inverse relationship, similar to that of a negative correlation. Now, if you observe that a highly positive beta plunges toward the negative after inclusion of a difficult variable that can be symptomatic of multicollinearity.

In this multiple regression, the coefficient signs changed. It can only mean that there is some interactive problem where the regression coefficients are such that one or more is pushed too high, and the negative value is countering it. That would seem less than ideal, and it inflates the variance estimate. As some unknown variables and/or adjustments involved there.Some intercepts are overused for this purpose, and there is no subject-matter related explanation for an intercept term, it can be problematic in itself. There is no physical reason for this.

4.5. Discussion

In the current competitive business environment, the branding of an organization is very important like products or services offered. A trusted and recognized brand identity provides confidence for customers to use the products/services offered by that brand. Therefore, successful organizations always work hard to build strong brand and represent it in a consistent and clear way. Aaker and Rory (2000) indicated having a good brand image will increase the satisfaction of customer usage. And they would like to recommend to others. Thus, a company or its product/ services which constantly holds a favorable image by the public, would definitely gain a better position in the market, sustainable competitive advantage, and increase market share or performance.

Building a reputed brand image and attracting new customers remains a complicated task for the marketing managers in any business. Nevertheless, organizations should also focus on customer retention with profitable long-term relationships. The foundation of customer retention is higher level of their satisfaction towards the products and services which they received as well as higher value by customers. Because of high competitions and other environmental issues, customer satisfaction has become a fundamental marketing strategy for most organizations.

According to Gu' (2005), customers'satisfaction and brand characteristics presented significantly positive relation that customer satisfaction was the provided service higher than the expectation of the customer.

This study examined the effects of branding on customer satisfaction of Marie Stopes International Ethiopia. The regression analysis between overall branding and overallcustomer

satisfaction is highly positive and significant at the 0.01 level. This indicates that branding and customer satisfaction has significantpositive relationships. This means that the enhancement of one variable has direct influence for the enhancement of other variable. This result is consistent with theresults obtained by Yang (2002), he proposed a notably positive relation between customer satisfaction and brand value when a customer accepting certain deal or service. Similarly, this outcome is also consistent with the results by Dick and Basu (2004), they found that the success of brand could generate customers‘ awareness regarding dignity of the brand which helps to enhance their satisfaction from the purchase of particular brand and so optimize the profitability of the company due to their purchase of products and services from the company.

4.6. Summary of the proposed hypothesis

Hypothesis testing is based on standardized coefficients beta and P-value to test whether the hypotheses is going to be rejected or accepted.

H1:Brand awareness has a positive effect on customer satisfaction.

The results of multiple regressions, as presented in table 4.14 above, revealed that brand awareness has a positiveand significant effect on customer satisfaction with a beta value (beta = 0.06, P<0.01).

Therefore, the researcher accepted that, brand awareness has a positive and significant effect on customer satisfaction.

H2: Brand quality has a positive effect on customer satisfaction

The results of multiple regressions, as presented in table 4.14 above, revealed that brand quality has a positive and significant effect on customer satisfaction with a beta value (beta = 0.28, P<0.01).

Therefore, the researcher accepted that, brand quality has a positive and significant effect on customer satisfaction.

H3: Brand association has a significant effect on customer satisfaction.

The results of multiple regressions, as presented in table 4.14 above, revealed that brand association has a negative and significant effect on customer satisfaction with a beta value (beta = -0.01,

P<0.01). Therefore, the researcher accepted that, brand association has a negative and significant effect on customer satisfaction.

H4: Brand image has a significant effect on customer satisfaction

The results of multiple regressions, as presented in table 4.14 above, revealed that brand image has a negative and significant effect on customer satisfaction with a beta value (beta = -0.11, P<0.01). Therefore, the researcher accepted that, brand image has a negative and significant effect on customer satisfaction.

H5: Brand loyalty has effect on customer satisfaction

The results of multiple regressions, as presented in table 4.14 above, revealed that brand loyalty has a positive and significant effect on customer satisfaction with a beta value (beta = 0.42, P<0.01). Therefore, the researcher accepted that, brand loyalty has a negative and significant effect on customer satisfaction.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1.SUMMARY

The study found out that majority of the respondents were below 30 years and MSIE brand has an influence on their service usage and satisfaction. The study found out that most of therespondents have attained university level of education and therefore they have knowledge on the role that organization's brand plays in the competitive service business environment.

The pursuit of satisfying customers is considered as one of the most critical objectives undertaken by the companies. Moreover, customer satisfaction is an investment whichis essential due to the fact that the process of customer satisfaction often don't generate outcomes in very short-term.

In order to attract new customers and retain the existing customers, brand image is very important for MSIE because of the fact that the customers always seek for branded services.

MSIE brand was being utilized as it enhances perceptions that customers have a desirable lifestyle, effective to get the service than other brands, provides solution to customers' expectations, increases customers frequency of visit, performs as it promises, and makes a good impression of customers on other people and helps customers better fit into their social group.The brand image should be managed carefully because it is an important asset for MSIE in order to create values.

As we can see from the result,branding and customer satisfaction has significant positive relationships. This means that the enhancement of one variable has direct influence for the enhancement of the other variable. It is therefore, overall branding has significant positive effects on customer satisfaction.

The author would like to say that branding has become increasinglyimportant over the past years in order to satisfy the consumers. At this stage, it can be saidthat it plays an important role to differentiate and communicate the brand identity in a way that consumers do understand what the brand stands for.

Furthermore, an organization needs to determine what the customers associate with thebrand to assess their expectations. In relation to that, a brand can create different benefitswhich provide positive experiences to meet or even exceed the consumers' expectations to deliver a high service quality.

To sum up, customer satisfaction is highly related to the branding process and caninfluence significantly the business performance. By establishing a long-term relationshipwith satisfied consumers, a brand gains their loyalty and can predict sales for the futureperformance.

5.2. Conclusion

The research was conducted to investigate the role of branding in customer satisfaction. There are central questions thatmust be taken into consideration in order to define the role of branding in customersatisfaction, such as, the effect of brand awareness, brand quality, brand image, brandloyalty and brand associations. In relation to these questions a well-structuredquestionnaire consisting ofthirty questions was created.

Even though the research had quite a short run-time of only two week, the number ofparticipants was satisfying. A lot of information was gathered from the respondents whichgave deep insights into their feelings, perceptions and opinions about MSIE brand.

In conclusion, after reviewing the analysis of the results, it can be said that MSIE has established a good branding strategy. In addition, MSIE communicates its brand identities in a way that consumers do indeedunderstand what the brands stand for. Furthermore, the brand realizes which factorsinfluence a consumer's satisfaction and, therefore, promises benefits and experienceswhich do not exceed a customer's expectation, but rather satisfy them in order to gain theirloyalty.

5.3. Recommendation

Thisisthefirstresearch thathasbeencarriedouton the effect of branding on customer satisfaction at Marie Stopes International Ethiopia. Lotsofinformationwasgatheredfromtherespondents with respecttotheiropinionsonwhat MSIEshoulddotostrengthening itsbrand, broadening itsappealonitsbrandidentityandimage,developastrategytosatisfyits customersby improvingon

theservicequalities. MSIE needstocontinueresearching onthese topicsandotherssoastobeawareofthefactors whichinfluence its customer satisfactioninanygivingtimeandplace,thiscontinuity willhelpgather moreinformationandtherefore position the organization's brandinagoodandsoundpositionto judgeandstrategizewhenplanning.

From the findings and conclusions, this study recommends that Marie Stopes International Ethiopia should strengthen its customer satisfaction strategies to attract, retain and improve its customer loyalty. Thiswould improve the organizations' performance. Management need to have a thorough understanding of customer beliefs, behaviors, service attributes and competitors.

The study has shown the importance of brand image benefits on satisfaction. Theidentification of brand image benefits of the branded product will help practitioners toestablish effective marketing strategies. It is very important to understand brandimage dimension judgments from customers' point of view, and whether these image dimensions are parallel to their perceptions, expectations, needs and goals. Knowing this, may assist managers to develop a marketing strategy based on consumers' perceptions.

The study established that the customers were satisfied with MSIE brands. It is recommended that it is important for MSIE to measure its customers' satisfactionperiodically in order to analyzeitsservice image performance and whether the satisfied customers are willing to recommend MSIE services to others as wellas having the intention to visit their premises in the future.

Finally, in order to create a successful brand, marketing managers should be moredevoted on building a strong brand image and assure customers' satisfaction as part of their marketing strategy. By maintaining and strengthening the brand images and values, it will hopefully position MSIE's brand positively in the minds of consumers. Also the senior Management Team of MSIE should understand the importance of building a strong brand in the minds of its customers in order to win the competitive market and ensurecustomer satisfaction.

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ANNEX -1

Addis Ababa University

School of Commerce

Department of Marketing Management

Questionnaire to be filled by customers of Marie Stopes International Ethiopia

Dear respondent, this questionnaire is designed to collect data on the effect of branding on customer satisfaction on MSIE. This research is being conducted by a student of Addis Ababa University School of Commerce as a partial fulfillment of the requirement for a Master's Degree in Marketing Management.

The questionnaire is organized in two sections, the first section is general information and the second one is about branding and customer satisfaction. The information gathered through this questionnaire will be accessed only by the student researcher and will be kept strictly confidential and the result of the study will be used for academic purpose only. I kindly request you to take a few minutes and respond to all questions honestly.

Thank you in advance for your cooperation!

Part I: General Information

Please use a tick mark '√' to show your preference in the box provided. No need of writing your name or any address

Gender Female ☐ Male ☐

Age 15-30 ☐ 40-50 ☐ 60 and above ☐

30-40 ☐ 50-60 ☐

Education ≤ 12 grade ☐ Diploma ☐ Degree & above ☐

Religion Christian ☐ Muslim ☐ Other ☐

PART II: BRANDING & CUSTOMER SATISFACTION

Questions related to Branding

Instructions: Please tick the number that you feel most appropriate, using the scale from 1 to 5 (Where 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree and 5 = strongly agree).

No	Dimension	1	2	3	4	5
		Strongly Disagree	**Disagree**	**Neither agree or disagree**	**Agree**	**Strongly Agree**
	Awareness					
1	Iawarethisparticularbrand					
2	I can recognize this particular brand in comparison with the other competing brand					
3	Iknowhowthisparticular brandlookslike.					
4	Somecharacteristicsofthisparticularbrandcome to my mind quickly					
5	I can quickly recall symbol or logo of thisparticular brand					
	Quality					
1	The center is consistent in providing quality service.					
2	I approve of this brand‘s performance					
3	The company handles customer complains					

	effectively					
4	I have confidence in the company's service quality					
5	The company has the ability to meet its promises					
	Association					
1	Thisparticularbrandhasitsownpersonality					
2	This particular brand is different from other competing brand					
3	I trust the company who owns the brand					
4	This particular brand is familiar to me					
5	There are reasons to use this particular over the competing brand					
	Image					
1	I consider this company as a first choice for a reproductive health service					
2	This brand communicates well with me.					
3	This brand comes to mind immediately when I want to reproductive health service					
4	This particular brand is well established.					
5	This particular brand has a differentiated image in comparison with the other brand.					
	Loyalty					
1	Iregularlyreferthisparticularbrand					
2	I usually usethis brand as my first choicein comparison with the other brand					
3	Iwouldrecommendthisbrandtoothers					
4	Iwillnotswitchtoanother brand					
5	Iamsatisfiedwithbrand					

Questions related to Customer satisfaction

Please tick the number that you feel most appropriate, using the scale from 1 to 5 (Where 1 = strongly disagree, 2 = disagree, 3 = neither agree nor disagree, 4 = agree and 5 = strongly agree).

Dimension	1	2	3	4	5
	Strongly Disagree	**Disagree**	**Neither agree or disagree**	**Agree**	**Strongly Agree**
Customer satisfaction					
1. I am satisfied with MSIE services.					
2. I am satisfied with the performance of the service providers					
3. I am satisfied with the company's medical professional competence					
4. I am satisfied with the quick service of the firm.					
5. I am satisfied with the respectful behavior of employees.					
6. Overall, I am satisfied with MSIE's service					

ANNEX -II

አዲስ አበባ ዩንቨርስቲ

የንግድ ስራ ት/ቤት

የገበያ አስተዳደር የትምህርት ክፍል

በማሪስቶፕስ ኢንተርናሽናል ኢትዮጵያደንበኞች የሚሞላ መጠይቅ

ውድ የደንበኛ ይህ መጠይቅ የተዘጋጀው#የማሪስቶፕስ ኢንተርናሽናል ኢትዮጵያ መለያ/ምልክትበደንበኞች የአገልግሎት ˆርካq ላይ ያለውን ግንኙነት; መረጃ ለመሰብሰብq ቅዶ የተዘጋጀ ነው' ይህ መጠይቅ የተዘጋጀውበአዲስ አበባ ዩንቨርስቲ የንግድ ስራ ት/ቤትበገበያ አስተዳደር የትምህርት ክፍል ለሁለተኛ ዲግሪ ማሟያ በሚጠቀም ተማሪ ነው'

መጠይቁበሁለት ክፍሎች የተከፈለ ሲሆን የመጀመሪያው ክፍልጠቅላላ መረጃ የሚጠይቅ ሲሆን ሁለተኛው ደግሞ የጥናቱን ዋና መረጃ የሚጠይቅ ነው' ከዚህ የሚሰበሰበው መረጃ በጠያቂው የሚከወን ሲሆን ማንኛውም የመላሾች መረጃ ሙሉበሙሉለትምህርት አገልግሎት ብቻ የሚውል ሲሆን ሚስጥራዊነቱም የተጠበቀ ነው'

ስለዚህ ጥቂትደቂቃዎችን በመውሰድጥያቄዎቹን በጥንቃቄˆንዲመልሱልኝ በqላቅ አክብሮትˆጠይቃለሁ'ለትብብርዎ በቅድሚያ አመሰግናለሁ'

ክፍል 1 - ጠቅላላመረጃ

ˆባክዎን በመልስዎ ትክክል #✓; የሚለውን ምልክት ይጠቀሙ'ስምዎትን መጻፍ አያስፈልግም'

ጾq ሴት ☐ ወንድ ☐

ˆድሜ 15-30 ☐ 40-50 ☐ 60 ˆና ከዛ በላይ ☐

30-40 ☐ 50-60 ☐

የትምህርት ደረጃ ≤ 12ኛክፍል ☐ ዲፕሎማ ☐ ዲግሪና ከዛ በላይ ☐

yይማኖት ክርስቲያን ☐ ሙስሊም ☐ ሌላ ☐

ክፍል ሁለት - የድርጅት መለያ/ምልክ (ብራንድ) ˆና የደንበኛ ˆርካq

ˆባክዎትን መልስ ይሆናል ብለውባመኑት ቁጥር ስር የ #✓;ምልክትያስቀምጡ

(1=በጣም አልስማማም 2=አልስማማም 3=ለመወሰን ˆቸገራለሁ 4=ˆስማማለሁ ˆና 5=በጣምˆስማማለሁ)

ቁጥር	መመዘኛ	1	2	3	4	5
		በጣም አልስማማም	አልስማማም	ለመወሰን ˆቸገራለሁ	ˆስማማለሁ	በጣምˆስማማለሁ
	ˆውቅና					
1	ይህን ብራንድ አውቃለሁ					
2	ይህን ብራንድ ከሌሎች ተፎካካሪ ብራንዶች ለይቼ አውቀዋለሁ					
3	ይህ ብራንድ ምን ˆንደሚመስል አውቃለሁ					
4	የዚህን ብራንድ መለያ ምልክትበፍጥነት ወደ አˆምሮዬበፍጥነትይመጣብኛል					
5	የዚህን ብራንድ መለያ ምልክትበፍጥነት አስqውሳለሁ					
	ጥራት					
1	ድርጅቱ ወጥ የሆነ የጥራት አገልግሎትይሰጣል					
2	የዚህን ብራንድ ውጤqማነት አረጋግጣለሁ					
3	ድርጅቱ በተገልጋዬች የሚቀርበውን ቅሬqበወቅቱ ይፈqል					
4	በዚህ ብራንድስም የሚሰጥ አገልግሎት ላይ ˆምነት አለኝ					
5	ድርጅቱ ቃሉን					

	ለመጠበቅብቃትአለው					
	ማገናኘት/ማያያዝ					
1	ይህ ብራንድ የራሱ የሆነ ማንነት አለው					
2	ይህ ብራንድ ከሌሎች ተፎካካሪ ብራንዶች የተለየ ነው					
3	በዚህ ብራንድድርጅትˆምነትአለኝ					
4	ይህን ብራንድ ተለማምጀዋለው					
5	ከሌሎች ተፎካካሪ ብራንዶች ይህን ብራንድ የምጠቀምበት ምክንያቶች አሉኝ					
	ምስል					
1	ይህ ብራንድለስነተዋልዶ ጤና አገልግሎት የመጀመሪያ ምርጫዬ ነው					
2	ከብራንዱ ጋር ˆንግባባለን					
3	ስለ ስነተዋልዶ ጤና ሳስብ በቅድሚያ የሚመጣልኝ ይህ ብራንድ ነው					
4	ይህ ብራንድበሚገባ q ውቋል					
5	ይህ ብራንድከሌሎችየተለየ ˆውቅና አለው					
	q **ማኛነት**					
1	ይህን ብራንድበቋሚነት ˆጠቀማለሁ					
2	ብዙ ጊዜ ይህን ብራንድ ከሌሎች ብራንዶች በተለየ የመጀመሪያ ምርጫዬ ነው					
3	ምክሬን ለሚጠይቅ ማንኛውም ሰው ይህን ድርጅትˆንዲጎበኝ ˆመክራለሀ					
4	ወደ ሌላ ብራንድ አልሄድም					

5	በዚህ ብራንድደስተኛ ነኝ					

ከደንበኛ ˆርካq ጋር የተያያዙጥያቄዎች

ˆባክዎትን መልስ ይሆናል ብለውባመኑት ቁጥር ስር የ #✓;ምልክትያስቀምጡ

(1=በጣም አልስማማም 2=አልስማማም 3=ለመወሰን ˆቸገራለሁ 4=ˆስማማለሁ ˆና 5=በጣምˆስማማለሁ)

ቁጥር	መመዘኛ	1	2	3	4	5
		በጣም አልስማማም	አልስማማም	ለመወሰን ˆቸገራለሁ	ˆስማማለሁ	በጣምˆስማማለሁ
	የደንበኛ ˆርካq					
1	በማሪስቶፕስ የተቀናጀ አገልግሎትደስተኛ ነኝ					
2	በአገልግሎትሰጪዎቹ አሰራር ተደስቻለሁ					
3	በድርጅቱ የህክምና ባለሙያዎች ብቃት ተደስቻለሁ					
4	በፈጣን አገልግሎq ቸው ተደስቻለሁ					
5	በሰራተኞቹ የአክብሮት አቀራረብ ተደስቻለሁ					
6	በአጠቃላይበማሪስቶፕስደስተኛ ነኝ					

አመሰግናለሁ!