THE EFFECTS OF BRAND EQUITY DIMENSIONS ON CONSUMER PURCHASE INTENTION IN A CASE OF KALDI'S COFFEE

BY

TESFAYE TAMIRU

Addis Ababa University

College of Business and Economics

School of Commerce

Department of Marketing Management

Graduate Studies

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

ADVISOR: GETIE ANDUALEM (PhD)

JUNE 2019

ADDIS ABABA, ETHIOPIA

Declaration

I declared that the thesis entitled ˝The Effects of Brand Equity Dimensions on Consumer Purchase Intention in a Case of KALDI'S COFFEE ˝is my own work has not been presented in any universities. I also confirm that all materials used in this paper have duly acknowledged.

(TESFAYE TAMIRU)

Statement of Certification

This is to certify that Tesfaye Tamiru carried out his research work on the topic of ″The Effects of Brand Equity Dimensions on Consumer Purchase Intention in a Case of KALID'S COFFEE ″ under my supervision. This work is original in nature and it is suitable for submission of the award of master's degree in marketing management.

The Research Advisor: GETIE ANDUALEM (PhD)

Board of Examiners Approval Sheet

Addis Ababa University College of Business and Economics School of Commerce Department of Marketing Management Graduate Studies

The Effects of Brand Equity Dimensions on Consumer Purchase Intention in a Case of KALDI'S COFFEE

BY: TESFAYE TAMIRU

Board of Examiners committee

Advisor: Getie Andualem (PhD) ____________________ ____________________

Signature Date

Internal Examiner: BELAYNESH TEFERA (PhD) ____________________ ____________________

Name Signature Date

External Examiner: ASRESS (PhD) ____________________ ____________________

Name Signature Date

June, 2019

Addis Ababa, Ethiopia

Table of Contents

Contents pages

Acknowledgements

First, thanks go to Almighty God, to bless me in this academic road. Secondly, I would like to take this opportunity to express my sincere gratitude and appreciation to my guide, Getie Andualem (PhD), for his exemplary guidance, and feedbacks while I was preparing this paper. I was very happy with him due to his valuable advice and constructive comments throughout the development of this paper.

I would like also to thank my sister, Adey Tamiru, and my friends, Kiros W/Libanos and Fentaye Kumsa for their support and encouragement throughout this entire process.

Last, but not the least thanks go to anyone who has a contribution in many ways for successful completion of this study.

TESFAYE TAMIRU

List of Tables

List of Figures

List of Abbreviations and Acronyms

ANOVA =Analysis of variance

BA = brand association

BE = Brand equity

BL= brand loyalty

BNA= brand name awareness

CBBE =Customer based brand equity

CPI = Consumer Purchase Intention

df = the degrees of freedom

e.g. = For example

et al. = And others

GDP = Growth domestic product

H = Hypothesis

i.e. = that means

n.d. = No date

OBE = Overall Brand Equity

pp = Pages

PQ= perceived quality

SD = Standard deviations

Sig. = stands for “Significance”

SPSS = Statistical Package for the Social Sciences

VIF = Variance Inflation Factor

β = Coefficients of an Equation

ETB= Ethiopian Birr

Abstract

The general objective of this paper was to investigate the effects of brand equity dimensions on consumers' purchase intention in the KALDI'S COFFEE. The study had done in Addis Ababa in selected KALDI'S COFFEE houses. Quantitative approach had applied and both descriptive and explanatory research design used for this study. 424 questionnaires had been distributed with a response rate of 92 percent. Data collected through self-administered questionnaire and analyzed using SPSS version 21. Descriptive statistics used in detailing the profiles of the respondents and the factors that influence their purchase intentions of KALDI'S COFFEE. Inferential statistics also used to highlight the most important brand equity factors and to ascertain the correlations between them. The result indicated that a notable positive relationship between brand equity dimensions and consumer purchase intention, which is associated with more willingness to continue buying the same coffee brands in the future. It discovered that brand name awareness, perceived quality, brand association and brand loyalty had a positive and statistically significant effect on consumer purchase intention in KALDI'S COFFEE at p-value<5 percent. Brand loyalty and brand awareness has positive and strong influence on CPI while perceived quality and brand association have weak effect on CPI. Therefore, it is imperative that for the coffee beverage producing companies to implement marketing programs by acknowledging that brand equity dimensions can play an important role in the empowering the usage and repeat use of coffee drinks and services.

Key phrases: *KALDI'S COFFEE, brand equity, brand name awareness, perceived quality, brand associations, brand loyalty, consumer purchase intention.*

CHAPTER ONE

INTRODUCTION

This chapter has introduced the study. It has consequently presented the background of the study that is customer based brand equity, coffee beverage market in Ethiopia and stated the problem as well as the objectives of the study. The chapter has also indicated the significance of the study, the scope of the study and defined terms and concepts used throughout the study.

1.1. Background of the Study

In order to continue profitable and competitive in today's market, satisfying consumers is imperative. To meet this goal, understanding the customers' decision-making behaviors should be given a top priority. For decades, the significance of a company has measured in terms of its buildings, land and its tangible assets such as plant and equipment. The value of a company is appreciated only recently that firm's actual value lies in the minds of potential customers.

Firm's most priceless asset for improving marketing productivity is the knowledge that has been produced about the brand in consumers' minds from the firm's investment in earlier marketing program as stated by (Keller, 1993). According to Kotler (1991; pp. 442) a brand can be defined as "a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors". In its original sense a brand can be defined as a mark burned into anything with a hot iron and in some pre-modern societies branding was in used to distinguish ownership and distinctiveness of people, as slaves, of cattle and some commodities (Keller, 2003).

Market research has been used to assist in identifying and developing bases of brand differentiation (Aaker, 1991) since today in a competitive world of businesses, in each product category, consumers have more alternatives, more information and higher expectations than ever before. Continued survival and achievement of an organization depend on the long-term satisfaction of customers. One of the most important factors affecting customer satisfaction and retaining customer is brand equity. Brand equity is the incremental usefulness and value gifted to a product or service by its brand name (Keller, 2003; Yoo *et al*., 2000; Wood, 2000). It is the consumers' perception of the overall superiority of a product carrying that brand name when contrasted to other brands (Aaker, 1991). In general, brand equity defined as the value that consumers associate with a brand.

Similarly, as mentioned by Farquhar (1989) high brand equity conveys an opportunity for successful extensions, resilience against competitors' promotional forces and establishment of barriers to competitive entrance. In recent times, brand equity more and more has been defined in customer-based perspectives (Keller, 1993). According to Xu and Chan (2010) the customers-based brand equity (CBBE) is a study of brand equity from the customers' perspective and it can also be illustrated as diverse brand knowledge such as customers association, awareness, which influence customer' response to the marketing of a brand (Keller, 1993; Tong and Hawley, 2009). Wang *et al.* (2008) also explained that CBBE created when customers are further familiar with a brand and grasp some brand links in their memory such as favorable, strong and unique.

CBBE is categorized it into five dimensions: brand awareness, brand association, perceived quality, brand loyalty, and other proprietary brand assets such as patents, trademarks, and channel relationships (Aaker, 1991, 1996). Among these brand equity categories, the first four represent customers' evaluations and responses (purchase decisions) to the brand that can be willingly understood by consumers (Yoo and Donthu, 2001); hence, they have been commonly adapted to measure CBBE in earlier studies in different markets.

Nowadays coffee drinks have become essential part in lifestyle of the people in the society. A number of coffee drink brands are available and very famous in the Ethiopia market particularly in Addis Ababa city. In the same way, this study used the one constructed by Aaker (1991), which has been empirically tested in several previous studies (Kim and Kim, 2004; Yoo *et al.*, 2000; Tong and Hawley, 2009) and had undertaken to know the effects of CBBE dimensions on KALDI'S COFFEE consumers purchase intention in Addis Ababa, Ethiopia.

1.2. Coffee Beverages Market in Ethiopia

Coffee consumption in the world was estimated to nearly nine million tons in 2015 with an average global consumption growth rate of 2% and fills about 400 billion cups every year with about 40% of the world's population believed to consume coffee regularly(ICO, 2015). This shows that at present, coffee is one of the most highly popular beverage commodities worldwide.

Ethiopia is the largest producer of coffee in Sub-Saharan Africa, and the fifth largest coffee producer in the world (ICO, 2015). According to the Central Statistical Agency of Ethiopia (2015), Ethiopia produces large volumes of coffee beans every year, with 420 million kilograms of coffee beans produced and consumed locally up to about 220 million kilograms. That is, more than half of its total annual coffee production during the coffee marketing season in 2015 alone (IOC, 2015). Currently, domestic consumption of coffee with an annual per capita consumption of 2.2 kilograms; Ethiopians are heavy coffee drinkers, ranked as one of the largest coffee consumers in Sub-Saharan Africa (Alemayehu.A, 2014).

Coffee in Ethiopia has economical, social and cultural significance to the country. It has mainly consumed during social events such as family gatherings, spiritual celebrations, and at times of mourning. However, an interesting new development in Ethiopian major cities regarding coffee consumption is the emergence of small roadside stalls selling coffee to passer by customers. The small roadside stalls serve coffee in a traditional manner (Alemayehu.A, 2014). In addition, he explained that fashionable, foreign markers of the countries modernity have also aggressively entering in to the market.

With regard to coffee market, coffee shops/houses in Addis Ababa are currently comprised of many companies participating in the coffee roasting and selling. Some of these are; Tomoca (TO.MO.CA) Coffee shop (established in 1953) is the gold standard of Ethiopian coffee in Addis Ababa. It is a very small, antique looking, coffee shop where the aroma of coffee will hit consumers before they enter. There is no seating, so consumers order a cup of coffee and either stand somewhere, or place their cup of coffee on one of the few stand-up coffee tables. It has also macchiato (the Ethiopian style of a macchiato), to which customers can either request fine or medium or course grind. It is one of the best cups of coffee. The company has also different levels of export standard well-packed roasted coffee beans for selling to those has interest to brew coffee at home, office, or somewhere else.

Alem Bunna: is **a**nother local Addis Ababa coffee shop chain that is a favorite among many. At some Alem Bunna locations, and if they have their act together, customers can purchase beans or ground coffee and Alem bunna coffee is available at the super market too.

KALDI'S COFFEE: with a green circular sign, KALDI'S is the local Ethiopian version of Starbucks. It is a huge chain spread throughout Addis Ababa, the shop is very modern designed, and sort of the trendy coffee shop to go. It is not exactly the local Ethiopian coffee shop experience but convenient and comfortable. KALDI'S COFFEE serves a display of modern international coffee drinks like cappuccino and mocha. They also sell macchiato, cakes and pastries. But then again, KALDI'S is more of relaxing sit-down and get some work done, or have a meeting, kind of a coffee shop.

Yeshi Buna: is another coffee shop that doubles as restaurant, and they have some tasty Ethiopian food there too. This restaurant is another Addis Ababa organization, with a number of branches spread throughout the city. They have quite a following, for the good quality food and drinks they serve. Some people go just to eat, while others go just to relax and have a cup of traditional style Ethiopian coffee.

Street coffee and other restaurants: finally, other delightful options for coffee shops in Addis Ababa are thousands of them. In tiny little closet sized shops consumers can find vendors roasting , pounding, and brewing coffee in the traditional clay coffee pot locally called it 'Jebena '. They serve coffee black, with sugar mixed in, the traditional type Ethiopian coffee at steer food stalls is incredibly delicious, and it is always a fun experience. In addition, at most restaurants customers eat in Addis Ababa, such as Katanga, customers can order either western style machine coffees or traditional coffees. In Ethiopia, when consumers wake up in the morning or during working and relaxing times, no need to worry about where they can go to find a good cup of coffee. Coffee is always right around the corner!

When it comes to the best coffee shops/houses and where to buy coffee beans in Addis Ababa is difficult since the products are similar in nature but have distinct differences to a keen eye. Competitor activity has included product imitation, price undercutting and in some cases brand name infringement. Against this backdrop, KALDI'S COFFEE established coffee houses in the market with a brand name "KALDI'S "that was launched in the market in 2005 and has about 38 coffee houses across Addis Ababa in Ethiopia (Addis Ababa Trade Bureau database). It is one of the best-known Ethiopian brands, and described as Ethiopia's version of the US coffee giant, Starbucks.

KALDI'S COFFEE has significantly expanded its business operations since it first started. In response to supply shortages, it started a coffee roasting company in 2011 to shore up supplies to its cafés. Every business needs to carry out a successful marketing strategy in order to be noticed by consumers and to build brand identity. Just like any other firm, in this competitive marketplace, it is important for all firms to become more market-oriented by accepting the needs, wants and perceptions of consumers concerning their brands.

KALDI'S COFFEE is a young brand within an industry niche having huge opportunity in creating and building its brand equity assets. It needs to be look after because the future holds promise and understanding how consumers are interacting with the brand will be very critical for its success. Therefore, this research had examined the effects of brand equity dimensions on purchase intention of consumers in the case of KALDI'S COFFEE.

1.3. Statement of the Problem

Millions of people around the world flourish on their morning, afternoon, and sometimes-evening coffee. Ethiopia is also unique in Africa as far as it has a strong domestic coffee consumption culture, which commonly accounts for over half of production (ICO, 2015).Coffee has certainly become Ethiopia's representation of national identity. It is the drink of the everyman and the most iconic show of their signature welcome and indeed has been a historic instrument of socialization and cultural exchange for Ethiopia's diverse society.

Even though, a number of the oldest coffee shops/houses still continue alive today in Addis Ababa, the newest and trendiest coffee houses recently entering into the industry that have a preference for coffee drinkers. At present, the number of coffee shops/houses is beginning to enter in the market (Abyssinia Coffee, Bambo coffee, Chaka Buna, Golden coffee, Arma buna, 9 plus coffee, Pin coffee, Robusta coffee and many others) at similar levels of product quality and with similar price as Addis Ababa Trade Bureau database showed. These similarities and their means of distributions are alike result in strong competition for the products and it is a remarkably clear example to show the power of branding to make pure commodities a meaningful part of daily life (Keller, 2003). Therefore, its value lies in the marketing activity towards branding the commodity. Which means, when it comes to the consumer buying intentions, among several influential factors, brand equity is the only possible means by which consumers can differentiate one brand from another that can easily support a consumer decisions to purchase a product or service.

One of the competitors in coffee market industry in Addis Ababa is a recent franchise with a familiar name: ˝KALDI'S˝. The chain popular up in recent years, around the capital city of Addis, and bears a similar approach and aesthetic to Starbucks – complete with frappuccinos on the menu KALDI'S COFFEE is one of many cafés, having 38 coffee houses scattered in many areas of the city followed by Tomoca Coffee with 19 branches (Addis Ababa Trade Bureau database).

From those data, it is an indication that there might be a stiff competition that makes a company has to consider more about how to compete with other competitors and to be able to sustain in the existing industry. Therefore, to sustain itself for a long-time in the coffee market industry, one of the things that can be done by the brand owners is having a clear understanding of consumer perceptions of their brands and the factors that influence them. This can be done by ever increasing the brand equity that can realize by having and through investing in each of the assets: brand awareness, perceived quality, brand association, and brand loyalty (Aaker, 1991). A firm has the opportunity of creating competitive advantage for its brands and in turn, generating value that can be measured tangibly (Aaker, 1991). Aaker (1996) also similarly stated as brand equity assets are created and managed and are fundamental for the success of any brand in today’s dynamic and competitive marketplace.

Most researches like Aaker (1991); Keller (1993); Cobb-Walgren *et al*. (1995); Lassar *et al.* (1995); Yoo *et al.* (2000); Yoo & Donthun (2001); and Lin & Chang (2003)) surveyed four dimensions of customer based-brand equity (brand awareness, perceived quality, brand loyalty and brand associations) and suggested that they all have influence on consumer purchase decision in different cultural settings and different product categories of other industries. Hence, the student researcher tested the applicability of the model and the measurement scale for coffee beverage industry under the Ethiopian context particularly in the case of KALDI'S COFFEE.

1.4. Research Question

The main research question of the study was what are the effects of brand equity dimensions on consumers' purchase intention of KALDI'S COFFEE in Addis Ababa?

1.5. Objectives of the Study

General Objective

The general objective of this study was to identify the effects of brand equity dimensions on consumers' purchase intention in the KALDI'S COFFEE. The study has given a detailed insight about the application of Aaker's 1991 customer-based brand equity model.

Specific Objectives

The study addressed the following specific objectives:

- To investigate the influence of brand name awareness on consumers' purchase intention of KALDI'S COFFEE
- To examine the effect of perceived quality on consumers' purchase intention of KALDI'S COFFEE
- To identify the influence of brand associations on consumers' purchase intention of KALDI'S COFFEE
- To determine the effect of brand loyalty on consumers' purchase intention of KALDI'S COFFEE.

1.6. Significance of the study

The findings of this research had expected to contribute a lot to KALDI'S COFFEE owners/managers to know what consumers think of their brand. Additionally, it will give some high lights about the most well known contributors of consumer based brand equity to design and develop new marketing strategies for their products. Hence, a company management can think of different ways to communicate with consumers based on the brand equity model. Furthermore, information provided from this study will assist those companies already existing in or planning to enter the market, in selling and increasing their market. In academia, the findings of this research could serve as the benchmark to conduct further study on the concept of consumer based brand equity dimensions on consumer purchase intention in Ethiopia context.

1.7. Delimitation of the Study

Conceptually, the scope of this study confined to evaluate overall brand equity based on Aaker 1991 well-known model (four dimensions) by using a structured questionnaire containing question items that had used in previous similar studies. Moreover, it would not possible to include all variables or cover all aspects of this study that have effect on the practice of consumer purchase intention in one study. Only selected variables have applied for the study (CBEE dimensions) even though there were additional elements in consumer purchase intention that left out here. The study also used only the coffee market to investigate the relationship between brand equity dimensions' and its effect on KALDI'S COFFEE consumers' consumption intention by believing that this market could be representative for other similar consumer markets. Besides, the scope of this study has limited to Addis Ababa area geographically. This study measured the effects of CBBE dimensions of KALDI'S COFFEE consumers purchase intention at one point in time rather than over a period as in longitudinal studies. The results of this research, therefore, has limited to only to report how consumers looked in, perceived; the roasted coffee service provided by KALDI'S COFFEE houses. Assessing/exploring the practices or set of activities being carried out by KALDI'S COFFEE management or employee was out of the scope of this research. Rather this research aimed to be a good base for KALDI'S COFFEE to evaluate its brand equity management effectiveness from the perspectives of consumers and to establish the appropriate ways to improve its service, and identifying areas for further study. In addition, the student researcher has applied both descriptive and inferential statistics to analyze the data by using SPSS version 21.

1.8. Limitations of the Study

The study had conducted in KALDI'S COFFEE houses located in Addis Ababa by selecting the sample respondents in random sampling method based on convenient sampling due to difficulty of accessing sampled users. It was not likely that the researcher would have access to every locality of Addis Ababa to include respondents from different areas of Addis Ababa city. Among constraints, the researcher faced were target respondents who were unwilling to fill the questionnaires. The researcher while doing the paper had faced lack of appropriates data, lack of actual information and shortage of secondary documents to investigate. In addition to this, the questionnaire that distributed to some respondents had not collected on time. The other limitation of the study was short of previous studies from reputable sources in Ethiopian context related to CBBE dimensions particularly research works related to coffee beverage market. It would be useful to lay a more relevant realistic base for the proposed study; forced this research to build up the concepts on previous works and made comparison of the research findings in other countries context. As a result, the researcher has chosen to use a primary data source that has collected through questionnaire in order to come up with the research objectives. In spite of these constraints, the study tried to make sure that every necessary point would cover as required to make complete study of the paper.

1.9. Organization of the Study

The study has divided into five most important chapters. The first chapter covered an introduction that provides a general impression of the topic. This chapter had contained background of the study and the industry, objectives, significance, delimitation, limitations, and organization of the study. In the second chapter, other appropriate documents reviewed included. In other words, this feature forms a major aspect of the study because it investigates varied works that had an important bearing on the study. It would deal with the subject issue of the study: the dimensions of brand equity based on Aaker 1991 model. The third chapter focused with the research methodologies applied for collecting and analyzing data. The fourth chapter covered presentation, an analysis of data and discussions of major findings. The general conclusions, recommendations (based on the findings of the study) had included in the fifth chapter, and finally, references appropriately listed.

1.10. Definitions of Terms

Brand association: "consists of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes" (Kotler and Keller, 2006, p. 188) and "is anything linked in memory to a brand" (Aaker, 1991, pp.109).

Brand awareness: “The ability for a buyer to recognize or recall that a brand is a member of a certain product category” (Aaker, 1991, pp.61).

Brand equity: Explains, “Why different outcomes result from the marketing of a branded product or service than if it were not branded” (Keller 2013, pp.57)

Brand loyalty: “the tendency to be loyal to a focal brand, which is demonstrated by the intention to buy the brand as a primary choice” (Oliver, 1997, as cited on Yoo and Donthu, 2001, pp.3).

Brand: can be defined as "a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler, 1991, pp.442)

Branding: Within marketing, branding has a more specific meaning and is typically defined as “a name, term, sign, symbol, design or a combination of these, which is used to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors” (Kotler *et al,* 1999, pp.571).

Consumers' purchase intention፡ defined practically as ˝the possibility of shopping and it is subject to willing purchase, considering purchase and recommendation purchase ˝ (Dodds *et al.*, 1991).

Customer-based brand equity (CBBE):defined as “the differential effect of brand knowledge on consumer response to the marketing of the brand in which brand knowledge is conceptualized, based on an associative network memory model in terms of two components, brand awareness and brand image” (Keller 2003, pp.60).

Jebenna፡Traditional coffee pot made from clay.

Perceived quality: is “usually at the heart of what customers are buying and is often used to differentiate or position brands against others. It is also an important brand asset as, among all brand associations, only perceived quality has been shown to drive financial performance through the price premium that consumers are prepared to pay ” (Klopper 2011, pp.38).

CHAPTER TWO

REVIEW RELATED LITERATURE

2.1 Introduction

This chapter of the research paper has assessed relevant literatures written by different authors. The theoretical literature part has emphasized on the theoretical foundation of branding, brand equity and related concepts. The second section of the chapter has examined on empirical evidences from other related research works in order to conduct a detail analysis on the concepts and definitions in the empirical literature part. It also presents hypotheses framed based on the conceptual framework part of the study.

2.2. Theoretical Literature

2.2.1. Brand

In the continually changing world where customers' primary choice and manners in making decisions about which product to buy or service to use the selling company has to build and retain their brand in a way which makes it essential to the customer. Brand can be defined as "a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler, 1991 pp.442; Kotler *et al.*,1999 pp.571). As pointed out in Keller (2013 pp.30) branding has been around for centuries as a means to differentiate the goods of one producer from those of another. In fact, the word brand is derived from the Old Norse word brand, which means "to burn," as brands were and still are the means by which owners of livestock mark their animals to identify them (Keller ,2013 pp.30).

On the other hand, in the contemporary world concept of branding has come to include much more than just creating a technique to identify a product or company. As DeChernatony and McDonald (2003) explanation brands have also been viewed to go ahead of the physical components of what they stand for to include additional attributes, which are important considerations for consumers 'buying decisions'.

Brand definitions are many; different authors provide their own justification towards the meaning of a brand. The definitions are useful to understand a brand from different perspectives. A brand is a unique name or symbol such as logos, trademarks or package design proposed to identify the goods or services of either seller or group of sellers and distinguish those goods or services from those of competitors as defined by (Aaker, 1991). According to Kotler (2000) meaning, a brand is essentially a seller's promise to deliver a specific set of features, benefits and services every time to the buyers. In the same way, Keller (2003) defines that a brand is an emotional and physiological association a firm has with a customer; strong brands acquire opinion, emotion and sometimes-physiological reaction from a customer. The brand is not just a name because the name created to identify the product whereas the brand is created to add value to the product and offer it a personality and the excellent brands can suggest an assurance of quality (Keller, 2003).

In addition, a brand is something that exists in the minds of consumers. It is a continual, distinctive business identity intertwined with links of personality, quality, origin, liking and other. It is also a long-lasting entity, deep-rooted in reality, but also reflecting the perceptions and perhaps even the habit of consumers. According to Kotler and Keller (2006) to brand a product, it is important to educate consumers *"who"* the product is by giving it a name and using other brand elements to help to identify it as *"what"* the product achieves and *"why"* consumers should be worried about. Branding engage in creating mental arrangements and serving consumers to organize their awareness about products in a manner that makes clear their decision-making and in the process present value to the firm. The way to branding is that consumers recognize variations among brands in a product category (Kotler and Keller, 2006); Branding is the practice by which companies creating unique and strong perceptions in the minds of consumers for their product offerings from competition (Keller, 2003).

In general, the process of branding originated as a means by which a firm could distinguish its goods or services from those of its competitors. In the beginning, branding acted as a guarantee of consistency and quality for consumers. Nowadays, however, brands are renowned for offering consumers a distinctive set of perceived benefits not found in other products. These perceived benefits potentially both simplify consumers' purchase decision making and offer a starting point for customer loyalty. According to Boyle (2007) argues that products that match their (consumers) want most intimately become brands. As he explains, it is the perceived unique benefits that brands offer consumers that give them their value adding potential and enable them to sustain a price premium over their commodity form.

2.2.2. Branding in the Services Industry

As specified by Turley and Moore (1995) service industries are playing a more and more key role in the overall economy. Interest in the measurement of service quality is thus justifiably high and the delivery of higher levels of service quality is the strategy that is increasingly being offered as a key to service providers' efforts to position themselves more successfully in the marketplace (Turley and Moore,1995). However, the problem inherent in the realization of such a strategy is related to service quality, which is an elusive and abstract construct that is problematical to identify and evaluate (Turley and Moore, 1995). This means the service quality has become an increasingly important factor for success and survival in the service sector. It is often suggested that marketing in the service sector is somewhat challenging due to the unique characteristics of the service and the domination of experience and credibility of qualities. Actually, due to the natural service characteristics (i.e. tangibility, inseparability, heterogeneity and perishability), it has been argued that the concept of branding is more imperative to services than to physical goods (Kapferer, 2004). As a result, the brand has been increasingly being aware of as an important determinant of consumer preference in the service sector (Turley and Moore, 1995)**.**

2.2.3. Brand Equity

Marketing activities undertaken with the goal of altering or strengthening the consumer "state of mind" in some way. This consists of opinions, feelings, experiences, images, perceptions, beliefs and attitudes towards a brand. Brand equity is a set of assets and liabilities associated to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm's customers (Aaker, 1991). The brand name is not just a name, but also a name that have value (brand Equity). The basic concept about the connotation above is that brand equity is described with respect to the added -value that firms obtain from building and owning brands. That is why customers are willing to pay more for one firm than the other can provide identical services in all respects, except for the brand name.

In due course, a brand is a basis of competitive advantage. Even though manufacturing processes and product designs easily copied, last impression in the minds of individuals and organizations from years of marketing activity and product experience may not be duplicated easily. In this wisdom, branding can be seen as a significant ways of protecting a competitive advantage (Keller, 2004). Likewise, Kapferer (2008) explained that a brand is one of the very few strategic assets available to a company, which can offer a life-long competitive advantage.

In order to acquire competitive advantage, companies should produce a benefit to consumers through utilizing successful brand strategy. A physically powerful brand unquestionably does distinguish the product from similar products, distinguishing mechanism however having a well-built brand name is not sufficient. As stated by Blythe (2005) the product itself also needs to be different in some way. Similarly, Kapferer (2008) indicated that a strong brand is a brand with essential products or with strong intangible added- value.

According to Kottler and Keller (2012) for branding strategies to be successful and brand value to be created, consumers must be influenced by significant differences among brands in the product or service category. Additionally, Keller (2004) explained that differences in outcomes come up from the added -value gifted to a product because of earlier period marketing activity for the brand. The brand added- values are those that are significant and respected by consumers and which are above the fundamental functional role of the product (DeChernatory and McDonald, 2003). That means, in order to persuade consumers and accomplish the objectives required companies should focus on creating the added- values based on consumers needs.

As Aaker (1996) states that brand equity assets are vital since they create value for an organization. He further adds that every asset generates value in a different way, and generates value for both the customer as well as for the firm. These assets/ liabilities must be associated to a brands symbol or name to strengthen the achievements made through the assets. Additionally, branding results in more product variety and choice for consumers if marketers can create a strong brand. Creating a strong brand helps shoppers by offering a large amount of information about products and makes easy their purchase decision (Aaker, 1996). In general from thus definitions, brand equity is the benefits (added- value) that firms derive from building and owning strong brands. Therefore, firms should give a due consideration for the development of a strong brand and after that consumers' can easily attracted to a company's offerings.

2.2.4. Brand Equity Values

A brand adds value in a number of different ways. Brand equity (BE) creates value for both marketers and customers as shown by (Aaker, 1996). There are two viewpoints from which brand equity can examine. One related to marketers, a brand equity value viewed as a financial asset. According to Kapferer (2008) BE aims at producing measures in monetary values. In the first thing, consumers, who base their (re) purchase behaviors or commitment to re-buy the brand as a primary choice on the decision of a brand's value to themselves (Keller, 2004) generate a brand equity asset. That means brand equity assets facilitates the firm to increase the effectiveness and efficiency of marketing programs. The expenditure connected with a brand to attain a goal in general tends to be less than an unbranded product aiming to achieve the similar objective. For example, retaining a customer is much less costly than retention when a product is unbranded; it may partially happen due to a short of brand loyalty and preference (Keller, 2004).

The other thing, firms get benefits from greater loyalty, customer loyalty also allows a firm to charge premium price once they become loyal customers be inclined to have more inelastic reactions to price increases (Keller, 1998). Consumers one way of showing their loyalty is by continuing to purchase the brand even though competitors have superior prices, features, and convenience (Oliver 1997, 1999). This makes the firm less vulnerable to competitive marketing actions as well as a greater number of loyal customers in the basket automatically reduces the spending that need to be incurred in sustaining a customer based.

Thirdly, according to Aaker (1996) brand equity provides the firm with great opportunities for growth through different leveraging strategies mainly line extensions, brand extensions, ingredient branding and co-branding, etc. In reality, nearly all firms currently rely on brand extensions to achieve growth rather than launch new brands because the firm can introduce it through its recognized brand equity at significantly lower cost due to consumers trust a known brand name, it also reduce the threat of failure given the already well-known awareness and trust (Aaker, 1996)). In general, consumers who satisfactorily evaluate a parent brand are more ready to try and to adopt the brand extension than an unknown brand in the same category.

Fourthly, brand equity is a good source of achieving advantage in distribution channels by welcoming brands with equity and gives access to point of purchase displays, shelf space, which shows that brand equity is an implicit assurance of success (Aaker, 1996). finally, BE is a provider of competitive advantage by occupying positions and attribute association in a preemptive style; they become proprietary to a brand as a consequence other brands are at a disadvantage (Kotler and Keller, 2006). That means BE can impose barriers on the entrance of competitors.

The other view of BE is customer-based, it centers entirely on the relationship customers have with the brand (from total indifference to attachment, loyalty, and willingness to buy and re-buy based on beliefs of superiority and evoked emotions). According to Kotler and Keller (2006) powers of brand equity is the customer's one-sided and intangible assessment of the brand, beyond its objectively perceived value. Similarly, as per Kotler *et al.* (1999) brand equity is the positive outcome that the customers demonstrate to the product or service.

In general, according to Kotler and Armstrong (2006) BE is the positive differential effect that knowing the brand name has on customer response to the product or service. Brand equity can be evaluated through, Brand loyalty, Brand awareness, Perceived quality, Brand association and other proprietary brand assets in five different dimensions. The implications of model help in managing brand equity and consider sensitive value to make informed decisions about brand-building activities. Brand equity is important at purchasing time as it influence customers and complete with the competitor’s attraction.

According to Oliver (1999) BE creates value for customers by primarily; it helps customers in formatting processing by aiding customers in interpreting, processing and storing information about products and brands. Customers can simplifies this process by being aware of the brand and developing strong favorable unique association with the brand.

Secondly, brand equity improve customer self-assurance in the purchase decision through reducing anticipated risk regarding a brand purchase decision due to the stated reasons by (Aaker, 1996; Keller, 2003). They stated as one senses more convinced in purchasing a brand because of familiarity with a brand and this familiarity generates assurance and for the reason that brand stands for consistency and assurance it provides certification of promised delivery.

The ultimate value to the customer comes in the form of usage satisfaction. According to Oliver (1999) this refers to the cognitive process by which one evaluates a brand‘s usage results to one‘s expectations, and their consequential psychological situation of mind (Keller, 2003). For instance, if one perceives that a brand gets together/ go beyond their expectations, that person will probably experience feelings of satisfaction (Keller, 2003).

In summing up, brand equity not only creates value for the firm, but also creates value for the customers (Aaker, 1991).

2.2.5. Customer Based Brand Equity Model -The Aaker's Model

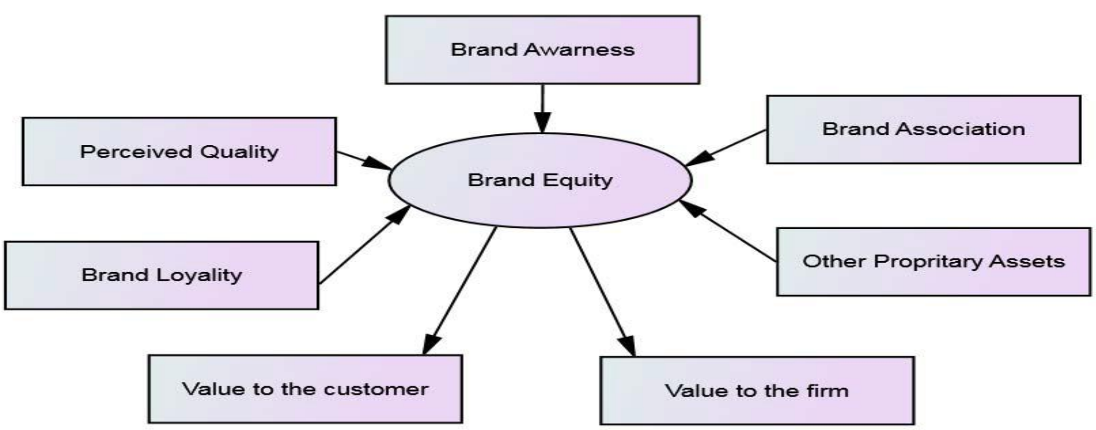
According to Xu and Chan (2010) the customers-based brand equity is a study of brand equity from the customers' perspective, and it can be explained as different brand knowledge such as customers association, familiarity, which affects customers' response to the marketing of a brand (Keller, 1993; Tong and Hawley, 2009). As stated in Wang *et al.* (2008) customer-based brand equity will be created when customers are becoming familiar with a brand and grasp some brand links in their memory such as favorable, strong and unique As explained by Keller (2003) also customer-based brand equity is the differential outcome of brand knowledge on consumer response to the marketing of the brand. Which means to illustrate a brand is supposed to have positive (negative) customer-based brand equity if consumers respond more (less) satisfactorily to the product, price, promotion, or distribution of the brand than they do to the similar marketing mix element while it is attributed to a falsely named or unnamed version of the product or service.

According to Kotler and Keller (2009) now a day, most well known brand equity models worldwide are namely Keller (1993, 2003) and Aaker (1991). Both of these models have paying concentration towards the buyer (Aaker and Joachimsthaler, 2000). The assets and liabilities on which brand equity based will differ from context to context. Keller (1993, 2003) states that marketers need to build brand in a sequence of steps first by creating awareness, followed by developing a level of perception and thirdly creating cognitive and emotional attachment that lead to consumer loyalty.

However, from these brand equity models in the literature, this study paying attention on the consumer based brand equity model constructed by Aaker's (1991) his study results probably shows the differential effect brand knowledge has on consumer choices.

In this model, conceptual definition has used to define operationally brand equity and the most comprehensive framework for examining brand equity. This model is one of the former published studies conceptualized brand equity from the customer's perspective, come together both the attitudinal and behavioral aspects of brand equity. It had empirically tested and the most commonly cited in a number of earlier studies (Atilgan *et al.*, 2005; Kim and Kim, 2004; Yoo and Donthu, 2001). This model also aids this study to retest the dimensions of brand equity on KALDI'S COFFEE customers in Addis Ababa. Aaker's (1991) theory of brand equity is crucial for successful brand management and informed this study as long as a detailed understanding of brand equity from the customer's point of view. The most important conceptual dimensions of brand equity identified and conceptualized into five categories as brand awareness, perceived quality, brand associations, brand loyalty, and other proprietary brand assets such as patents, trademarks and channel relationships (Yoo and Donthu, 2001). These provide the stepping-stones for understanding the brand co creation process. Among these five dimensions, the first four dimensions of brand equity that can willingly understood by consumers Yoo and Donthu (2001) represent consumer views and reactions to the brand, while proprietary brand assets are not applicable to consumer based brand equity. For the purpose of this study, proprietary brand assets had not found relevant by the researcher. Instead other this dimension measure customer based brand equity from company point of view. The Aaker's (1991) dimensions of BE is illustrated as follows.

Figure 2.1 Brand Equity Model



Source: Aaker (1991, pp. 15)

2.2.6. Brand Equity Dimensions

The components of customer based brand equity lists are according to Aaker's model: Brand awareness, perceived quality, brand association, and brand loyalty and so all these factors that brand equity measurement concept assesses in the mind of consumers is the overall value or brand equity. The total perception of all factors are then added together to find the mean brand equity by attitude components. Each dimension in this proposed model stated and discussed briefly as follows.

2.2.6.1. Brand Awareness

Brand awareness is the first and fundamental dimension of customer based brand equity that means without awareness a customer cannot possibly set offerings in the context. According to Keller (2003) brand awareness defined as the customers' ability to recall and recognize the brand as reflected by their ability to identify the brand under different circumstances and to link the brand name, logo, symbol, and so forth to certain associations in memory. Similarly, Aaker (1991, pp.61) brand awareness is defined as “the ability of a buyer to recognize or re-call that brand is a member of certain product category”. In particular, brand name awareness relates to the possibility that a brand name will come up to mind and the simplicity with which it does so.

Therefore, from this definition the two aspects of brand awareness is brand recognition and brand recall performance by consumers in different situations. Keller (1993, pp.33) further clarifies that, brand recognition “relates to consumers’ ability to validate the prior exposure to the brand when given the brand as a cue”. On the other hand, brand recall is “associated to consumers” ability to recover the brand when given the product category, the desires fulfilled by the category, or some other type of probe as a cue”.

While brand recall refers a situation when consumers see a product category, they can recall a brand name exactly, as well as brand recognition used to describe consumer’s ability to identify a brand when there is a brand cue (Keller, 1993: Aaker, 1996). Similarly, Aaker (1996) states that for a new or niche brand, the important issue is recognition; on the other hand, for a well-known brand, recall and top-of–mind is more sensitive and significant. It means, consumers can tell a brand correctly if they ever saw or heard it.

Brand awareness has a straight impact on the purchase choice of the consumer. As stated by Aaker (1991, pp.62) there are three stages of brand awareness:

Brand recognition: It is the capability of consumers to identify a certain brand among other i.e. aided recall. Aided recall is a situation whereby a person asked to identify a recognized brand name from a list of brands from the same product class.

Brand recall: This is a situation whereby a consumer is expected to name a brand in a product class. It is also referring to as ―unaided recall‖ as they are not given any hint from the product class.

Top of mind: This is referring to as the first brand that a consumer can recall among a known class of product or service.

Brand awareness plays a role consumer decision making by influencing the formation and strength of brand associations in the brand image. However, awareness only may not guide to purchase; awareness may only result in attention about the product. According to Pappu and Quester (2006) brand awareness is a first and necessary, but not satisfactory condition that leads to purchase. It is a necessary condition for brand equity, without which consumers cannot have brand associations, perceptions of quality and brand loyalty (Pappu and Quester, 2006)**.**

2.2.6.2 Perceived Quality

Brand awareness can generate the foundation for brand name recognition. However, brand awareness does not automatically result in consumer bonding with the brand. Brand bonding arises after customer is familiarizing admirable quality delivered by the company. As a result, brands not only built by awareness, but furthermore by quality of the product**.** Perceived quality is one of the main and the core construct to measure brand equity (Aaker, 1996). Perceived quality is "usually at the heart of what customers are buying and is often used to differentiate or position brands against others (Klopper, 2011, pp.38). It is also an important brand asset as, among all brand associations, only perceived quality has been shown to drive financial performance through the price premium that consumers are prepared to pay "(Klopper, 2011).
According to Zeithaml (1988) definitions perceived quality is the customer's decision about a product's overall superiority or advantage that is different from objective quality or actual quali-

ty. Objective quality refers to the technical, measurable and verifiable nature of products/services, processes and quality controls. As stated by Anselmsson *et al.* (2008) high objective quality does not automatically contribute to brand equity. Since it is impractical for consumers to make absolute and accurate judgments of the objective quality, they use quality characteristics that they link with quality.

Perceived quality hence formed to judge the overall quality of a product/service. Perceived quality is one of the qualifications of customer satisfaction and has a positive outcome on customers purchase goal as explained by (Fayrene and Lee, 2011). Service quality is central to the development of muscular service brands because it improves perceived superiority of the brands and helps to distinguish brands in markets (Low and Lamb, 2000; Yoo *et al.,* 2000).

Perceived quality covers all stages of a customer's interfaces with a company, as well as all indications and encounters that occur before, during and after the transactions. Therefore, perceived quality consists of the combination of all customer experiences**.** As of Kotler (2000) customer's judge service quality in terms of the result of the service, i.e. what they acquired, and the functional quality of the process, i.e. the way the service delivered. When consumers perceive a brand to be of high quality, they are more likely to acquire the brand over rival brands, pay a premium price, and prefer the brand (Netemeyer *et al.,* 2004). In addition, according to Aaker (1991) the added -value of perceived quality is believed to result in higher brand loyalty, larger customer base and more well organized marketing programs.

2.2.6.3. Brand Associations

Keller (1993) defines brand associations as the information in the consumer's mind linked to the brand. In the start, a brand may be just a name, symbol or design. However, when customers start in to experience the products, they start forming positive or negative associations towards the products and the brands. According to Kotler and Keller (2006, pp. 188) brand associations "consist of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes and is anything linked in memory to a brand". This means, brand associations refer to consumers' associations and interpretation of the brand , which contains functional and emotional brand associations.

The functional attributes are the tangible features of a product as defined by Keller (1993) performance is defined as a consumer's judgment about a brand's fault-free and enduring physical operation and excellence in the product's physical construction. Its non-functional attributes include symbolic features, which are the intangible features that meet consumers' needs for social approval, personal expression or self-esteem. (Keller 1993). These comprise trustworthiness, perceived value, differentiation and country of origin of the brand (Aaker, 1991, pp.109).

According to Aaker (1996) consumers consider the organization that is the people, values, and programs that lies at the back of the brand. Organizational associations furthermore includes corporate-ability associations, which are those associations associated to the company's expertise in producing and delivering its outputs and corporate social responsibility associations, which include organization's actions with high opinion to its perceived societal obligations (Chen, 2001).

To sum up, different from brand associations of consumer goods, in services, associations related to the core service and those associated to aiding and supporting services are distinguished.

2.2.6.4 Brand Loyalty

Aaker (1991, pp.91) define loyalty as "the attachment that a customer has to a brand, and regard it as to be a key aspect of the brand equity and it is associated with usage experience". It also defined as "the tendency to be loyal to a focal brand, which demonstrated by the intention to buy the brand as a primary choice" (Oliver, 1997, as cited on Yoo and Donthu, 2001, pp.3). According to Keller (1998) behavioral loyalty linked to consumer behavior in the market that can be indicated by number of repeated purchases or commitment to re-buy the brand as a primary choice. Cognitive loyalty which means that a brand comes up first in a consumers' mind, when the need to make a purchase decision arises, that is the consumers' first choice (Keller,1998).

Similarly, Aaker (1996) makes out price premium is directly related and as the fundamental indicator of loyalty. The cognitive loyalty closely associated to the peak level of awareness (top-of-mind), where the matter of attention also is the brand, in a given category, which the consumers recall first (Keller, 1998). As a result, a brand should be able to become the respondents' first choices (cognitive loyalty) and as a result purchased repeatedly (behavioral loyalty) (Keller, 1998).

2.2.7. Consumer Purchase Intention

In order to create an appropriate product or service, companies need to understand the consumer's behavior and perception, and to meet their needs and requirements. According to Dodds *et al.*(1991) purchase intention is the considered willingness of a potential buyer that will attempt to buy product or service. However, the purchase intention must be supported by the accessibility of the desired product; otherwise, the favor or the purchase intention will be meaningless (Chang, 1998). The purchase intention defined practically as the possibility of shopping and it is subject to willing purchase, considering purchase and recommendation purchase (Dodds *et al.*, 1991).

There are three things based on that can be the indicators showing that the customers have the intention to buy and those three indicators are information, interest, and attending (Hosein, 2012). Hosein (2012) explained the indicators as interest that "involves having some personal feeling about the displayed products without considering the final outcome". Attending involves "actual physical presence at the place". Information relates to "additional data that is gathered while attending and the information was not known or available before".

How brand equity can affect the purchase intention of consumers indicated by Aaker (1991; 2009) who stated that brand equity has a positive impact towards the consumers purchase intention. Kotler (2000) also stated that in the case of brands with high brand equity is critical for a brand to expect higher willingness to purchase, assuming that high brand equity positively influences purchase intent and become dominant in the market. Further, brand equity is an integral part of evaluating the brand and positively influencing the purchase decision (Aaker, 1991; 2009). The consumer-based brand equity terms in frame of purchase intentions has been studied recently and it can be stated if a product brand is known, then it can increased the consumers choose likelihood and them purchase intention (Chi *et al.*, 2009). Consumers in different countries give dissimilar priorities to the factors that affected their purchase intentions (Lee and Green, 1991).

2.2.8. Distinctions between Brand Purchase Decision and Brand Purchase Intentions

Roozy, *et al.*, (2014) states that purchase intention is subject to willing purchase, considering purchase and recommendation purchase. Purchase intention is a dependent variable that depends on several external and internal factors such as stimulus or trigger the cue that triggers a buyer towards considering a product or a brand to be in included in the consideration set, outcome expectation out of the use of the product or a service, the inspirational value, recommendation and emotional association (Mba Skool, 2016). Purchase intention refers to the extent to which a customer purchases a particular product, at the same time as refuses to shift to other products (Yoo *et al.,* 2000).

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

2.3. Empirical Literatures Review

2.3.1. Empirical Evidences in Other Countries

There were numerous researches conducted on the Customer Based Brand Equity of different products in different countries by using different models of brand equity. The student researcher has noted a few prior research works carried out based on Aaker's 1991 well-known conceptual framework model.

Shoaib *et al.* (n.d.) conducted a research to Examine the Application and Practicality of Aakers' Brand Equity Model in Relation with Recurrent Purchases Decision for Imported Beauty Care Products (A Study of Female Customers' of Pakistan). These researchers used Asker's renowned conceptual framework of brand equity, and employing Linear Regression analysis to investigate the causal relationships amongst all the dimensions of brand equity and recurrent purchase decision of females for imported beauty care products. In their study, responses of 211 actual customers from Pakistan had used based upon purposive sampling technique. Based on the research findings demonstrates, Brand Quality, Brand Loyalty and Brand Association are the significant dimensions while having recurrent purchase decision about any imported beauty care product whereas Brand Awareness has found weaker support for the same. Finally, they recommended that significantly, this study is important for all worldwide manufacturers of beauty care products whose products are available in local market of Pakistan and it can appear as a source of female consumers' insight about brand awareness, brand loyalty, brand association and brand quality that they may keep in mind while selecting their important beauty care products.

Another similar work by Tong and Hawley (2009) also conducted their research on Measuring Customer Based Brand equity in the Chinese sportswear market. They employed structural equation modeling to investigate the causal relationship among the four dimensions of brand equity and overall brand equity in the sportswear market based on Aaker's conceptual framework of brand equity. They used a sample of 304 actual customers from China's two largest cities, Beijing and Shanghai. Their findings revealed that brand association and brand loyalty have a significant influence on brand equity. On the other hand, weak support is found for the perceived quality and brand awareness. In addition, the correlations among the four dimensions found to be positive and significant. Based on their findings, the researchers suggest that managers to channel their efforts primarily on brand loyalty and brand image and think the correlations among the four dimensions of brand equity.

A similar research work conducted by Oscar *et al.* (2015) measuring the influence of customer-based store brand equity in the purchase intention in the Spain store brands. This study attempts to propose an integrated model of Brand Equity in store or retailer brands based on Aaker's well-known conceptual model. Based on a sample of 362 consumers and 5 store brands, structural equation modeling is used to test research hypotheses. The results obtained reveal that store brand awareness, loyalty along with store brand perceived quality have a significant influence on consumers' intention to purchase store brands. Based on their study suggested that marketers and marketing managers from retailing companies should carefully consider the Brand Equity com-

ponents when designing their brand strategies, and develop marketing activities in order to enhance their brands' awareness.
A study conducted by AKHTAR N. *et al.(* 2016) to examine the impact of brand equity dimensions on consumer purchase decision in students of university of education Lahore, Okara campus. They used 100 questionnaires among the students by using probability sampling technique and employed regression and correlation to determine the relationship between independent and dependent variables. The results shows that brand equity influence purchase decision. Based on their findings they recommended that if the companies want to influence the purchase decision of its customers then they should give proper attention towards its brand equity management.
Another similar research conducted by Suryadi D.(2015) to discover the impact of brand equity towards customer's purchase intention of PT. X's candy product in Indonesia. This researcher used simple random sampling with 102 respondents and analyzed by using multiple-linear regression. By the end of this research, he discovered how brand equity affects customer's purchase intention simultaneously and how each element of brand equity affects customer's purchase intention. In this research, he found that brand equity simultaneously influence customer's purchase intention and out of four independent variables of BE, brand association and perceived quality are the individual elements that influence customer's purchase intention and the rest two (awareness and loyalty) do not significantly give individual impact to the dependent variable.

In the same way, research conducted by ROOZY E. *et al.* (2014) on the Effect of Brand Equity on Consumer Purchase Intention in the foods industry in India based on the Aaker four-component model of brand equity. They found that that brand loyalty has the most influence on increasing the brand equity and the purchases intention followed by perceived quality and brand association respectively where as the brand awareness is not enough for purchase selection, decision and intention. In general, the awareness in their work means the consumer's ability to reminding and recognizing the name of a special trademark. The purchase decision happens rarely without recognition. Better to say that although the awareness is an essential factor for a brand, it cannot lead to sale spontaneously (Aaker, 1993). They concluded that indeed the brand awareness does not merely lead to improving the brand equity. They also recommended that the brand awareness should be accompanied by the emphasis on the product features, and that equity along with the awareness is more effective.

Another research work done by Gunawardane, N. R.(2015) to examine the impact of brand equity on purchase intention on mobile connection service provider in Sri Lanka for 300 respondents by using structured questionnaires collected by simple random sampling technique. He found that there is a strong positive relationship between the brand awareness and perceived quality with purchase intention. However, rest of the other factors (brand association and loyalty) relationship with purchase intention is having less or moderate level relationship. His work results indicated that brand equity positively influences consumer's purchase intention. Based on data analysis he suggested that brand awareness and perceived quality would have a bigger impact on purchase intention than brand loyalty & brand association would.

2.3.2. Empirical Evidences in Ethiopian Context

The study conducted in the area of customer based brand equity measurement in the Ethiopian context, those conducted by using Aaker (1991) brand equity model has discussed here.

A master thesis done by Yodit Lemma (2017) on measuring customer based brand equity in the case of TOMOCCA COFFEE in Ethiopia based on Aaker's conceptual framework of brand equity. The findings of her study showed that all the dimensions of consumer based brand equity namely, brand awareness, perceived quality, brand loyalty, and brand association have a positive and significant relationship with brand equity in Ethiopia which led to, the acceptance of hypotheses one through four.

As much as the student researcher efforts there is no enough research works available from reputable sources except the master thesis work on customer based brand equity in the Ethiopian context by Yodit Lemma (2017). Even though she measured the relationship between BE and its dimensions, she did not substantiate how independent variables simultaneously and individually affect the consumer purchase intention.

This study used Aaker's (1991) four-dimensional brand equity model based on the arguments forwarded in the literature to evaluate the effects of brand equity dimensions for consumer purchase intention making in Ethiopian coffee beverage context.

2.4. Hypothesis Development and Conceptual Model

2.4.1. Hypotheses

Research hypotheses examine the relationship between independent variables and dependent variable. Based on the literature review presented above, this paper framed the following hypotheses to study the effects of various dimensions of brand equity on consumer purchase intention. In the framework, the student researcher sets alternative hypothesis (Ha). The framed hypotheses are:

Brand name awareness

Brand awareness increases the familiarity of consumers towards the product, and brand awareness is very crucial to purchase intention because based on Cahyadi and Astuti (2007) there is a tendency to buy the products based on their familiarity with the brand. They argued that if consumers are aware about the brand then more possibility to build strong the brand equity that could lead to purchase intention. Based on this, the student researcher formulated the following hypothesis.

H_1: Brand name awareness has a significant positive effect on consumer purchase intention of KALDI'S COFFEE

Perceived quality

Aaker (1991) explained that Perceived quality is not the actual quality of the product but the customers' subjective evaluation of the product. It is found that perceived quality is the extreme prominence to determining brand loyalty for repeat purchase of products. Perceived quality that delivers value of differentiation and uniqueness and perceived quality is crucial to purchase intention because it determines how people value the brand, which will affect their willingness to purchase (Cahyadi & Santoso, 2014). Based on this, the student researcher formulated the following hypothesis.

H_2: Perceived quality has a significant positive impact on consumer purchase intention of KALDI'S COFFEE

Brand association

Aaker (1991, p.109) Brand association is "anything linked in memory to a brand" that helps customer to gain information, differentiate the brand, convince to buy, and give positive impression towards the brand. According to Cahyadi &Santoso (2014) brand associations positive feelings can lead someone to have that brand as the reference and it can lead to purchase intention. Thus, the student researcher hypothesizes that if consumer perception concerning the brand is unique then it will enhance the purchase intention. Based on this the following hypothesis formulated.

H_3: Brand associations have a significant positive effect on consumer purchase intention of KALDI'S COFFEE.

Brand loyalty

Brand loyalty will make the consumer attach with the brand and David Aaker (1991) said that brand loyalty affects purchase intention is proved by there is no way someone to be loyal to certain brand without any purchasing behavior. Yoo *et al.* (2000); Atilgan *et al.* (2005) also reported that brand loyalty has been found to be one of the main drivers of purchase intention. Moreover, loyal consumers indicate more positive responses to purchase intention. As a result, brand loyalty will contribute to growing consumer purchase intention. Based on this, the student researcher formulated the following hypothesis.

H_4: Brand loyalty has a significant positive effect on consumer purchase intention of KALDI'S COFFEE.

Brand Equity and Purchase Intention

Consumers cover stronger purchase intention while they come across the brand positively; on the other hand, if they encompass negatively, they be probably build negative evaluation as well as would not put forward the brand as indicated by (Chang and Liu, 2009). Chang and Liu (2009) stated that the empirical data indicated that brand equity is able to influence purchase intention in various situations but there is very limited study regarding the effects of Aaker brand equity dimensions on purchase intention. There is no reputable sources study on the effects of brand equity dimensions on consumer purchase intention in Ethiopian coffee drink market.

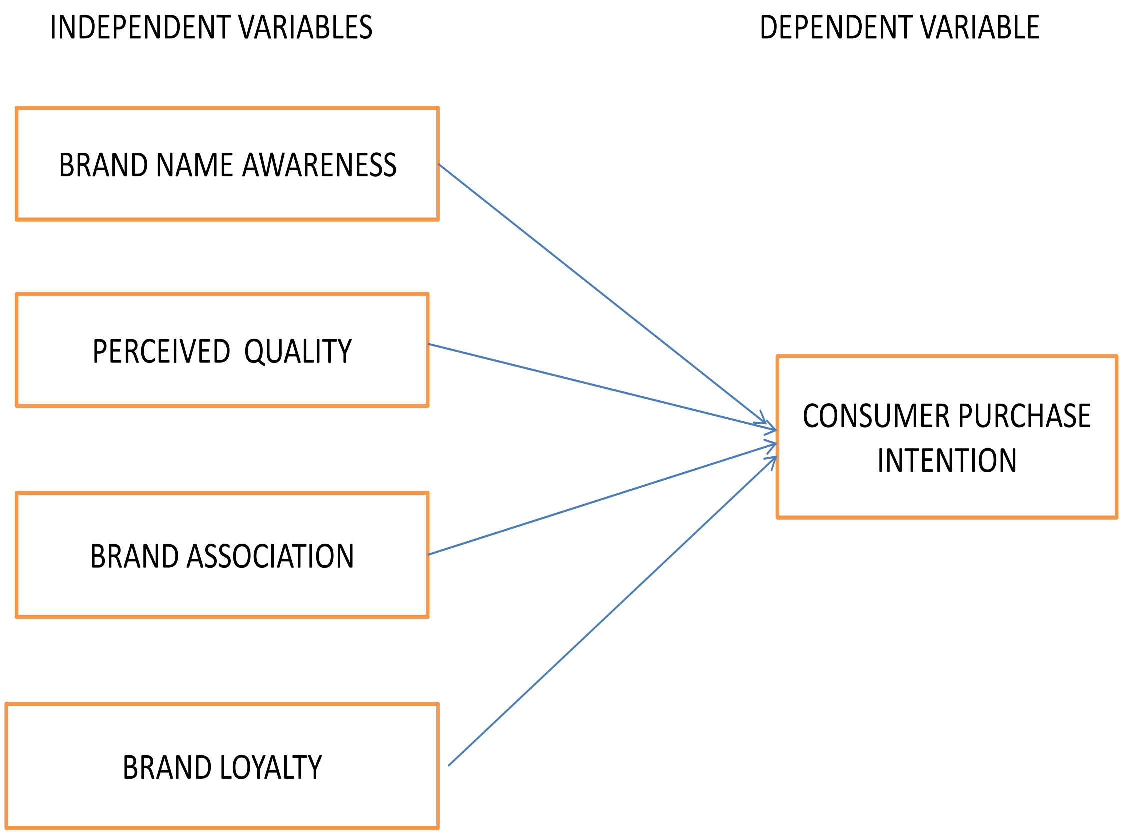
As stated in Keller (2003) Brand awareness acting as necessary part in consumer decision-making. Brand association describes bases for purchase decisions as well as to produce value to the firm as well as for customers. Perceived quality gives value to the consumers through as long as they perform by a reason to purchase and via separating the brand from competing brands. For brand loyalty, if based on attitudinal point of highlighted consumers real loyalty to the brand as simulated in purchase intention. Therefore, the student researcher conceptualized the brand loyalty based on behavioral point of view. In general, this study examines whether consumers purchase intention associated with brand name awareness, perceived quality, brand association and brand loyalty.

After knowing the relationship between brand equity dimensions, as the independent variable, and purchase intention, as the dependent variable, the researcher presents a figure that reflects the relationship between two of them based on the findings above.

2.4.2. Conceptual Framework

The conceptual framework had taken from (Jalilvand *et al.*, 2011) and showed the effects of brand equity components on consumer purchase intention. Brand equity dimensions; brand name awareness, perceived quality, brand association, and brand loyalty of the brand are independent variables that have influence and impact on dependent variable which is consumer purchase intention.

Figure 2.2: Conceptual Framework of the Study



Source: Jalilvand *et al.* (2011)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

This chapter presented the research methodology that guided this study. It includes description of the study area, the research approach, the research design, the research instrument, the sampling design, and the data analysis methods employed in this particular study. It also included explanation about the reliability and validity of the study and finally ethical considerations observed in the time of the study.

3.2. Background Information of the Study Area

The city of Addis Ababa is Federal Capital of Ethiopia and a chartered city, which means it has the status of a city as well as a state. The city is located at the geographic center of the nation and is the largest as well as the dominant political, economic, and cultural center of the country. It is where the African Union and its predecessor, the organizations of African Union (OAU) have based. It also hosts the headquarters of the United Nations Economic Commission for Africa (UNECA) and numerous other continental and international organizations. The city is with industrial estates and numerous financial and educational institutions created immense potential for retail food and other café outlets. Today (2018) city covers a total land area of 54,000 hectares or 540 square kilometers, Addis Ababa is the largest city of Ethiopia www.addisababacity.gov.et (retrieved on December 01, 2018).

According to Central Statistical Agency (2013) the population of Addis Ababa thought to be 8.8 million (estimated) in 2018.This number has been expanded from the initially published 2,738,248 figure, based on the 2007 census conducted by the Ethiopian national statistics authorities the population of Addis Ababa.

According to BOFED (2016) the GDP of Addis Ababa has grown, on average, by more than 15% over the 2011-2015 years and the city registered a GDP of about ETB 90.9 billion at current prices in 2015. In addition, data from the city's BOFED (2016) shows that Addis Ababa's per capita income has grown from USD 788.48 in 2010 to USD 1,359 in 2015 at current prices. According to BOFED (2016) analysis of the economic structure of Addis Ababa reveals that the services sector represents about 63% of economic activities and is by far the most important sector of the economy for value added as well as for employment and it is common that coffee beverage is one of the service sector.

3.3. Research Approach

According to Saunders *et al*. (2012) quantitative research is suitable to analyze numerical data and statistical tests to infer the findings of the research. Hence, based on the objectives and the availability of relevant information in this study, a quantitative research approach had employed to examine the relationship between an independent variable and a dependent variable in a population and tests the hypothesis.

3.4. Research Design /Type of Research

According to Kothari (2004) research design is the ultimate plan for the collection, measurement and the analysis of data. Research design defines the sampling method, sample size, measurement and data analysis processes as stated in (Saunders *et al.,* 2009). This study tried to examine the effects of customer based brand equity dimensions on consumer purchase intention. Taking this in to account, the research design that employed in this study was both explanatory and descriptive research using the cross-sectional survey design. The explanatory research is ideal to describe the characteristics of the variables and at the same time investigate the cause effect relationship between variables and descriptive research also used to describe something as described by (Creswell, 2009).

For this study, cross-sectional field survey method also employed since in cross- sectional survey design, independent and dependent variables have measured at one point in time using a single questionnaire in an economical way as indicated by (Mugenda and Mugenda, 2003; Creswell, 2009).

3.5. Sampling Design

A sample design is a definite plan for obtaining a sample from a given population. Sample design may as well lay down the number of items to be included in the sample i.e., the size of the sample.

3.5.1. Study Population

According to Copper and Schindler (2006) population is define as the entire group of individuals, events or objects having a common observable characteristics. Population is the total sum of collected units from which the researcher draws some inferences of the study (Copper and Schindler, 2006). The population for this study consists of all KALDI'S COFFEE consumers in Addis Ababa. A suitable sample size for the study has drawn from this population. This population considered to possess the qualities desired and have the capacity to facilitate the realization of the specific objectives of the study.

3.5.2. Sampling Techniques/Methods

The study employs probability and non-probability sampling to collect primary data. From non-probability sampling, the study will use judgmental sampling to select twelve KALDI’S COFFEE houses across Addis Ababa city based on their ease of access for data collection to the researcher.

The student researcher supposes that from 38 KALDI'S COFFEE houses found in Addis Ababa twelve of them were sufficient because of time and cost constraint. Moreover, as per the student researcher personal observation, there is no critical difference between coffee consumers, which were found in all 38 KALDI'S COFFEE houses that affect their attitude levels. The sampling unit of the study was the coffee consumers who visit selected KALDI'S COFFEE branches during the time when the data collection conducted. The KALDI'S COFFEE houses selected for this survey include KALDI'S COFFEE houses specifically that are located around Bole, Mexico, Piassa, Hayahulet, Megenagna and Kera. These areas are the most preferable business areas for this study because of its availability of different type of customers and are easy of accessibility for the student researcher in Addis Ababa city.

Once KALDI'S COFFEE houses selected, simple random (probability), sampling used to pick respondents from each coffee house on convenient bases to exclude some individuals who are not regular customers of KALDI'S COFFEE.

3.5.3. Sample Size

According to Corbetta (2003) sample size can be defined as the number of observations used for calculating estimates of a given population. Sample size is therefore directly proportional to the desired confidence interval of the estimate (z) and to the variability of the occurrence being explored, and it is inversely proportional to the error that the researcher is prepared to admit (ibid). When the size of population is unknown and previous researches are unavailable to determine the variability of an estimate over all possible samples, thus the sample size is calculated for the list favorable case p = q = 0.5(Corbetta, 2003). Indeed, as the variability is measured by $\sqrt{pq}$, it is easy to see that this index assumes its highest value when $p = q = 0.50$ (Corbetta, 2003).

Since the total population is unknown and previous studies are not available, with the study title in reputable sources here in Ethiopia, to determine the estimate of p and q. For this study, the formula recommended by Corbetta, (2003) has used to calculate sample size from the following derived values;

$$n = \frac{z^2 pq}{e^2}$$

Where:

n = Required sample size for infinite set of population (more than 50,000)

Z =Z-value from the table (1.96 equals degree of the desired confidence level, e.g., 95%)

P = The Probability of positive response = (50%)

q = Probability of negative response = 1-p = (50%)

e = the desired level of precision or Tolerable error = (± 5%)

Thus, n = $\underline{(1.96)^2 X\ 0.05 X\ 0.05}$

$$(0.05)^2$$

$$n= \frac{3.8416 \times 0.5 \times 0.5}{0.0025}$$

n = 384.16 ≡ 385

According to Israel (2013) many researchers commonly add 10% to the calculated sample size in order to accommodate for possible non-response, inappropriate responses and for persons that the researcher is unable to contact. As indicated in Kothari (2004, pp.154) sampling error is inversely related to the size of the sample i.e., sampling error decreases as the sample size increases and vice-versa. Hence, in this study, for contingency purpose an extra 39 (adding 10% on the calculated sample size, 385) respondents added in sampling procedure for errors committed during sample collection.

Taking all into account, a total sample size of 424 respondents who were KALDI'S COFFEE consumers used for the study. By using simple random sampling from each twelve KALDI'S COFFEE houses, 35 respondents who are regular customers of KALDI'S COFFEE have selected. The sample size of 424 respondents corresponds with the sample sizes of other scholars who have carried out related studies in the area (Yoo and Donthu, 2001; Tong and Hawley, 2009), who all had between 304 and 422 usable responses.

3.5.4. Sampling Procedure

In this study, a pilot test of the questionnaire conducted. This pre-testing was randomly distributing the research questionnaires to 20 respondents to collect preliminary data to ensure that the questions were clear and not ambiguous, such that responses would be consistent with the purpose of the study. The size of the pilot test population would be 20, in view of the fact that the suggested minimum size; by Saunders *et al.* (2009) for pilot test are 10.

Only after assessing the results of the pilot study and addressing any issues resulting from it, was begin the actual data collection of the full-scale survey. However, before the actual data collections, the researcher assured the respondents about the confidentiality of their feedback. A polite deadline suggested to fill the questionnaires and this primary data collected through questionnaires that administered by drop and pick on the spot method from the consumers who are drinking KALDI'S COFFEE.

In the course of the survey, the researcher was personally distribute to the target population through personal contact and collect the questionnaires at the midday and in the afternoons where the coffee consumers would be easily accessible and greater in number. This was a good time to meet most of the consumers of and to insure that the respondents are diverse.

3.6. Data Sources

In this study, both primary and secondary data sources had used as a source of data. The primary source used here was questionnaire and secondary sources from published and unpublished documents like internet, CSA, and Addis Ababa trade bureau databases used to back up the findings from primary sources.

3.7. The Research Instrument

In this research, a self-administered questionnaire for primary data collection employed to answer the research questions and objectives to evaluate the effects consumer based brand equity dimensions on KALDI'S COFFEE consumers in Addis Ababa. The questionnaires is compromised of close-ended questions that are clear and to the point and easy to understand for the respondents. The choice of questionnaire because it is a quick method to collect data; it is less time consuming.

The questionnaire prepared in Amharic and English. The English version of the questionnaire translated into the local language of Amharic. At the time of approaching the voluntary respondents, they asked with which version of the questionnaire they would be at ease to fill; the English or the Amharic version (for those respondents who have low command of the English language) and then the questionnaire delivered to them accordingly.

A survey questions (measurement of customer based brand equity questionnaire) employed for this study adopted from different sources and slightly adjusts to the Ethiopian coffee drink context. Mainly, the questionnaire adopted from one of the most dependable brand equity scales by

Yoo and Donthu (2001); Yoo *et al.* (2000); Tong and Hawley (2009); and Pappu *et al.* (2005) used the four elements of customer-based brand equity entrenched by Aaker (1991) and Keller (1993) in developing a multifaceted scale to evaluate brand equity (Questions found in appendix I and II). They used samples from diverse cultures making their scale culturally valid. In addition, their scales are applicable to various product categories unlike other scale developments. In addition, the scales are economical and easy to administer which makes it easy for brand managers to find out the equity of their brands quickly and efficiently. Finally, the scale measures brand equity dimensions at the individual level and have gone through accurate validation. In general, the basis for referring to their scale development studies is that as suggested by Washburn and Plank (2002) their scales are the most commonly accepted measure of customer-based brand equity dimensions effect on purchase intention.

By using two screening questions, the student researcher filter suitable participants for this research lead up the questionnaire. Participants who are below 18 years old or did not have any café experience before (in reference to the day they participated in the survey) eliminated.

The questionnaire used dichotomous, multiple choice, and five point Likert scale type statement. This research instrument has divided into three parts: the first part was dichotomous question to obtained information on the demographic characteristics of the respondents, which was to get respondents personal background, questions concerning their gender, age, education, occupation, level of income and so forth.

The second part was multiple choice questions made up of items is intend to generate data regarding the coffee consumption manners of respondents. Respondents asked their reasons of coffee consumption, the length of time that customers have been with their coffee houses to drink coffee, the frequency in which they visited KALDI'S COFFEE houses and so forth.

At the same time, the third part was a five point Likert scale allows the respondents to indicate their attitudes by checking five alternatives how strongly disagree(1), or disagree(2),or uncertain(3), or agree(4) to strongly agree (5) with the constructed statements as mentioned in (Zikmund, 2003, pp. 312). This part of the questionnaire designed to collect data for model testing. Each consists of 3-6 questions that seek as source of information on independent variables (i.e.

brand awareness, perceived quality, brand association and brand loyalty) of the study and measure the dependant variables of the study (i.e. CBBE).

In this study, the coding and scales adopted. BNA1 to BNA5 represents codes for brand name awareness scales, while BPQ represents brand perceived quality of scales 1 to 5 (BPQ1 to BPQ5), BAA represents brand associations scales 1 to 6 (BA1 to BA6), BL represents brand loyalty scales from 1 to 4 (BA1 to BA4), and finally, consumer purchase intention is coded as CPI (CPI 1 to CPI 3).(The details are in appendix I and II).

3.8. Validity and Reliability of the Research

Validity Test

According to Kothari (2004) validity is about having some level of similarity in the original idea of research and the actual idea after getting the results. In other words, validity is the most critical criterion and indicates the degree to which an instrument measures what it supposed to measure more simply, the accuracy of the measurement designed to employ. The concept of validity measures whether the findings in the research are really, what they appear to be about and check the relationship between variables (Saunders *et al.,* 2012). In order to ensure the quality of the research design content and construct validity of the research had checked.

According to Kothari (2004) content validity is the degree to which an evaluating instrument offered sufficient coverage of the topic under study. If the instrument encloses a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive; there is no numerical way to express it. Based on this, the student researcher also undertook discussions with professionals and incorporates feedback of the research advisor in customizing the instrument. In addition, to ensure content validity, a pre-test has conducted to 20 respondents to see if the questionnaire contains anything that is hard to interpret before using it for final survey. Necessary modifications have incorporated after the pilot study as suggested by the sample respondents.

Reliability Test

According to Hair et al. (2006) reliability refers to the consistency, stability or dependability of a measurement technique over time and across settings or conditions. It should remain the same, if research has to be repeated (Pallant, 2005). If the measurement is reliable, and then there is less chance that, obtained score is due to random factors and measurement error. Reliability analysis made on the main part of the research instrument, which is analyzed through Cronbach alpha. As explained by Kothari (2004) Cronbach's alpha is used to provide a measure of the internal consistency of a test or scale and expressed as a number between 0 (meaning no consistency) and 1 (meaning complete consistency or all items yield corresponding values)

Reliability coefficient alpha scales with a coefficient between 0.80 and 0.95 will considered to have very good reliability (Zikmund *et al.*, 2010). Scales with a coefficient between 0.70 and 0.80 consider having good reliability, and value a coefficient between 0.60 and 0.70 indicates fair reliability and when the coefficient is below 0.6, the scale has poor reliability (ibid). To meet consistency reliability, the questionnaire distributed to twenty customers who were similar to the population of the study.

The Cronbach's Alpha for all over the constructs were 0.976, which comes above the accepted value of alpha i.e. 0.7, hence it can be considered significant. In regarding to the Cronbach's alpha coefficient of the four dimensions of brand equity (0. 913 were found for brand awareness, 0. 904 were for perceived quality, 0. 925 were for brand association, and 0. 969 were for brand loyalty) that indicate the internal consistency among the items in the construct and their scale.

Likewise, Cronbach's Alpha values of consumer purchase intention were 0. 954 showed the high reliability of the scale. As indicated in table 3.1 below all the items in each construct conform that the measurement is consistent and an indication of acceptability of the scale for further analysis.

Table 3. 1. Reliability Test Using Cronbach’s Alpha Coefficient

Serial number	Measurement	Number of scale items	Cronbach's alpha coefficient
1	Brand awareness	5	0. 913
2	Perceived quality	5	0. 904
3	Brand association	6	0. 925
4	Brand loyalty	4	0. 969
5	Consumer purchase intention	3	0. 954
Reliability of all items		23	0.976

Source: Survey data (2019)

3.9. Method of Data Processing, Analysis and Presentation

After the fieldwork, but before analysis, the primary data collected from questionnaires had edited adequately for completeness, legibility, consistency, and to reduce ambiguity. The data gathered from respondents through the survey coded to enable the responses to be grouped into various categories and then entered into a spreadsheet to make it ready for the analysis.

Both descriptive and inferential method of data analysis had employed in this study. Descriptive statistics analysis used to show features of the findings:

1. To present demographic question, this is about demography and general information analyzed by using frequency and percentage.

2. Respondents coffee consumption behavior questions analyzed by using frequency and percentage.

3. Investigation factor question, which is the scale questions about brand name awareness, perceived quality, brand association, brand loyalty and overall brand equity had analyzed by using mean and standard deviation (S.D).According to Pallet (2005) descriptive analysis is showing what happened for a particular sample at a particular time, which provides a clear picture of observed behavior. A descriptive mean range decision rule of Ajan (2015) 1.00-1.80 strongly disagree, 1.81-2.60 Disagree, 2.61-3.40 Neutral, 3.41-4.20Agree, and 4.21-5.00 strongly agree had used to give interpretation for each grand mean value.

4. With regard to inferential statistics analysis, first, Pearson correlation coefficient, which ranges from negative one to positive one inclusive ($-1\leq r \leq +1$) had used to test the association between the each independent variables consisted of (brand awareness, perceived quality, brand association, brand loyalty) and dependent variable (consumer purchase intention). Correlation analysis used to explore the strength or degree as well as direction (positive or negative) of the relationship between independent and dependent variables (Pallet, 2005).

Second, since there are several independent variables and one dependent variable, the method is multiple-linear regression as indicated in (Cooper & Schindler, 2014). In this paper, multiple regression analysis used to test the level of significance of together all independent or prediction variables (brand awareness, perceived quality, brand association and brand loyalty) to the dependent or criterion variable (overall brand equity). In addition, the hypotheses presented also tested by using regression analysis.

However, prior to running the regression, all parametric tests in a statistical analysis assumptions about the data checked and hold on to these assumptions for precise interpretation and model integrity (Keith, 2006; Shieh, 2010). According to Sapp (2006) multiple regressions have four assumptions that is linearity, normality of the distribution, multicollinearity of variables; homoscedasticity (constant variance) of the errors is applied in the case of cross sectional data.

According to Saunders et al. (2007) if any of these assumptions is violated (i.e., if there are nonlinear relationships between dependent and independent variables or the errors exhibit correlation, non-normality, Multicollinearity problem or heteroscedasticity), then the forecasts, confidence intervals, and scientific insights give in by a regression model may be (at best) inefficient or (at worst) dangerously biased or misleading. Hence, not only is it necessary to be aware of the logic of testing and meeting the assumptions of multiple regression analysis, but to also make sure to include that the assumptions had been investigated when reporting the research results (Field, A.2009). Then others will have confidence in the validity of the outcomes being reported on.

As indicated by Berry and Feldman (1985) in order to study the relationships between the independent (IV) and dependent variables (DV) a multiple regression analysis used. Multiple regression models for this study showed as follows:

$$\mathbf{Y = +/- \beta_0 +/- \beta 1X1 +/- \beta 2X2 +/- \beta 3X3 +/- \beta 4X4 +/- e}$$

Where: Y: Consumer purchase intention (the DV)

$$\left.\begin{array}{l}\text{X1: Brand name awareness}\\ \text{X2: Brand perceived quality}\\ \text{X3: Brand association}\\ \text{X4: Brand loyalty}\end{array}\right\} \quad \text{X=are explanatory variables (IVs)}$$

β_0 = the intercept term- constant which would be equal to the mean if all slope coefficients are 0.

β_1, β_2, $\beta_{3,}$ and β_4 are the coefficients associated with each independent (on the First, Second, Third and Fourth predictor) variable which measures the change in the mean value of Y, per unit change in their respective independent variables.

e= error term, for calculation purpose.

F-Test for the overall significance of the model also had undertaken to test if there was a linear relationship between all of the independent variables and the dependent variable. From the ANOVA SPSS (Statistical Package for the Social Sciences) output if the p value is less than 0.05, concluded that there is evidence that at least one independent variable affects the dependent variable. This means that the model is adequate and it is possible to make a valid inference.

SPSS version 21 software had used to organize, summarize and analyze efficiently and effectively the data in details. The reviewed materials also discussed properly according to the developed objectives. The findings examined critically to ensure consistency with the research objectives. The information has presented by using tables and in narrative forms (texts).

3.10. Ethical Considerations

Among the significant ethical issues that were considering in this research process, include consent and confidentiality. In order to secure the consent of the selected participants, the researcher relayed all-important details of the study, including its aim and purpose. Respondents assured that the information given not to be use for any other purpose except academic work. In addition, this study avoided any plagiarism practices and tried to respect the previous studies. The complete information about the previous writers rightly acknowledged both in the text and reference list, according to Harvard reference system to avoid any breach of intellectual property rights.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1. Introduction

In this part of the paper, data presentation, analysis and interpretation that is made on first descriptive statistics followed by assumption test, a correlation analysis, and a multiple linear regression analysis used to test the formulated hypothesis is presented in the following sections.

4.2. Data Screening

All the primary data collected and administered data through questionnaires. An entire of 424 had given initially to customers of KALDI'S COFFEE, who found in Addis Ababa in different places. However, only 402 questionnaires have collected directly from the respondents. Out of which, six questioners were deleted because they were either with many missing values or were wrongly reported. Therefore, 392 questionnaires were useable for analysis yielding a 92 percent response rate.

4.3. Descriptive Analysis

To draw the demographic profile of the respondents, the study used frequencies and percentages to determine the number of times a respondent answered a particular question.

4.3.1. Description of the Characteristics of the Respondents

An effort has made to understand the profile of the KALDI'S COFFEE consumers. The details presented in table number. 4.1 as followed.

Table 4.1: Respondents by Sex, Age, Educational Background, Status and Income of the respondents

Items	Variables	Categories	Respondents	
			Amount	Percent (%)
1.	Sex	Male	251	64.0
		Female	141	36.0
		Total	392	100.0
2.	Age Group	18-35 years	240	61.0

		36-54 years	132	34.0
		Above 54 years	20	5.0
		Total	392	100.0
3.	Educational	No formal education	33	8.0
		Primary	64	16.0
		Secondary	83	21.0
		Technical and vocational	69	18.0
		University	143	37.0
		Total	392	100.0
4.	Status	Student	49	12.0
		Employee at a private or government organization	199	51.0
		Merchant	102	26.0
		Others	42	11.0
		Total	392	100.0
5	Income	Less than or equal 5,0000.00ETB	54	14.0
		5,001-10,000.00 ETB	101	26.0
		Greater than 10,000.00ETB	237	60.0
		Total	392	100.0

Source: Survey data (2019)

As it can be seen in item 1 of table 4.1 251 (64.0 %) of the respondents were male and 141 (36.0%) were females. This means that both males and females were represented in the sample for this study but men were the majority in filling up the questionnaire.

In regarding to age category shown in item 2 of the same table above, respondents in relation to age group of respondents fall between 18 to 35 years were 240 (61.0%) the next highest age range falls between 36 to 54 years were 132 (34.0 %). The study incorporated other age groups such as 20 (5.0%) falls under age group of above 54. The majority 61.0% of respondents were between 18 to 35. This showed that most of the respondents were young.

In relation to educational background of respondents in item 3 of the same table as it can be seen from the table, 33 (8.0%) of the respondents have no formal education, 64(16.0%) were primary, 83 (21.0%) were secondary, 69 (18.0%) technical and vocational and the rest 143 (37.) were university learners the details are presented in table 4.1.

Concerning the status the same table as it is shown in item 4, the respondents were asked to state their status. 49 (12.0%) of have said that they were students, 199 (51.0%) respondent were employee at private or government organization, 102 (26.0%) respondent were merchant while the rest of respondents 42 (11.0%) were either retired or do not work at all. From this, someone can conclude that, (77.0%) the majority of respondents have their own job, this was really an excellent indicator that people have job, to answer the questions about BE dimensions influence to consumer purchase intention without considering financial restrictions.

Table 4.1 also illustrated that the information about monthly income level in item 5, which is amount less than or equal to 5,000.00 ETB were 54 (14.0%), 101(26.0%) falls in the range between 5,001-10,000.00 ETB and 237 (60.0%) falls in the range more than 10, 000.00 ETB. These indicators revealed that participants, who earn an amount greater than 10.000.00 ETB, were determined as the highest group, to answer the questions about BE dimensions influence on consumer purchase intention.

4.3.2. Respondent's Perception on the KALDI'S COFFEE Brand

Table 4.2: Consumer response regarding how strong is the brand of KALDI'S COFFEE in the mind of customer's as compared to other competing brand

Items	Variables	Category	Respondents	
			Amount	Percent (%)
1.	Duration of consumers for being a customer of the KALDI'S COFFEE	For a year	85	22.0
		For 2-3 years	196	50.0
		For 4-6 years	111	28.0
		Total	392	100.0
2.	Frequency of the consumption of KALDI'S COFFEE	Almost every day	93	24.0
		Weekly-Once	64	16.0
		2-3 times a week	172	44.0
		Monthly-Once	42	11.0
		Occasionally (may not once in a month)	21	5.0
		Total	392	100.0
3.	Reason for KALDI'S COFFEE preference	Taste	133	34.0
		Convenience	111	28.0
		Image	96	25.0
		Price	52	13.0
		Total	392	100.0
4.	Quality rating of KALDI'S COFFEE	Very good	104	27.0
		Good	177	45.0
		Indifferent	111	28.0
		Poor	0	0
		Very poor	0	0

		Total	392	100.0
5.	Overall rating of KALDI'S COFFEE brand	Best	158	40.0
		Somewhat better	186	43.0
		Almost the same that of other brands	66	17.0
		Not good	0	0
		Worst	0	0
		Total	392	100.0

Source: Survey data (2019)

In item 1 of table 4.2, half of the respondent customers 196 (50%) are for 2-3 years and (111) 28.0% are for 4-6 years, and the rest are 85 (22.0%) of the total respondents. Since majority of respondents become the customer of the KALDI'S COFFEE for more than two years so, this indicates most of the respondents are familiar with the company product.

As it can be seen in item 2 of the same table, which states the consumption frequency of KALDI'S COFFEE, varied among respondents. The 172 (44.0%) of the respondents said they used 2-3 times in a week, 93 (24.0) respondents preferred to drink the KALDI'S COFFEE almost every day, 64 (16.0%) weekly once, 42 (11.0%) drink the KALDI'S COFFEE monthly once, and 21 (5.0%) prefer to consume occasionally (may not once in a month). From this it can be realized that daily and 2-3 times in a week drinkers of KALDI'S COFFEE are relatively loyal than those who take KALDI'S COFFEE monthly or occasionally.

As it can be seen in item 3 of table 4.2, consumers were asked about the rationale that makes them to prefer KALDI'S COFFEE. 133 (34.0%) of the respondent were preferred KALDI'S COFFEE due to taste, followed by those who stated convenience 111 (28.0%), for image 96 (25.0%) and 52 (13.0%) for price. From this finding, one can appreciate that good taste, convenience, and image of a brand are the three main motives for KALDI'S COFFEE brand preference, good taste being the high-ranking one. The price of nearly all coffee brands is more or less similar; consumers believe that price affordability as the least important reasons for preferring a KALDI'S COFFEE brand. This implied that creating and bringing better consumer perceived value is a strategic weapon in attracting and retaining customers of KALDI'S COFFEE . According to Aaker (2002) being ready to pay a price premium in order to get a brand in comparison with another brand offering comparable or fewer benefits, is part of the loyalty measure.

With respect to Item 4 of the same table the consumers were asked to rate the quality of the KALDI'S COFFEE on five scale as very good, good, indifferent, poor and very poor. The greater part of the KALDI'S COFFEE consumers were rated quality of the KALDI'S COFFEE as good and very good in total 251(72.0 percent). 111 respondents rated it as indifferent. No one had rated it as very poor or poor quality brand. The details presented in the table 4.2. This showed that 28.0 percent of the respondent's evaluations of this brand were almost the same with other similar product in terms of quality. It indicated for the brand owners how they could make a difference in its currently provided brand by taking this kind of remarks as a red light. Therefore, KALDI'S COFFEE Company through its quality assurance proficiency must constantly review the quality of its product. Then a company can deliver a brand that can fulfill the needs and wants of the consumers in addition to the creation of continues demand.

In the same way, with respect to Item 5 of the same table, the respondents asked to rate the overall opinion on the KALDI'S COFFEE on five point scale as best, somewhat better, almost the same that of other brands, not good and worst. The majority 186 (43.0 percent) of the KALDI'S COFFEE consumers were rated KALDI'S COFFEE as somewhat better followed by 158 (40.0 percent) as best and 66 (17.0 percent) as almost the same that of other brand. No one had rated as not good or worst brand. The details presented in the table 4.2.

4.3.3. Descriptive Analysis of the Determinant Factors

Descriptive statistics namely, mean and standard deviation for all the variables have computed to determine and prioritize which variables are more important to consumers, and which one are least important in determining their purchase intention. The higher the mean value means that the more respondents agree to that, they said variables could have a great impact on consumer purchase intention. When analyzing the mean and standard deviations of variables, it is important to take note that a significantly large value of standard deviation means that the data tested is far away from the mean whereas a smaller value means that the tested variable is much closer to the mean.

Table 4.3: Descriptive Statistic of the Factors under Study

Variable Items	N	Mean	Std. Deviation
Awareness	392	4.1786	0.70246

Quality	392	3.9153	0.73992
Association	392	3.5829	0.85683
Loyalty	392	3.4458	1.31528
Valid N (listwise)	392		

Source: Survey data (2019)

As shown in the above table 4.3, the mean and standard deviation of selected dimensions of customer based brand equity and consumer purchase intention given by respondents of the study. It showed the mean of brand awareness, perceived quality, brand association/image, is above the level of 3.41. It means that the mean result is found in the range of agree and strongly agree catagories.

The mean value of brand name awareness reported highest as 4.1786. This mean range found in the strongly agree category of the likert scale. It showed that the brand name awareness has greater impact on consumer purchase intention of KALDI'S COFFEE in Addis Ababa. Therefore, the cumulative effect of the above result shows that respondent's awareness about KALDI'S COFFEE brand in their mind is positive. However, it is not mean that every consumer have awareness about the brand of KALDI'S COFFEE. This means that the awareness creation or the design of promotional theme can greatly affect brand loyalty. This is because today's consumers are becoming harder to please, they are smarter, more price concise, more demanding, less forgiving and usually come within reach of by many competitors with equal or even better offers. Therefore, in order to win them, management at KALDI'S COFFEE Company should plan well and believable themes. They must also note that advertising communicates not only attributes and the functional benefits but also offer emotional benefits that have a personality and provide a platform for differentiation.

The second variable is about consumer perceived quality for KALDI'S COFFEE; at this point, the mean value is 3.9153, found in the agree category. This result demonstrates that, most respondents perceived that the overall excellence or superiority of KALDI'S COFFEE service and /or products are promising and are existed in a good position and it is the direct effect on CPI.

The third variable is about brand association; here the mean value is 3.5829, found in the agree category which indicates that most consumers have good brand image and / or association with the brand of KALDI'S COFFEE because they feel that they can easily recall and associate KALDI’S COFFEE services and/or products to KALDI'S COFFEE.

The standard deviation of the brand name awareness, perceived quality and brand association is also slightly smaller, signifying a more coherent view among the respondents.

With respect to the fourth variable i.e. brand loyalty, the mean value 3.4458 and found in the agree category means that most of the respondents of KALDI'S COFFEE are loyal customer most of them perceived that they feel sense of loyalty. However, the standard deviation of brand loyalty is 1.31528. It means that even though the mean value of brand loyalty is high, the data tested is not close to the mean value.

When someone compares the average score values for all independent variables of the study, there is no significant difference. All of them showed positive outcome or in the strongly agree and agree on a 5-point Likert scale with insignificant difference between them.

4.4. Inferential Analysis

In this sub-topic, correlation and multiple regression analysis on the dependent and independent variables had carried out. Before the data interpreted to be one result of research, parametric tests had carried out. The data had processed twice as classic assumption test, and multiple-linear regression as followed.

4.4.1 Parametric Statistical Assumptions

The reason why must have the test is because if the data does not pass classic assumption test, then the result after the data got processed might be misleading or biased (Lind *et al.*, 2012). The examination is called Fundamental Assumption Test that consists of mainly four tests, and those tests are normality, multicollinearity, linearity and homoscedasticity tests (Lind *et al.*, 2012).

4.4.1.1. Normality Test

Normality test examines whether the data is normally distributed in normal distribution curve or not. There are two ways of testing the normality, by graphical method and statistical method. A common rule to thumb test for normality is to run descriptive statistics to get skewness and kurtosis, then use the criteria that kurtosis should be within the mean +2 to -2 range when the data are normally distributed (Garson, 2012). As it can be seen in table 4.4 all the absolute values of skewness and the kurtosis are between -2 and +2. Hence, it confirmed that data witness to normality assumptions.

Table 4.4: Normality of Distribution Using Descriptive Statistics					
	N	Skewness		Kurtosis	
		mean	Std. Error	mean	Std. Error
CPI	392	-0.568	0.123	-1.033	0.246
Awareness	392	-1.277	0.123	1.832	0.246
Quality	392	-0.933	0.123	0.320	0.246
Association	392	-0.630	0.123	-0.509	0.246
Loyalty	392	-0.648	0.123	-1.112	0.246
Valid N (listwise)	392				

Source: Survey data (2019)

Appendix III and Appendix IV also showed the histogram standardized residuals and normal P-P plot of regression-standardized residuals. It suggesting normally distributed residuals, which is one of the assumptions of linear regression analysis. Hence, all the variables fulfilled the assumption of normality.

4.4.1.2. **Multi-Collinearity Test**

Good data is free from multicollinearity problem. The indicator is by looking at collinearity diagnostics in statistics table 4.5. In this study, the Tolerance Values of all brand equity dimensions or variables are above 0.20 and likewise, the VIFs are under 10. Hence, the researcher assumed that Multicollinearity was not a problem for the current study. Which means further showing no indications of multicollinearity problem and then the model fits the requirement.

Table 4.5: Multicollinearity Test by Computing Tolerance Values and Variance Inflation Factor (VIF)

Dimensions	Collinearity Statistics	
	Tolerance	VIF
Awareness	0.308	3.250
Quality	0.263	3.801
Association	0.239	4.177
Loyalty	0.218	4.593

Source: Survey data (2019)

4.4.1.3. Linearity Test

Linearity defines the dependent variable as a linear function of the predictor (independent) variables (Darlington, 1968). Multiple regressions can accurately estimate the relationship between dependent and independent variables when the relationship is linear in nature (Osborne& Waters, 2002). Residual plots showed that there were no the residuals departure from linearity and would expect to see a random scatter points about the horizontal line. Hence, by using visual inspection of the scatter plot (appendix V), it demonstrated about the linear relationships of dependent variable with each of the independent variables in this study. Hence, the variables met the linearity assumption.

4.4.1.4. Homoscedasticity

The last assumption the multiple linear regression analysis makes is homoscedasticity. The assumption of homoscedasticity refers to equal variance of errors across all levels of the independent variables (Osborne & Waters, 2002). This means that researchers assume that errors are spread out consistently between the variables (Keith, 2006). Homoscedasticity can be checked by visual examination of a plot of the standardized residuals (on Y-axis) by the regression standardized predicted value (on X-axis) (Osborne & Waters, 2002). If there is no violation of assumptions, standardized residuals should scatter randomly around a horizontal line of zero. Ideally, residuals are randomly scattered around zero (the horizontal line) providing even distribution (Osborne & Waters, 2002). In addition, the inspection of the plots in appendix V observed a good variability in the plots and hence, the variables fulfilled the homeoscedasticity assumption as well.

To summarize, the independent and dependent variables met all the assumptions indicated that the model that the researcher got for a sample could accurately applied to the population of interest. That means the coefficients and parameters of regression said to be unbiased as stated in (Field, 2005).

Significance Level

Significance level illustrates how likely a result is to be due to chance (Kothari, 2004). The most common significance level is 0.95, meaning that the finding has a 95% chance of being true. Therefore, for this study, a significance level of 0.95 was set. The figure 0.05 is called the p value, indicating the 95 % probability that any selected samples from the study population would give the same results. Therefore, any statistical results obtained from the study having p values greater than 0.05 considered as statistically insignificant.

4.4.2 Correlation Analysis

The correlation among CBBE dimensions and consumer purchase intention computed and presented by using Pearson correlation coefficient that showed the strength and direction of the relationship.

Table 4.6: Pearson Correlation Coefficient between the Dependent and Independent Variables

Independent variables	No. of observations	Consumer Purchase Intention	
		Pearson Correlation	p-value or Sig. (2-tailed)
Awareness	392	0.799**	0.000
Quality	392	0.810**	0.000
Association	392	0.833**	0.000
Loyalty	392	0.926**	0.000

**. Correlation is significant at the 0.01 level (2-tailed).Source: Survey data (2019)

According to survey result shown on the table 4.5 the Pearson correlation coefficient (r=0. 799, p<0.01) means that there is a strong positive and significantly relationship between brand name awareness and consumer purchase intention. The positive sign of this correlation implied that if KALDI'S COFFEE Company increase or decrease its brand name awareness would bring a corresponding change in consumer purchase intention.

From result for the second variable it can be seen that perceived quality (r=0. .810, p<0.01) is positively and significantly related with consumer purchase intention. This implying that, a change in consumer's perception about the overall excellence or superiority of KALDI'S COFFEE service and/or products will have a corresponding change on consumer purchase intention.

From the same table above it is also observed that brand association (r=0. 833, p<0.01) is positively and significantly related with consumer purchase intention. This means that consumer's good brand image and / or association with the brand will have a corresponding change on the consumer purchase intention.

The above table reports that brand loyalty (r=0. 0.926, $p<0.01$) is positively related with consumer purchase intention. Means that increase or decrease in KALDI'S COFFEE consumer's loyalty has a corresponding effect on consumer purchase intention

4.4.3 Regression Analysis

In this study, a multiple linear regression has calculated to predict the dependent variable, which is consumer purchase intention by the brand name awareness, perceived brand quality, brand association and brand loyalty. This type of regression is used when there are at least two independent variables and one dependent variable (Cooper &Schinlder, 2014). This section answered the objectives of this research, which was about the effects of independent variables to dependent variable.

4.3.3.1. Evaluation of the Model

F-test is a test for examining the significance of the multiple-linear regression model (Ghozali, 2011). It tests the feasibility of the regression model and analyzes the existence of the significant simultaneous impact given by the independent variables to the dependent variable. Table 4.6 shows that all four explanatory variables had significant positive relationship with the dependent variable at F = 709.511, $p<0.01$. In other words, the regression model considered as fit or sufficient model.

Table 4.7: ANOVA of the Regression Model

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	220.422	4	55.106	709.511	0.000^b
	Residual	30.057	387	0.078		
	Total	250.480	391			

a. Dependent Variable:CPI, b. Predictors: (Constant), Loyalty, Awareness, Quality, Association

Source: Survey data (2019)

4.3.3.2. Explained Variation (R^2)

In order to evaluate how much of the variance in consumer purchase intention is being explained by the four independent variables, one should look at the value of R square (R^2) or coefficient of determination or used to investigate the strength that IVs can explain the variations in the DV. The value of R^2 tells you how much of the variance in the dependent variable the model explains. The R^2 value in this study is 0.880, which mean that the model explains 88.8 per cent of changes in consumer purchase intention is explained by variation in brand equity dimensions in KALDI'S COFFEE. The remaining change (12.1%)in consumer purchase intention may be accounted for variables other than the variables included in this study. According to Pallant (2005) R^2 that is exceed 0.4 can be considered as an acceptable result. The model summary, which includes the Adjusted R^2, has seen in the table 4.7 below.

Table 4.8: Result of Multiple Regressions (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.938[a]	0.880	0.879	0.27869

Source: Survey data (2019)

4.3.3.3. Evaluating the Independent Variables Based on the ANOVA Result (F - test)

In this research, in the ANOVA table, the significance value is 0.000, which is under 1%, and it means that there is significant simultaneous effect of brand equity dimensions towards purchase intention (table 4.7). In the coefficients table 4.8 which is about the individual effect of brand equity dimensions towards purchase intention. All the four independent variables significance value is less than the significance level (5%), which significantly gives individual effect to the dependent variable. That means all showed significance values, brand name awareness (p=0.000), brand association (p=0.015), perceived quality (p =0.037) and brand loyalty (p= 0.000).

Table 4.9: Regression Coefficient of Independent Variables

Independent Variables	Un-standardized Coefficients		Standardized Coefficients	Statistical Significance	Level of Influence
	B	Std. Error	Beta	.	
(Constant)	-0.242	0.105		0.021	
Awareness	0.182	0.036	0.159	0.000	Second
Quality	0.091	0.037	0.084	0.015	Third
Association	0.070	0.034	0.075	0.037	Fourth
Loyalty	0.409	0.023	0.672	0.000	First

Source: Survey data (2019)

In this study, all of the four independent variables show significance values of less than 0.05, indicating that they are all making a significant unique contribution to consumer purchase intention. The larger value of Beta coefficient that an independent variable has brings the more supports to the independent variable as the more important determinant in predicting the dependent variable. Hence, for the four independent variables making unique contributions, brand loyalty, brand name awareness, perceived quality, and brand associations the beta values were 0.409, 0.182, 0.091and 0.070 respectively (All the measures are statistically significant). This indicated that the biggest unique contribution to consumer purchase intention has made by brand loyalty followed by brand name awareness, perceived quality and brand associations. The result obtained from the regression analysis showed that brand loyalty (ß=0.409) was more significant and statistically meaningful when compared with the other variables in terms of enhancing consumer purchase intention in KALDI'S COFFEE while the least influential factor was brand associations (ß =0.070).

By referring to this analysis, the regression equation for the consumers purchasing intention of the KALDI'S COFFEE algebraically formulated as:

$$\boxed{\mathbf{CPI = -0.242+0.182*BNA+0.091*PQ+0.070*BA +0.409*BL}}$$

Where: -0.242 is constant, which cross the consumer purchase intention axis/ the value of Y when all X values are zero.

CPI= consumer purchase intention

BNA= brand name awareness

PQ= perceived quality

BA = brand association

BL= brand loyalty

The regression coefficient explain the average amount of change independent variable that caused by a unit of change in the independent variable. Therefore, the above regression equation indicates that when brand name awareness, perceived quality, brand association, and brand loyalty increase each of them by one unit, also likely have an influence on increases consumers buying intention of KALDI'S COFFEE by 0.182, 0.091, 0.070, and 0.409 respectively.

For instance, the loyalty variable has a positive effect on brand equity since the beta-coefficient is 0.409, meaning that an increase in loyalty of 1 point on the 5-point Likert scale increases consumer purchase intention by 0.409 point. In other words, whenever a customer for instance proceeds to KALDI'S COFFEE, or the products meet a customer's expectations, purchase intention will increase, given that the rest of the independent variables are kept constant.

4.5. Interpretation in Terms of Research Hypotheses

The student researcher has tested research hypotheses as followed based on the analysis.

H_1: There is a significant and positive relationship between brand name awareness and consumer purchase intention.

This is supported at ß = 0.182, and p value of 0.000 at $p < 0.01$. It is shows that brand awareness dimension certainly have a significant and positive influence on consumer purchase intention. A one-unit increase in BNA will bring a 0.450 unit increase in consumer purchase intention (CPI).Therefore, it is proved that the hypothesis H_1 is supported. The awareness variable has a positive relationship with consumer purchase intention indicating that when more consumers are able to recall KALDI'S COFFEE from memory, the better the brand's purchase intention will be. Aaker (1991) states that when consumers are able to recall a brand from memory when thinking of a given product group, it indicates a strong brand position for the given brand.

The findings in this study support previous studies by Oscar et al. (2015); Gunawardane,N. R**.**(2015) where there study results suggest that brand name awareness (brand recognition and brand recall) is the strongest determinant of consumer purchase intention. On the other hand, other studies have found weaker support for the same findings are such as the study by Shoaib *et al*. (n.d.); Tong and Hawley (2009). Whereas the research conducted that did not come up with similar findings are such as the study by Suryadi D. (2015); ROOZY E. *et al*. (2014). They investigated the influence of brand equity dimensions on consumer purchase intention or decision based on Aaker's (1991) four-dimensional brand equity model, but the findings revealed that brand name awareness had no support on influencing consumer purchase intention.

H_2: There is a significant and positive relationship between perceived quality and consumer purchase intention.

Perceived quality has p-value of 0.015 which is less than the significance level hence, the researcher supported this hypothesis at $p=0.05$. It means perceived quality significantly affects the consumer purchase intention. A unit increase in perceived quality (PQ) will produce a 0.091 unit increase in consumer purchase decision. So, Hypothesis 2 is supported.
Lovelock *et al*. (2008) also argues that customers evaluate service quality by comparing what they expect against what they perceive. Therefore, because the products from this brand meet the consumers' expectations, it can be said that consumers have higher service expectations to KALDI'S COFFEE.

The finding was also consistent with the results by other researchers studies by Gunawardane,N. R**.**(2015); and ROOZY E. *et al.* (2014). Their result confirms that perceived quality would have a bigger impact on purchase intention in a similar context. This study also in line with the findings of Tong and Hawley (2009) research on Measuring Customer Based Brand equity in the Chinese sportswear market that revealed the perceived quality have high influence on customer decisions.

H_3: There is a significant and positive relationship between brand association and consumer purchase intention.

According to the research findings of this study in the analytical part, brand association is the least determinant factor for the purchase intention of the KALDI'S COFFEE providers. This is supported at ß = 0.070 and p value of 0.037 at $p < 0.05$. A unit increase in brand association (BA) will produce a 0.037 unit increase in consumer purchase intention. Hence, Hypothesis 3 is supported.

The finding was in line with other previous studies by Gunawardane,N. R**.**(2015) revealed that brand association has weaker impact on purchase intention than other brand equity dimensions.

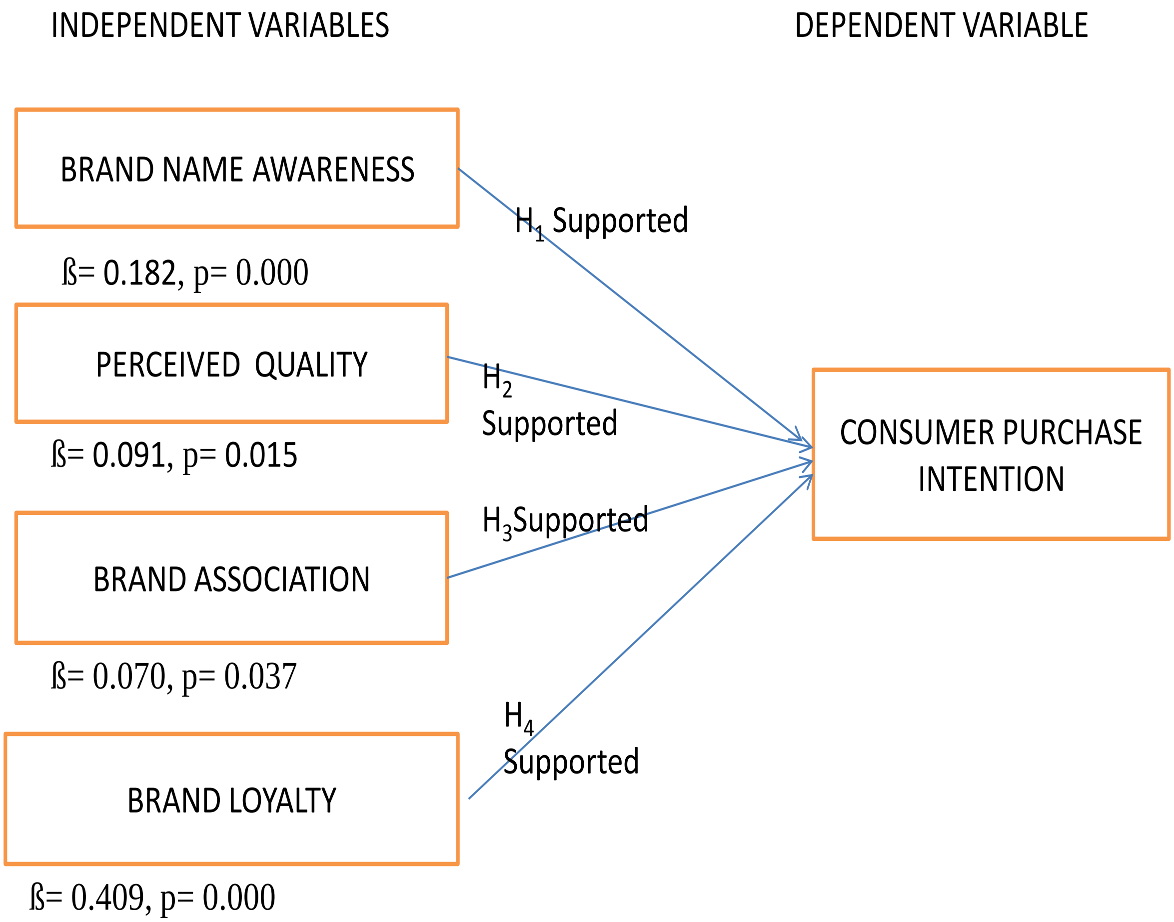
H_4: There is a significant and positive relationship between brand loyalty and consumer purchase intention.

The correlation coefficient (ß) in brand loyalty is 0.409 and p value (Sig.) of 0.000, which is statistically significant at the 0.01 level. Hence, the findings showed that the hypothesis (H_4) is supported. Additionally, it also considered as the strongest determinant of consumer purchase intention in KALDI'S COFFEE.

The result was congruent with prior researches conducted within the context of brand equity dimensions effect on consumer purchase intention by Shoaib *et al.* (n.d.); Tong and Hawley (2009); Oscar *et al.* (2015). Furthermore, the result was consistent with previous research conducted by ROOZY E. *et al.* (2014) on the context of consumer purchase decisions factors from the perspective of brand equity dimensions. They found that that brand loyalty has the most influencing factor on increasing the purchases intention of consumers. On the other hand, there are other studies that did not come up with similar findings are such as the study by Suryadi D.(2015); loyalty do not significantly give individual impact to the consumer purchase intention.

In general, this indicates that each of the IV in a regression model is significantly affecting customer purchase intention in KALDI'S COFFEE in Addis Ababa. Hence, all of the IVs strongly correlated with CPI in KALDI'S COFFEE whereby the entire hypotheses (H_1, H_2, H_3, and H_4) supported by this research model as shown in the figure 4.1 below'.

Figure.4.1 Result of multiple regression analysis from the scope of the research



Source: Survey Result (2019)

4.6. Respondents' Demographics vs KALDIS COFFEE Purchase Intention Characteristics

In order to examine if there is a difference between the demographic profile of consumers and the Purchase Intention of KALDI'S COFFEE, three inferential statistics techniques had in used. The Chi-Square tests, one-way ANOVA and Kruskal -Wallis test had applied to compare demographic characteristics and investigate how they related with the dependent variable (Marczyk et al.,2005).

4.6.1. Test of Association between Consumers Purchase Intention and Sex by Using Chi-Square

The student researcher ran cross-tabulations and examined chi-square statistics to check for significance. Chi-Square test is usually used for the variables that are divided into just two groups. Since, sex variable is divided into just male and female; this paper performed Chi-Square test for finding the meaningful and significant relationships between the sex groups and consumer purchase intention. Table 4.10 showed that males and females have no significantly different opinions about "consumer purchase intention of KALDI'S COFFEE" (p=0.053; which is > 5%). Meaning that sex characteristics have no statistically significant influence on coffee drinking.

Table 4.10 Result of Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.320[a]	8	.053
Likelihood Ratio	15.304	8	.054
Linear-by-Linear Association	5.431	1	.020
N of Valid Cases	392		

a. 3 cells (16.7%) have expected count less than 5. The minimum expected count is 1.80.

Source: Survey result (2019)

4.6.2. Demographic Factors and Consumer Purchase Intention of KALDI'S COFFEE Tests Based on Demographic Variables Mean Score

The one-way ANOVA used for the case of quantitative variable that has two or more levels of groups or treatment. The statistical test for one-way ANOVA is parametric test, hence applied for age, monthly income and duration of customers for KALDI'S COFFEE demographic variables in this research. Assumptions in one-way ANOVA are each of the populations are normally distributed, the populations are independent and all observations are continuous /interval or ratio/. In order to explain the difference between and among groups one-way ANOVA analysis had done as presented in the table 4.11 below.

Table 4.11 Demography and consumer purchase intention of KALDI'S COFFEE- ANOVA					
Consumer purchase intention based on age group					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.422	2	1.711	2.694	.069
Within Groups	247.057	389	.635		
Total	250.480	391			
Consumer purchase intention based on monthly income level					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	133.496	2	66.748	221.955	.000
Within Groups	116.983	389	.301		
Total	250.480	391			
Consumer purchase intention based on duration of the customer group					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	76.211	2	38.106	85.059	.000
Within Groups	174.268	389	.448		
Total	250.480	391			
Source: Survey result (2019)					

According to the one-way ANOVA results of table 4.11, the mean difference of consumer purchase intention of KALDI'S COFFEE by the demographic characteristics, no significance difference observed in the consumer purchase intention of the respondents found by age ($p= 0.069$) which is > 0.05. The result showed that consumer purchase intention is the same among different three age groups of respondents.

In the same table above, significance difference observed in the purchase intention of KALDI'S COFFEE based on monthly income level ($F= 221.955$, $p= 0.000$) and duration of the customer ($F= 85.059$, $p= 0.000$). Since, the F-ratio and p-value of these demographic variables showed that there is a significant difference between groups of these variables. Based on ANOVA table`s information, consumers in different income and duration of the customer groups have significantly different opinion about purchase intention.

To show which group the difference statistically significant by using statistical test called Post Hoc test with Tukey carried out.

From the multi comparison of mean differences of purchase intention by monthly income as presented in appendix-VI, there is a significance difference the mean of purchase intention across the three monthly income levels. The order of the monthly income levels from highest mean of purchase intention to the smallest is presented as followed in table 4.12. From mean score differences of monthly income level greater than 10,000.00ETB scored highest mean (2.9986) of consumer purchase intention in KALDI'S COFFEE. The lowest mean score (1.6235) was respondents having monthly income less than or equal 5,000.00ETB. This indicated that respondents having a monthly income greater than 10,000.00ETB group have a higher purchase intention of the KALDI'S COFFEE brand.

Table 4.12. Descriptive for mean differences of monthly income level

	N	Mean	Std. Deviation
<=5,0000.00EBirr	54	1.6235	.36080
5,001-10,000.00EBirr	101	1.9241	.72400
>10,000.00EBirr	237	2.9986	.49432
Total	392	2.5323	.80038

Source: Survey result (2019)

Similarly, to show in which group the difference statistically significant in the purchase intention of KALDI'S COFFEE based on duration of customers by using statistical test called Post Hoc test with Tukey carried out. The mean difference among three groups of respondents on duration of customers found to be significant at p = 0.000 as shown in appendix VII.

As indicated in table 4.13, the mean difference among three groups of respondents on duration of customers were highest for 2- 3 years of customers in KALDIS COFFEE (2.8231), followed by 4-6 years of customers (2.6517) and the least in one year customers (1.7059). Thus, this result indicates that becoming a customer for about two and above years with KALDIS COFFEE is perceived to be important in forming purchase intention of consumers than less than two years of a customer. The level of agreement on the 5 item scale increases as the consumers were becoming a customer for more and more years, they develop an emotional connection to the products and services the KALDI'S COFFEE sell.

Table 4.13 Duration of the customer on Purchase intention

	N	Mean	Std. Deviation
For a year	85	1.7059	.58058
For 2-3 years	196	2.8231	.64265
For 4-6 years	111	2.6517	.77118
Total	392	2.5323	.80038

Source: Survey result (2019)

4.6.3. Demographic Factors and Consumer Purchase Intention of KALDI'S COFFEE Test Based on Median

Here, the kruskal -Wallis test is a non-parametric statistical procedure for comparing more than two samples that are independent. It had applied for demographic characteristics of KALDI'S COFFEE in terms of education, and type of job engaged in this paper. The assumptions in kruskal -Wallis test: Variables have continuous distribution, the samples are random and independent, the data can be ranked and populations have the same variability.

4.6.3.1. Consumer Purchase Intention Based on Education Level

From appendix -VIII Kruskal-Wallis Test for Education, the p-value is 0.000 that is less than 0.05 level of significant. Which means, at 5% level of significant the five educational levels do not have the same median or distribution. Therefore, forced to do median comparison to check which group is different.

Table 4.14 Kruskal- Wallis Ranks for Education

	Education level	N	Mean Rank
CPI	No formal education	33	120.67
	Primary	64	119.21
	Secondary	83	137.05
	Technical and vocational	69	270.18
	University	143	247.54
	Total	392	

Source: Survey result (2019)

As it can be seen from table 4.14 the median for Technical and vocational is 270.18, University 247.54, Secondary is 137.05, No formal education 120.67 and Primary 119.21. From this, the median of technical and vocational and university is the higher than other levels of education and the median of primary is the lowest. It suggested that customers with a higher education level more agreed on the statement than the lower-education customers did.

4.6.3.2. Consumer Purchase Intention Based on Type of Job

Given the non-parametric nature of the variable tested (appendix IX) and the number of groups are more than two, Kruskal-Wallis test was performed. The result of the test showed that the type of job is significant as their p value is less than 0.05.This showed that the type of job engaged influence on consumer purchase intention of respondents is not similar.

It clearly suggested that those respondents with a type of job give more intention to purchase is merchant and employee at government or private organizations when compared to other group of respondents, as their highest median score shows 221.77 and 202.67, respectively (as shown in table 4.15). On the other hand, respondents with no job have the lowest median with regard to the purchase intention.

Table 4.15 Kruskal- Wallis Ranks for Type of Job

	Current job	N	Mean Rank
CPI	Student	49	141.59
	Employee at government or private org	199	202.67
	Merchant	102	221.77
	Others	42	169.94
	Total	392	

Source: Survey result (2019)

CHAPTER FIVE

SUMMARY OF MAJOR FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter deals with summary of major findings of the study, conclusions and recommendations of the study.

5.1. Summary of Major Findings

By quantitatively testing the effect of selected dimensions of customer based brand equity such as brand awareness, perceived quality, brand association, and brand loyalty on purchase intention of consumers in KALDI'S COFFEE, the following findings were reached and addressed the research questions of the study.

- The demographic result of the study indicated that 251 (64.0 %) of the respondents were males and the remaining 141 (36.0%) were females. This showed that the majority of KALDI'S COFFEE consumers con centrated with males. Regarding the respondents` age category, the majority 240 (61.0%) fall under the age category of 18 to 35 years. This showed that the greater number of the respondents were male and categorized under the young groups.

- Concerning the status the respondents, 199 (51.0%) respondent were employee at private or government organization, 102 (26.0%) respondent were merchant. This indicated that the majority of the respondents have work.

- The results from the demographic data also showed the monthly income of the respondents. Accordingly, the information about monthly income of respondents 237 (61.0%) falls in the range more than 10, 000.00 ETB. This revealed that monthly income of the respondents greater than 10, 000.00 ETB outweigh the number.

- With regard to respondent’s familiarity with the company product/ service majority of the respondent 196 (50%) become customers for 2-3 years and the consumption frequency of KALDI'S COFFEE, 172 (44.0%) of the respondents used 2-3 times in a week.

- Respondents also asked about the reason that makes them to prefer KALDI'S COFFEE. 133 (34.0%) of the respondent are preferred KALDI'S COFFEE because of taste and the larger part of the respondents were rated also the quality of the KALDI'S COFFEE as good and very good quality brand.

- Even though most of the respondents rated the quality of KALDI'S COFFEE as good and very good, 28 percent of them were indifferent in terms of quality rating. This means, among 392 respondents 111 were not loyal to KALDI’S COFFEE and this assignment for this KALDI'S COFFEE management because it requires more work to not only attract but also maintain its customers. In other words, it should catch the hearts of its consumers and create loyalty.
- Descriptive statistics used to point out the mean values for all independent variables of the study brand awareness, perceived quality, brand association and brand loyalty. The result has shown that all of them show positive outcome. A slight difference between the means values of the variables were observed that means there is no significant difference in terms of contribution for CBBE.

In the inferential statistics part, the following findings were generated:

- Pearson correlation coefficient was worked out for determining the relationship between the IVs and the DV i.e. consumer purchase intention. All independent variables confirmed positive and significant relationship with consumer purchase intention.
- The regression analysis carried to find out the extent to which the independent variables mentioned explain the variance in consumer purchase intention. By using the regression output, the formulated hypotheses had tested and all of the hypotheses supported.
- From the findings of this study, it had seen that there is a strong positive relationship between the CBBE dimensions and consumer purchase intention.
- The value of R-Square = 0.880 showed that 88 percent of changes in consumer purchase intention is explained by the variables brand awareness, perceived quality, brand association, and brand loyalty. The remaining change (12 %) in consumer purchase intention may be accounted for variables other than the variables included in this study.

- The most influential factor in affecting the consumer purchase intention in KALDIS COFFEE in Addis Ababa was brand loyalty (0.409), followed by brand name awareness while the least influential factor was brand association (0.070).

- The study found that, according to the demographic mean difference tests male and female respondents demonstrated has no differing perceptions of the “purchase intention” in the KALDI′S COFFEE. Similarly, at 5% level of significance there is no relation between age categories and consumer purchase intention. This shows that the sex and age groups of the respondent are not important factors in forming purchase intention in coffee drinks.
- One-way ANOVA result showed that from the respondents with a different income level and who are in different years of duration for being a customer groups have significantly different opinion about the purchase intention of KALDI′S COFFEE.
- The results from Kruskal- Wallis test also proved that the different education and type of job groups have a differing opinion on the purchase intention.

5.2. Conclusions

The study has used the Aaker's well-known and most commonly used Brand Equity model in developed nations in a specific consumption sector and market. The research has 392 respondents gathered by simple random sampling method to examine the effect of customer based brand equity (CBBE) dimensions visa vis consumer purchase intention in KALDI'S COFFEE in Ethiopian context. These findings may not be in-depth of the research in this area for the reason that other factors other than customer based brand equity dimensions may influence consumer purchase intention. However, a strong positive relationship may give a good picture of how customer based brand equity dimensions contributed positively to retain, and develop long-term relationship with customers of KALDI'S COFFEE.
Based on the findings a number of conclusions generated as follows:

- It had concluded that the most dominant factor in shaping their consumer purchase intention was brand loyalty with a beta coefficient of 0.409, at p=0.000. This implied that customers of KALDI'S COFFEE are loyal in repeat purchasing; not switching to other brand, recommending others to purchase KALDI'S COFFEE, and prioritizing more than other competitors' products.

- Brand name awareness found to be the second significant factor that respondents consider to make a brand purchase intention when consuming coffee. The statistical test support that brand name awareness is the significant variable in determining consumers coffee brand choice (β=0.182, p=0.000). Consumers know that the KALDI'S COFFEE Company produces coffee, having the KALDI'S COFFEE brand as top of mind in their coffee brand purchase decision.
- Perceived quality was found to be the third significant variable of consumer coffee brand purchase intention with multiple regression test result of β=0.091, p=0.015. Respondents believe that the taste is interesting and consistent, the product is stimulant, and the visual appeal KALDIS COFFEE houses have an influence on their purchase intention.
- Brand association was the least factor in influencing their consumer purchase intention with a beta coefficient of 0.070, at P=0.037. Consumers think that all KALDI'S COFFEE brand related thoughts, feelings, perceptions, images, experiences, beliefs and attitudes that are consumers associations and interpretation of the brand, which includes functional and emotional brand associations.
- In general, this research revealed that there is a direct and positive relationship between all four customers based brand equity dimensions and consumer purchase intention. However based on this research finding the entire CBBE dimensions were not equally vital. The four dimensions of customer based brand equity namely brand awareness, perceived quality, brand association, and brand loyalty differ in the degree to which they enforce consumer purchase intention. That means according to the above findings brand loyalty is strong predictor and then followed by brand awareness, perceived quality, and brand association respectively.
- As a result, this could conclude that brands with higher levels of brand equity would generate higher levels of customer purchase intention. In turn, higher consumer purchase intention was associated with more willingness to continue using the coffee beverage brand. This tends to confirm the acknowledged role of the consequences of brand equity dimensions. The well-known brand equity model of Aaker's(1991) provides coffee beve-

rage industries with a better understanding of brand equity concepts from the customers' perspectives.

- To sum up, the research hypotheses had completely supported by the analysis and the research objectives achieved.

- The findings of this paper with regard to consumers' characteristics may have considerable practical use for Coffee houses in order to drawing the attention of the strategy makers and planners to the personal factors that are likely to affect the buying choice.

5.3. Recommendations

Based on the findings of the study and conclusions made, the following possible recommendations were drawn:

- Brand awareness, brand quality, brand association and brand loyalty showed to be bases of CPI in the KALDI'S COFFEE. Therefore, KALDI'S COFFEE company management should make pay attention to all four dimensions of brand equity found to predict CPI and emphasize them in their marketing strategy.

- The R-square values also showed that brand equity dimensions affect consumer purchase intention by 88.0 percent and 12 percent by other factors. This means that a gap of 12 percent that need to be closed by the management of KALDI'S COFFEE Company.

- The study result indicated that consumers gave more notice for brand awareness and external brand communications (like word of mouth…) whenever they purchase coffee drinks. It is important to enhance brand awareness as its perception and recognition among present and potential customers is contributing to the consumer purchase intention. As a result enhanced business results will be achieved. This can be done through a number of marketing communication methods that will make the brand more visible on the market taking in to consideration the target market.

- Consistently delivering the same message and performance in the service and or product, they delivered to reassure and help the brand top of mind. Being consistent help the company customers to build trust and credibility in the brand and provide clarity of distinction from competitors.

- Brand loyalty was the major determinant factor for consumer purchase intention in KALDI'S COFFEE but customers today have many alternatives for the product they purchase. To get the optimal benefit from its loyal customers, the company should use various techniques like arranging seats, mastering their coffee type choice. Therefore, the coffee roasting company should adopt and incorporate customer-centered orientation/customer concept approach, in order to increase brand loyalty to its coffee brands and to counter competitor's brand.
- Perceived quality of KALDI'S COFFEE is getting a low proportion; the coffee roasting company advised work hard in identifying the important values in coffee drink from the customer's perspective and try to be a pioneer on providing the more desirable services by enhancing its professionalism and genuine responsibility.
- This study also found that brand association is least determinant factor visa vis purchase intention in KALDI'S COFFEE. The company should focus on promotion policies to generate more well built image towards their brand as well as to capture the purchase intention of the consumers who think more regarding brand names and compete with other similar brands. The company also needs to know personality characteristics of its brands from the consumer's point of view and develop a brand image to match with the consumer's ideal self-concept. For the reason that customer's good brand image and / or association with the brand will encourage them to use the brand and satisfied by it.
- In addition, managers of the company should ensure that existing facilities and physical surroundings maintain, or upgrade their visual appeal in order to develop strong brand image.

5.4. Directions for Future Research

- Aaker's brand equity model (1991) tested in this research in the context of coffee beverage. The model has well applied in this context in Ethiopia. Therefore, future researchers may use other models to investigate other variables that have a potential to influence the variance in consumer purchase intention.

- Brand association and perceived quality dimensions have least significant in contributing to CPI in the entire models. One of the reasons would be researcher not able to generate significant number of attributes that defines brand association and perceived quality dimensions. Hence, in future research to see the effects of CBBE dimensions on CPI by using sufficient and valid coffee beverage related attributes need to be included in the construct.
- Similarly, the study attempted to analyze findings based on the quantitative data only. So in the future study, a multi methods approach including interview and focus group discussions could improve understanding and explore consumer purchase intention further.
- Besides, this research focuses on only KALDI'S COFFEE. However, it would have been better if additional coffee brands were included so that a comparative study had conducted.
- Lastly, the present study focused the effect of customer based brand equity dimensions on consumer purchase intention only from consumers' perspective and did not measure the perceptions from employees and owners side. Hence, future researches need to consider both ways and indentify differences from the consumers and employees perspective.

REFERENCES

Aaker, D. A. (1991). Managing Brand Equity: Capitalizing on the Value of a Brand Name. New York: The Free Press.

Aaker, D.A. (1996). Building Strong Brands. New York: The Free Press, a Division of Simon &Schuster Inc.

AKHTAR, N., AIN, Q., SIDDIQI, U., ASHRAF A., and LATIFM. (2016). Impact of Brand Equity on Consumer Purchase Decision in L'Oreal Skincare Products. International Review of Management and Business Research Vol. 5 Issue.3 pp.1-9.

Alemayehu, A. (2014). Coffee Production and Marketing in Ethiopia, European. Journal of Business and Management, Vol.6, No.37, pp 109-121.

Anselmsson J., Johansson U. and Persson N., (2 008). The battle of brands in the Swedish market for consumer packaged food: A cross-category examination of brand preference and liking, Journal of Brand Management, 16(1), pp. 63-79.

Atilgan E., Aksoy S., Akinci, S. (2005). Determinants of brand equity: a verification approach in the beverage industry in Turkey, Marketing Intelligence & Planning, Vol. 23, No. 3, pp. 237- 248.

Berry, W. D., & Feldman, S. (1985). Multiple Regressions in Practice. Sage University Paper Series on Quantitative Applications in the Social Sciences, Series No. 07-050. Newbury Park, CA: Sage Publications, Inc.

Blythe, J. (2005). Essentials of Marketing. 3rd ed., Pearson Education Limited, Prentice hall.

BoFED (2016). Addis Ababa City Government, Bureau of Finance and Economic Development, Urban development Indicators, Addis Ababa.

Boyle, E. (2007). 'A process model of brand co creation', brand management and research implications, Vol.16, No.2, pp.122-131.

Chang, H.H and Y.M.Liu (2009). The Impact of Brand Equity on Brand Preference and SMEs. 1st Edn., Edward Elgar Publishing, Cheltenthan, England, Uk.

Chang, M. K. (1998). Predicting Unethical Behavior: A Comparison of the Theory of Reasoned Action and the Theory of Planned Behavior, *Journal of Business Ethics,* Vol. 17, pp. 1825 –1834.

Chi, H., H. Yeh and Y. Yang (2009). The impact of brand awareness on consumer purchase intention: The mediating effect of perceived quality and brand loyalty. Journal of International Management Studies, 4(1): 135-144.

Cooper, D. R. & Schindler, P. S. (2014). *Business research methods*. 8th ed. New York: Mcgraw-Hill.

Cooper, R. and Schindler, S. (2006). Business research methods. 10th Ed. New Delhi: Tata McGraw Hill Publishing Company Inc.

Corbetta, P. (2003). Social Research: Theory, Method and Tehcniques.London: SAGE Publication Inc.

Creswell, J. W., (2009). Research design; Qualitative, Quantitative and Mixed methods Approaches.3rd ed. California: Sage publication.

Darlington, R. (1968). Multiple regressions in psychological research and practice. *Psychological Bulletin, 69*(3), 161-182.

DeChernatony L. and McDonald M. (2003). Creating Powerful Brands: In Consumer, Service and Industrial Markets. 3rd ed., Butterworth-Heinemann.

Dodds, W. , Monroe, K., and Grewal, D. (1991). Effects of price, brand, and store information on users' product evaluation. Journal of Marketing Research, 28(3): 307-319.

Farquhar, P. H. (1989). Managing Brand Equity, Marketing Research, Vol.1 (September), pp. 24-33.

Fayrene, Y. L., and Lee, G. (2011). Customer-Based Brand Equity: A Literature Review", Journal of Arts Science & Commerce, II, pp. 33-42.

FDRE, Central Statistical Agency (2013). Population projection of Ethiopia for all regions. At Woreda Level from 2014-2017, August 2013, Addis Ababa.

Field, A. (2009). Discovering Statistics using SPSS. London: Sage Publication Inc.

Gunawardane N. R. (2015). Impact of Brand Equity towards Purchasing Decision: A Situation on Mobile Telecommunication Services of Sri Lanka. Journal of Marketing Management:Vol. 3, No. 1, pp. 100-117.

Hair, J., Black, W., Babin, B., Anderson, R., and Tatham, R.(2006). Multivariate Data Analysis.6thed.,NJ, USA:Pearson Prentice Hall.

Hosein, N. Z. (2012). Measuring the Purchase Intention of Visitors to the Auto Show. *Journal of Management &Marketing Research*, 9.

http://www.addisababacity.gov.et retrieved on (December 01, 2018). Addis Ababa city government.

http://www.csa.gov.et retrieved on (November 12, 2018). Central Statistics Agency of Ethiopia.

International Coffee Organization (ICO) (2015). Sustainability of the coffee sector in Africa. London: International Coffee Council (ICC).

Israel, G., (2013). Determining Sample Size. USA: University of Florida.

Jalilvand, M.P., Sariei,N. and Mahdavinia,S.H., (2011). The Effects of Brand Equity Components on Purchase Intention: application of Aaker's Model in the Automotive Industry. International Business and Management, 2(2), pp. 149-158.

Kapferer, J. N. (2004). Creating and Sustain Brand Equity Long Term. In the New Strategic Brand Man agent .London: Kogan Page.

Kapferer,J. N. (2008). The New Strategic Brand Management: Creating and Sustaining Brand Equity, Long Term. 4th ed., Great Britain: MPG books Ltd.

Keith, T. (2006). Multiple regression and beyond. PEARSON Allyn & Bacon.

Keller K. L. (1998). Understanding Brand Equity: Answers to Ten Common Branding Questions,Exchange(winter), pp. 15-19.

Keller, K L. (1993). Conceptualizing, Measuring and Managing Customer Based Brand Equity, Journal of Marketing, Vol. 57, No.1, pp. 1-22.

Keller, K. L. (2013). Strategic Brand Management.4th Ed. S.l.: Pearson Education Limited.

Keller, K.L. (2003). Strategic Brand Management: Building, Measuring, and Management Brand Equity.2ndEd. Inc- Upper Saddle River, New Jersey: Pearson Education.

Keller,K.L.(2004). Strategic Brand Management: Building, Measuring and Managing Brand Equity.2nd edition. New Delhi: Prentice Hall of India private limited.

Kim, W.G. and Kim, H. (2004). Measuring customer-based restaurant brand equity: Investigating the relationship between brand equity and firms' performance, Cornell Hotel and Restaurant Administration Quarterly, Vol. 45, No. 2, pp. 115-131.

Klopper, H.B . (2011). Brand Management. South Africa: Pearson Education.

Kothari, C. (2004). Research Methodologies: Methods and Techniques. 2eded., New Delhi: New age international publishers.

Kotler, P & Armstrong, G. (2006). Principles of Marketing. 14ed. Prentice Hall: New Jersey

Kotler, P. (1991). Marketing Management: Analysis, Planning Implementation and Control. 7thed.,Upper Saddle River NJ: Prentice Hall.

Kotler, P. (2000). Marketing Management. The Millennium Edition. Upper Saddle River, NJ: Prentice Hall.

Kotler, P. and Keller, K. L. (2006). Marketing Management. 12th Ed., Inc- Upper Saddle River, New Jersey: Pearson Education.

Kotler, P. and Keller, K.L (2012). Marketing Management. 14th ed., Upper Saddle River, NJ:Pearson Prentice Hall.

Kotler, P. and Keller, K.L. (2009). Marketing Management. 13th Edition, Upper Saddle River,New Jersey: Pearson Prentice Hall.

Kotler, P., Keller, K.L., Brady, M., Goodman, M. and Hansen, T. (1999). Marketing Management. Saddle River, NJ: Pearson/Prentice Hall.

Lévy-Mangín, J. Cristina., and Oscar, J. (2015). Measuring the influence of customer-based store brand equity in the purchase intention", Cuadernos de Gestión, Vol. 15 – No. 1, pp. 93-118.

Lind, D., Marchal, W., &Wathen, S. (2012). *Statistical Technique in Business and Economics*. (15th ed). New York: McGraw-Hill.

Lovelock, C.H., Wirtz, J. & Chew, P. (2008). *Essentials of Service Marketing, (*1st ed.), Pearson Education Centre, United States.

Low, G. S., and Lamb Jr., C. W. (2000). The measurement and dimensionality of brand association".Journal of Product & Brand Management, Vol. 9, No. 6, pp. 350-368.

Mba Skool, (2019). *MBASkool*.[Online] Available at: http://www.mbaskool.com/buisness-concepts/10979-.purchase-intention [Accessed 14 June 2019].

Mugenda, O., and Mugenda, A. (2003). Research Methods: Quantitative and qualitative approaches, Nairobi: African Centre for Technology Studies.

Netemeyer, R.D.,Krishnan, B., Pullig,C., Wang,G., Yagci, M., Dean, D., Ricks, J. and Wirth, F. (2004). Developing and validating measures of facets of customer-based brand equity, Journal of Business Research, Vol. 57(2), pp. 209-224.

Oliver, C. (1997). Sustainable competitive advantage: Combining institutional and resource based views, Strategic Management Journal, 18(9), 697–713.

Oliver, R.L. (1999). Whence Consumer Loyalty, Journal of Marketing, Vol. 63(4), pp. 33-44.

Osborne, J., & Waters, E. (2002). Four assumptions of multiple regressions that researchers should always test. *Practical Assessment, Research & Evaluation, 8*(2).

Pallant, J.F. (2005). SPSS survival manual: a step by step guide to data analysis using SPSS.NSW, Australia: Allen and Unwin.

Pappu, R., Quester, P. G. and Cooksey, R. W. (2005). Consumer-based brand equity: Improving the measurement-empirical Evidence, Journal of Product and Brand Management, Vol. 14, No. 3, pp. 143–154.

Roozy E., Arastoo, M. A., AND Vazifehdust, H. (2014). Effect of Brand Equity on Consumer Purchase Intention: Indian Journal of Scientific Research: 6 (1), pp.1-6.

Sapp, M. (2006). Basic psychological measurement, research designs, and statistics without math. Spring field,IL: Thomas Publisher.

Saunders, M. N., Lewis, P., and Thornhill, A. (2009). Research methods for business students.5thed.UK:Pearson Education Limited.

Saunders, M., Lewis, P. and Thornhill, A. (2012). Research methods for business students. 6th ed. London: Prentice Hall.

Shieh, G. (2010). On the misconception of multicollinearity in detection of moderating effects: Multicollinearity is not always detrimental. Multivariate Behavioral Research, Vol.45, *pp.* 483-507.

Shoaib,M., Saima,U. and Asif, M. (n.d.). To Examine the Application and Practicality of Aakers' Brand Equity Model in Relation with Recurrent Purchases Decision for Imported Beauty Care Products (A Study of Female Customers' of Pakistan), Journal of Managerial Sciences, Vol. 3, No. 1, pp.115-139.

Suryadi D. (2015). The Impact of Brand Equity towards Purchase Intention on PT. X's Candy. iBuss Management Journal ,Vol. 3, No. 2, pp. 1-8.

Turley, L. and Moore, P. (1995). Brand Name Strategies in the Service Sector, The Journal of consumer marketing, Vol.12(Special Issue), PP. 42-50.

Wang, H, Wei, Y. and Yu, C. (2008). Global Brand Equity Model: Customer-Based With Product-Market Outcome Approaches, Journal of Product Management, 17/5, PP. 305-316.

Washburn, J. H. and Plank, R. E. (2002). Measuring Brand Equity: An Evaluation of a Consumer-based Brand Equity Scale, Journal of Marketing Theory and Practice, Vol.10, No.1, pp. 46- 62.

Wood, L. (2000). 'Brands and brand equity: Definition and management'. Management Decision, Vol. 38(9), pp. 662-669.

Xu, J, B. and Chen, A. (2010). A conceptual framework of hotel experience and customers-based brand equity', International Journal of Contemporary Hospitality Management, Vol. 22, No. 2, pp. 174-193.

Yodit, L. (2017). Measuring Consumer-Based Brand Equity in the Beverage Sector: The Case of Tomoca Coffee. Addis Ababa University (Master Thesis).

Yoo, B. Donthu, N. & Lee, S. (2000). An Examination of Selected Marketing Mix Elements and Brand Equity, Journal of the Academy of Marketing Science, Vol. 28, No. 2, pp. 195- 211.

Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the academy of marketing science*, *28*(2), 195-211.

Yoo,B. and Donthu,N.(2001). Developing and validating a multidimensional consumer based brand equity scale, Journal of business research, 52(1), pp.1-14.

Zeithaml, V. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of the Evidence, Journal of Marketing, 52 (July), pp. 2-22.

Zikmund, G. (2003). Exploring Marketing Research. USA: Thompson Learning.

Zikmund, W., Babin, B., Carr, J., and Griffin, M. (2010). Business Research Methods. 8thed, South-Western: Cengage Learning.

APPENDICES

Appendix I. English Version Instrument

Addis Ababa University

Department of Marketing Management

Dear respondent

My name is Tesfaye Tamiru. I am currently conducting a research as part of a partial fulfillment of the requirements for the degree of Masters of Art in Marketing Management. The aim of this study is to find out the effects of brand equity dimensions on the purchase intention of KALDI'S COFFEE. Your responses for the questions are vital for successful completion of the thesis. All information obtained will be used only for academic purpose and will be kept strictly confidential. Please answer all the questions, as they are vital for the success of this research. For more information, please contact me via **+2519-12-38-84-86**. Thank you in advance for your greatest cooperation.

Part 1: Screening questions

Please select an answer for the following questions

1. Are you at least 18 years of age? Yes □ No □
2. Have you visited KALDI'S COFFEE before? Yes □, No □

Your survey will be stopped, if your answer is no to any of the above question. If your answer is yes to both of the above questions, you will be able to continue this survey.

Part 2: Background questions

Please reply to the following questions by putting a "√" mark.

1. Sex: Male □, Female □
2. What is your age? 18-35 □, 36-54 □, More than 54 Age □
3. What is your educational level? No formal education□, primary □, secondary□, technical and vocational □, university □,
4. In what type of job are you engaged currently? Student □, Employee at a private or government organization □, Merchant □, others □

5. What is your income (Monthly)? Less than or equal 5, 000.00ETB□, 5,001-10,000.00 ETB□, Greater than 10,000.00 ETB□,
6. For how long you become a customer of the KALDI'S COFFEE? For a year □, For 2-3 years □, For 4-6 years □
7. How often do you drink coffee from KALDI'S COFFEE? Almost every day □, Weekly-Once □, 2-3 times a week □, Monthly-Once □, occasionally (may not once in a month) □
8. Why do you prefer KALDI'S COFFEE? Because of its taste/ stimulant □, Because of its easy availability □,Because of its image □, Because of its price □,
9. How do you rate the quality of KALDI'S COFFEE? Very good □, good □, indifferent □, poor □, very poor □,
10. How do you rate the overall performance of KALDI'S COFFEE brand? Best □, somewhat better □, almost the same that of other brands □, not good □, worst □

Part 3: Coding and Scales of Underlying Factors of Brand Equity

Please select the degree of agreement/disagreement with the following statements associated with the determinants of your purchase intention (encircle the alternative number that best describe your view, 1=strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree)

Codes	Original Items in the survey Brand Name Awareness	Strongly disagree	Disag-ree	Neu-tral	Agree	Strongly agree
BNA1	Among competing companies, I can recognize KALDI'S COFFEE easily	1	2	3	4	5
BNA2	I know KALDI'S COFFEE is a coffee selling company	1	2	3	4	5
BNA3	I know that KALDI'S COFFEE offers unique coffee brands	1	2	3	4	5
BNA4	When I think of having coffee, KALDI'S COFFEE comes first to my mind	1	2	3	4	5
BNA5	I can quickly recall the symbol or logo of KALDI'S COFFEE brand.	1	2	3	4	5
Codes	Brand Perceived Quality	Strongly disagree	Disag-ree	Neutral	Agree	Strongly agree
PQ1	KALDI'S COFFEE provides me a good taste	1	2	3	4	5
PQ2	The aroma of KALDI'S COFFEE gives me a refreshing feeling	1	2	3	4	5
PQ3	Drinking KALDI'S COFFEE makes me	1	2	3	4	5

	active for longer hours					
PQ4	Although other brands' products are good, I still think that KALDI'S COFFEE is better	1	2	3	4	5
PQ5	KALDI'S COFFEE offers reliable products	1	2	3	4	5
Codes	Brand Associations	Strongly disagree	Disag-ree	Neutral	Agree	Strongly agree
BA1	I take KALDI'S COFFEE as a heritage	1	2	3	4	5
BA2	Some characteristics of KALDI'S COFFEE come to my mind quickly.	1	2	3	4	5
BA3	I experience the sense of socialization at KALDI'S COFFEE	1	2	3	4	
BA4	I feel energized after taking KALDI'S COFFEE	1	2	3	4	5
BA5	KALDI'S COFFEE's status and style matches with my personality.	1	2	3	4	5
BA6	The brand is well priced.	1	2	3	4	5
Codes	Brand Loyalty	Strongly disagree	Disag-ree	Neutral	Agree	Strongly agree
BL1	When consuming coffee, KALDI'S COF-FEE will be my first choice	1	2	3	4	5
BL2	I would recommend KALDI'S COFFEE to others	1	2	3	4	5
BL3	I would remain loyal to KALDI'S COFFEE even though the price becomes higher than that of competitors.	1	2	3	4	5
BL4	I wouldn‘t replace KALDI'S COFFEE by other coffee brands	1	2	3	4	5
Codes	Consumer purchase intention	Strongly disagree	Disag-ree	Neutral	Agree	Strongly agree
CPI1	Currently, I am willing to purchase KAL-DI'S COFFEE's product	1	2	3	4	5
CPI2	I have plan to buy KALDI'S COFFEE brand in the future	1	2	3	4	5
CPI3	I am willing to recommend others to buy KALDI'S COFFEE	1	2	3	4	5

Appendix II: Amharic Version Instrument

አዲስ አበባ ዩኒቨርስቲ

ማርኬቲንግ ማኔጅመንት የትምህርት ክፍል

ውድ ምላሽ ሰጪ

ስሜ ተስፋዬ ታምሩ ይባላል፡፡ በአሁኑ ስዓት በአዲስ አበባ ዩኒቨርሲቲ ማርኬቲንግ ማኔጅመንት የትምህርት ክፍል ድህረ ምረቃ ጥናት ማሟያ ጽሁፍ በማዘገጀት ላይ እገኛለሁ፡፡ የጥናቱ አላማ በዋነኝነት የካልዲስ ቡና አርማ ተገቢነት በደንበኞች የመግዛት ፍላጎት ላይ ያለዉን ተፅእኖ ለማጥናት የሚሞክር ነዉ፡፡ በመሆኑም ከእርሶ የሚገኙት መልሶች ትክክለኛነት ለጥናቱ ስኬት ከፍተኛ አስተዋፆ አላቸዉ፡፡ የሰጡት መረጃም ለዚሁ ዓላማ ብቻ የሚውልና በጥብቅ ሚስጥር የሚጠበቅ ነው፡፡ ሁሉንም ጥያቄዎች ምላሽ እንዲሰጡባቸው ትብብርዎን እጠይቃለሁ፡፡

ተጨማሪ መረጃ ከፈለጉ በዚህ ስልክ ቁጥር ያግኙኝ፡ +2519 -12-38-84-86

በቅድሚያ ምለሚያርጉልኝ ትብብር እጅግ በጣም አመሰግናለዉ፡፡

ክፍል አንድ፡ የማጣሪያ ጥያቄዎች

እባክዎ ለሚከተሉት ጥያቄዎች ምላሻዎን ያስቀምጡ

እደሜዎ ቢያንስ 18 ዓመት ይሞላዎታል ?አዎ□ አልሞላኝም□

ከዚህ በፊት የካልዲስ ቡናን ተጠቅመው ያውቃሉ? አዎ□, ተጠቅሜ አላውቅም□

ከላይ ምላሽ የሰጡባቸወውን ሁለቱንም ጥያቄዎች ምላሽዎ አዎ ከሆነ ወደ ሚቀጥለው ጥያቄ መሄድ ይችላሉ፡፡ ሆኖም ከሁለት አንዱን ወይም ሁለቱን አዎ ካልሆነ ግን ከዚሁ ላይ እንዲያቆሙ ይጠየቃሉ፡፡

ክፍል ሁለት ፡ ጠቅላላ መረጃ

የሚከተለትን ጥያቄዎች የእርስዎን የስምምነት ደረጃ መስማማት ሁኔታ በእያንዳንዱ ጥያቄ የራይት“□” ምልክት ያድርጉ፡፡

1. ፆታ ወንድ□፣ሴት□
2. ዕድሜ 18-35□፣ 36-50□፣ ከ50 ዓመት በላይ□
3. የትምህርት ደረጃ ሁኔታ? መደበኛ የሆነ ትምህርት አልወሰድኩም□፣ የመጀመሪያ ደረጃ □፣የሁለተኛ ደረጃ □፣የቴክኒክና ሙያ□፣ በዩኒቨርስቲ ደረጃ□

4. በአሁኑ ሰዓት በምን ሥራ ላይ ነው የተሰማሩት? ተማሪ□፣ በግል ወይም የመንግስት ድርጅት ውስጥ ተቀጣሪ□፣ የግል ንግድ ንግድ ስራ□፣ ሌላ□
5. የገቢ መጠንዎ በብር በወር ምን ያህል ነው? አምስት ሺህና ከዚያ በታች□፣ ከአምስት ሺህ አንድ እስከ አስርሺ ህብር□፣ ከአስር ሺህ ብር በላይ□
6. የካልዲስ ቡና ደንበኛ ከሆኑ ምን ያህል ጊዜሆነዎት? አንድ ዓመትና ከዚያበታች□፣ ከሁለት እስከ ሶስት ኣመት□፣ ከአራት እስከ ስድስት ዓመት□
7. የካልዲስ ቡናን ቡናን በየምን ያህል ጊዜ ይጠቀማሉ? በየዕለቱ□፣ በየሣምንቱ□፣ በወሩ□፣ አልፎአልፎ□
8. ከሌሎች የቡና ምርቶች ይልቅ ካልዲስ ቡናን የሚመርጡበት ምክንያት ምንድን ነው? በጣዕሙ ምክንያት□፣ ቅርብ በመሆኑ□፣ ባለው ጥሩ ስም□፣በ ዋጋው ምክንያት□
9. ካልዲስ ቡናን ከሌሎች ተመሳሳይ ቡናዎች ጋር ሲወዳደር ጥራቱን እንዴት አገኙት? በጣምጥሩ□፣ ጥሩ□፣ ከሌሎች ጋር ልዩነት የለውም□፣ ዝቅተኛ□፣ በጣምዝቅተኛ□
10. ከካሊድስ ቡና እያገኙ ያሉትን አጠቃላይ አገልግሎት እንዴት ያዩታል? በጣምጥሩ□፣ ጥሩ□፣ ከሌሎች ጋርልዩነት የለውም□፣ ጥሩ የሚባል አይደለም□፣ መጥፎ ነው□

ክፍል ሶስት፡የምርት ሁኔታ ጥያቄዎች

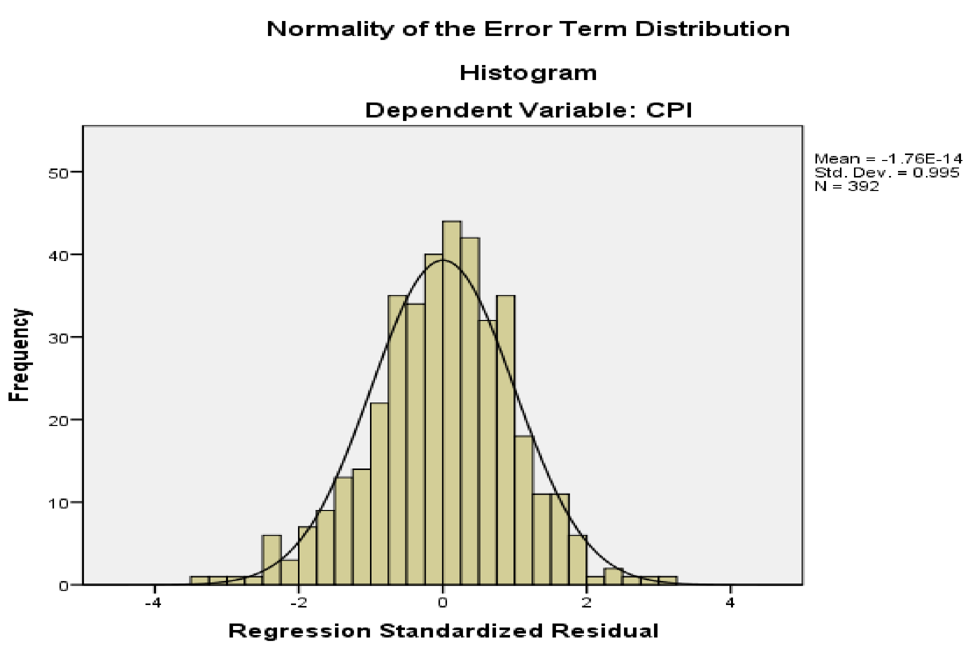
ከዚህ በታች ለተጠቀሱት ጥያቄዎች ያልዎትን አስተያየት የእርስዎን ግምገማ የሚገልፀዉን ቁጥር በማክበብ ይግለፁ

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

Code	የምርት ሁኔታ ዝርዝር	የመለኪያ ደረጃ				
		በጣም አልስማም	አልስማማ ም	ስምምነትም ሆነ ተቃውሞ የለኝም	እስማማለሁ	በጣም እስማማለሁ
	የአርማ ግንዛቤ					
BNA1	ከተወዳዳሪ ኩባንያዎች መካከል ካልዲስ ቡናን በቀላሉ ለማወቅ እችላለሁ	1	2	3	4	5
BNA2	ካልዲስ ቡና ቡና የሚሸጥ ኩባንያ መሆኑን አውቃለሁ	1	2	3	4	5
BNA3	ካልዲስ ቡና የተለየ የቡና ዓይነት እንደሚያቀርብ አውቃለሁ	1	2	3	4	5
BNA4	ቡና መጠጣት ሳስብ መጀመሪያ ወደ አእምሮዬ የሚመጣው ካልዲስ ቡና ነው	1	2	3	4	5
BNA5	የካልዲስ ቡናን የንግድ ምልክት ወዲያውኑ ማስታዎስ እችላለሁ	1	2	3	4	5
	የምርት ጥራት					
PQ1	የካልዲስ ቡና የተለዬና ጥሩ ጣዕም ይሰጠኛል	1	2	3	4	5
PQ2	የካልዲስ ቡና መዓዛ የሚያነቃቃ ስሜት ይሰጠኛል	1	2	3	4	5
PQ3	የካልዲስ ቡናን መጠጣት ረጅም ሰዓታትን ንቁ ያደርገኛል	1	2	3	4	5
PQ4	ምንም እንኳ ሌሎች ተመሳሳይ የቡና ሻጮች ጥሩ መሆናቸውን ብገነዘብም ካልዲስ ቡና የተሻለ እንደሆነ እረዳለሁ	1	2	3	4	5
PQ5	ካልዲስ ቡና የሚያቀርበው ቡና እምነት የሚጣልበት እንደሆነ ይሰማኛል	1	2	3	4	5
Codes	የአርማ ትስስር/ቁርኝት	1	2	3	4	5

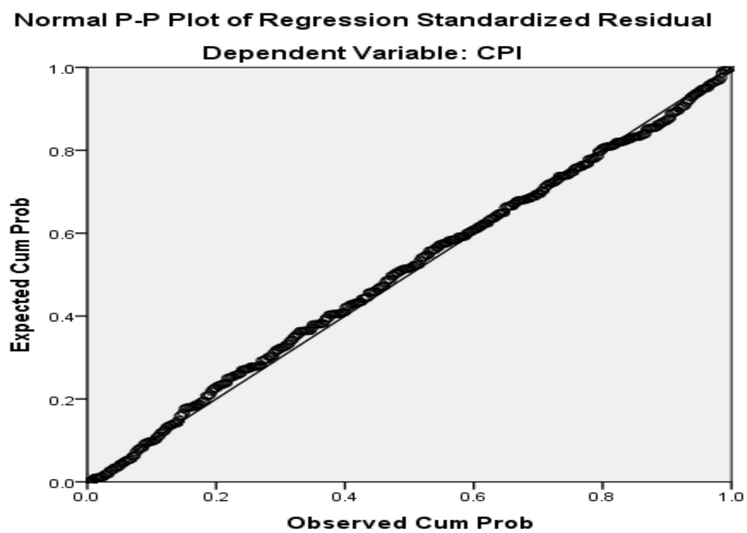
BA1	ካልዲስ ቡናን እንደ ቅርስ እቆጥረዋለሁ					
BA2	የካልዲስ ቡና ለዬት ያሉ ገጽታዎች ወደ አዕምሮዬ በፍጥነት ይመጣሉ	1	2	3	4	5
BA3	ካልዲስ ቡናን ተለማምጀው አለሁ	1	2	3	4	5
BA4	የካልዲስ ቡናን ከጠጣሁ በኋላ ጉልበት አገኛለሁ	1	2	3	4	5
BA5	ካልዲስ ቡና ባለው ደረጃ እና አቀራረብ ስልቱ ከእኔ ስብእና ጋር ይጣጣማል	1	2	3	4	5
BA6	ዋጋው ብዙ የሚጎዳ አይደለም	1	2	3	4	5
Codes	የአርማታማኝነት					
BL1	ቡና መጠጣት ስፈልግ ካልዲስ ቡና የመጀመሪያ ምርጫዬ ነው	1	2	3	4	5
BL2	ለሰዎች ካልዲስ ቡናን እንዲጠጡ ሳልሰለች እነግራለሁ	1	2	3	4	5
BL3	ዋጋው ውድ ቢሆንም እንኳ ከተወዳዳሪ ኩባንያዎች ይልቅ ታማኝነቴ ለካልዲስ ቡና ነው	1	2	3	4	5
BL4	በሌላ የቡና ምርት ካልዲስ ቡናን ልለውጠው አልችልም	1	2	3	4	5
Codes	የመግዛት ፍላጎት / ሃሳብ					
CPI1	አሁን ላይ የካልዲስን ቡና ምርት ለመግዛት ፍቃደኛ ነኝ	1	2	3	4	5
CPI2	የካልዲስን ቡና ምርት ለወደፊቱ ለመግዛት እቅድ አለኝ	1	2	3	4	5
CPI3	ሌሎች ይህን ቡና እንዲገዙት ለመምከር ፍቃደኛ ነኝ	1	2	3	4	5

Appendix- III. Histogram for Normality Test of the Data



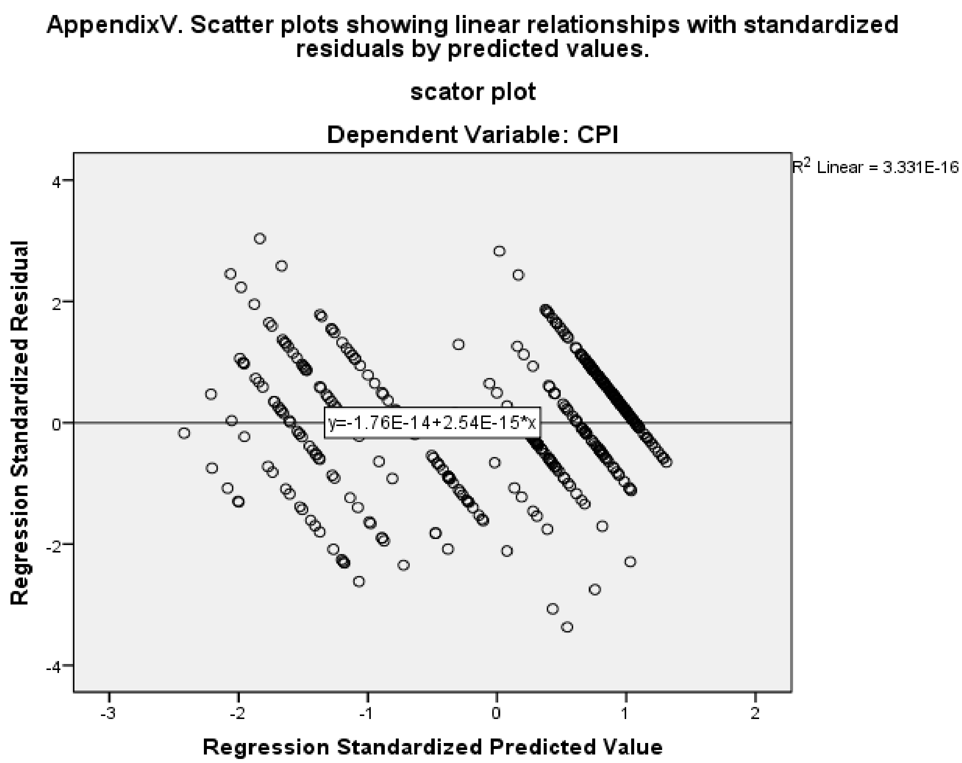
Source: Survey Data (2019)

Appendix –IV: P-P Plot to Test Normality of the Data



Source: Survey Data (2019)

Appendix-V. Scatter Plots Showing Linear Relationships with Standardized Residuals by Predicted Values.



Source: Survey Data (2019)

Appendix-VI: Post-hoc Tests for Monthly Income

(I) Monthly income	(J) Monthly income	Mean Difference (I-J)	Std. Error	Sig.
<=5,0000.00EBirr	5,001-10,000.00EBirr	-.30064*	.09245	.001
	>10,000.00EBirr	-1.37514*	.08269	.000
5,001-10,000.00EBirr	<=5,0000.00EBirr	.30064*	.09245	.001
	>10,000.00EBirr	-1.07450*	.06516	.000
>10,000.00EBirr	<=5,0000.00EBirr	1.37514*	.08269	.000
	5,001-10,000.00EBirr	1.07450*	.06516	.000

Source: Survey result (2019)

Appendix VII: Post-hoc Tests for Duration of Customers

(I) Duration of consumers for being a customer	(J) Duration of consumers for being a customer	Mean Difference (I-J)	Std. Error	Sig.
For a year	For 2-3 years	-1.11725*	.08693	.000
	For 4-6 years	-.94577*	.09647	.000
For 2-3 years	For a year	1.11725*	.08693	.000
	For 4-6 years	.17148	.07951	.080
For 4-6 years	For a year	.94577*	.09647	.000
	For 2-3 years	-.17148	.07951	.080

Source: Survey result (2019)

Appendix VIII: Kruskal-Wallis Test for Education

	CPI
Chi-Square	132.243
df	4
Asymp. Sig.	.000

a. Kruskal Wallis Test
b. Grouping Variable: Education level

Source: Survey result (2019)

Appendix IX: Kruskal-Wallis result based on type of job

	CPI
Chi-Square	20.508
df	3
Asymp. Sig.	.000

a. Kruskal -Wallis Test
b. Grouping Variable: Current Job