Factors Affecting Consumers' Brand Preference of Dairy Products in Fiche town

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Advisor: Tewodros Mesfin (PhD)

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

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

Unit

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Approved by Board of Examiners

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Examiner	Signature	Date
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Advisor	Signature	Date

DECLARATION

I, Dadi Regassa , declare that the thesis entitled **"**Factors Affecting Consumers' Brand Preference of Dairy Products in Fiche town**"** is my original work. I have carried out the present study independently with the guidance and support of the research advisor, **Tewodros Mesfin.** Any other contributors or sources used for the study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree in this or any other Institution.

Dadi Regassa : _____ _____

Signature **Date**

Confirmation by Advisor: _____ _____

Tewodros Mesfin (PhD) **Signature** **Date**

Approved by Examiner: _____ _____

Signature **Date**

Statement of Certification

This is to certify that **Dadi Regassa** has carried out his research work on the topic entitled "Factors Affecting Consumers' Brand Preference of Dairy Products ; The case of Dairy products " in partial fulfillment of the requirements for the award of master of arts degree in Marketing management at Fiche town , School of Commerce. This study is an original work and not submitted earlier for any degree either at this University or any other University and is suitable for submission.

Advisor: Tewodros Mesfin Signature---------- Date ----------

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Thank you for all!

Contents

List of Abbreviations and Acronyms

AMA: American Marketing Association

ANOVA: Analysis of Variance

α :Coefficients of an Equation

β :Coefficients of an Equation

SPSS: Statistical packages for social science

ILCA: International Livestock Centre for Africa

CSA: Central Statistical Authority

FAO :Food and Agricultural Organization of the United Nations

SOV: share of voice

SOM: share of market

P: Price

PQ: Product quality

A: Advertisement

BNA: Brand name Awareness

BA: Brand Availability

BP: Brand preferences

IV: Independent Variable

DV : Dependent Variable

List of Tables and Figures

ABSTRACT

Every consumers' in the market has his/her own brand preference. Dairy product consider certain factor affecting before purchasing products. The objective of this study was to analyze the factors affecting consumers' brand preference in Fiche town and area. The independent variables included in this study are price, product quality, advertisement, brand name awareness and brand availability; while brand preference is the dependent variable. The objective of this study was to examine consumers' consume pattern for different dairy products (fluid milk, butter, cheese, yoghurt Butter milk/Arera/), and to assess the factors affecting consumers' brand preference for dairy product in Fiche town and area.

Different literatures have been used in discussing the concept and to identify major factors that affect consumer brand preference. Questionnaires were distributed to sample respondents using structured questionnaire interview administered by the researcher to 382 consumers' the Council housing units using dairy products. The respondent were sampled based on simple random sampling and consumer were sampled using Council housing units as this study, one housing unit represented one person *method. Both descriptive and ANOVA, two tailed t- test and multiple regression. The findings indicate that consumers' using purchase of dairy products increased significantly for fluid milk and moderately for other products (butter, cheese yogurt and butter milk/Arera) while Particularly fluid milk and butter were found to be the most preferred brand among all dairy brands in Fiche town and area. Marital status, gender, income and occupation are found to be the demographic variables affecting consumers brand preferences significantly. Product/brand and center most factor affecting consumers brand preference significantly are: prices and product quality. Recommendations for business sector and policy makers were made and future research area suggested considering contextual issues for Ethiopian dairy brand consumers. On dairy cooperative and small scale enterprise play a vital role for the success of Fiche town and area dairy cooperative and small scale enterprise. Therefore, there must be training for management and the management must be willing to use modern value added technologies such as diversification of processed products by focusing on factor affect consumers' brand preference.*

Key Words: Dairy products, Brand preference, price, Product Quality

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

There is a long standing interest from marketers to understand how consumers form their preferences toward a specific brand. Brand preference is closely related to brand choice that can facilitate consumer decision making and activate brand purchase. Knowing the pattern of consumer preferences across the population is a critical input for designing and developing innovative marketing strategies. It also uncovers the heterogeneity of consumer choices leading to efficient market segmentation strategies. However, forecasting consumer's preferences between brands is not an easy task. Most of the early models focused on brand attributes in preference construction (Fishbein, 1965). Brand preference can be defined as the subjective, conscious and behavioral tendencies which influence consumer's predisposition toward a brand. Understanding the brand preference of consumers' will dictate the most suitable and successful marketing strategies. (Mohan, 2016)

Consumer almost always approach the marketplace with a well- established set of tastes and preferences (Christopher, 1996; Hoyer and Brown, 1990). Only very rarely do they make completely spontaneous impulse purchases. The vast majority of times, even their unplanned and unanticipated purchases are strongly influenced by pre-existing tastes and preferences. In a very real sense, marketing and promotion constitute a battle for the minds of consumers. While direct competitors strive to outdo one another to winning greater brand preference and loyalty, there is also rivalry between producers and marketers in very different industries, promoting very different kinds of goods and services (Knox, 1997). Virtually every advertiser competes with every other to rise above the clamor and gain the attention and interest of the buying public (Settle and Alreck, 1989). This means that virtually everyone who promotes and markets to them should be concerned with how consumers develop their likes and dislikes, so that they can instill strong, favorable, positive preferences for their brand (Aaker, 1996; King, 1991; Uncles, 1995; Crimmins, 1992).

Companies are changing from short-term orientations to a focus on building long-term relationships to attain better profits through customer retention, cross-selling, and lower costs related to customer acquisition. To achieve these results, companies are focusing on actions that build brand loyalty among customers. While brand loyalty increases profits for the company,

benefits also accrue to customers. These benefits can take the form of reduced consumer stress (as the customer learns to trust the company and perceived risk is reduced), the lack of a need to change (due to predictability and investment in a relationship), and a simplification of a consumer's life (as search and decision making needs are reduced).

Consumer brand preference is an essential step in understanding consumer brand choice; has therefore always received great attention from marketers. In the marketplace, consumers often face situations of selecting from several options (Dhar, 1999). Brand preferences represent consumer dispositions to favor a particular brand (Overby and Lee, 2006). It refers to the behavioral tendencies reflecting the extent to which consumers' favors one brand over another (Hellier et al.,2003; Zajonc and Markus, 1980).

Brand preference is close to reality in terms of reflecting consumer evaluation of brands. Consumer preferences for brands reflect three responses: cognitive, affective and co native or behavioral (Grimm, 2005). The cognitive components encompass the utilitarian beliefs of brand elements (Grimm, 2005). The affective responses refer to the degree of liking or favoring that reflects consumer feelings towards the brand (Grimm, 2005). The co native or behavioral tendencies are denoted by Zajonc and Markus (1982) as the consumers' predicted or approached act towards the object. It is the revealed preference exhibited in consumers' choices (Hsee et al., 2009). Chernev, A., Hamilton, R. and Gal, D. (2011) assume that the association of behavioral outcome, such as willingness to pay and brand preference with the behavioral tendencies.

Purchasing decisions are the behavioral outcome that precedes differentiation between several alternatives is the purchasing decision; a subsequent outcome of consumer preferences (Dhar et al., 1999). Preferences facilitate consumers' choice by enhancing their intentions towards the favored brand. Actual purchasing behavior is likely to correspond to intentions; the mechanism of intention formation provides evidence of persistent consumer preferences (Van Kerckhove et al., 2012).

Moreover, belief in the flexibility of consumer preferences to contextual factors (e.g. Bettman et al., 1998; Payne et al., 1992) have been argued by recent researchers (e.g. Amir and Levav, 2008), suggesting the stability of preferences across different contexts. Carpenter and Nakamoto (1994) report the difficulty of altering consumer preferences once they are developed, even if consumers discover the irrelevance of differentiating attributes to the brand.

The bias position consumers constitute toward a certain brand, created from comparative judgment between alternatives, reflects the brand strength (Biel, 1992). Thus, changes in consumer brand preferences are reflected on the brand performance and market shares (Sriram et

al., 2006). In addition, brand preference combines the desired attributes and consumer perceptions; thus, it offers an indirect and unobtrusive way to assess salient attributes (Keller, 1993). Therefore, uncovering consumer brand preferences are considered critical input to design successful brand strategy, brand positioning, and gives insights to product development (Alamro and Rowley, 2011). Consequently, understanding brand preferences contributes in building strong brands able to build long-term relationship with consumers

1.2 Background of Ethiopian dairy production

Ethiopia holds large potential for dairy development due to its large livestock population, the favorable climate for improved, high-yielding animal breeds, emerging market opportunity, improved policy environment for involvement of private sectors, and the relatively disease-free environment for livestock. Given the considerable potential for smallholder income and employment generation from high-value dairy products, development of the dairy sector in Ethiopia can contribute significantly to poverty alleviation and nutrition in the country. Though different classifications have been used to characterize the dairy production system in the country; based on their locations, Ahimed et al. (2003) classified into three broad categories, namely, urban, peri-urban and rural dairy production .Peri-urban dairy production systems the production, processing and marketing of milk and milk products that are channeled to urban centers(Rey et al., 1993) and smallholder and commercial dairy farmers near the capital city. Addis Ababa and other regional Towns(Tsehay, 2002). This sector controls most of the country's improved dairy stock. Because of steadily increasing demand in milk consumption, peri-urban dairy farms are growing around cities and towns (Satal and Shapiro,1996).

potential to produce milk in terms of the herd size, the production season and access to nearby markets. The surplus is mainly processed using traditional technologies and the processed milk products such as *Ergo*, butter, ghee and *Ayib* are usually marketed through the informal market after the households have satisfied their needs (Redda, 2001).

Based on market orientation, scale and production intensity, three major production systems can be identified: traditional smallholder; privatized state; and urban and peri-urban farms (Gebre Wold *et al.,* 2000).

The diet of urban consumers has change drastically due to rising incomes and changing lifestyles. Food consumption has shifted away from grains and toward higher-quality calories from animal proteins and aquaculture products. Dairy demand has shown remarkable growth in the past decade, driven by mutually reinforcing factors, including rising incomes, promotion of

dairy products, changing urban lifestyles, and the development of more sophisticated marketing channels. (Sonnino & Marsden, 2006).

Urban consumers spend more on high value food items than rural consumers and seek brands which ensure reduction or avoidance of safety and health problems related with the food items they want to use.(Lapar et al., 2010). Consumer brand-knowledge can be defined in terms of personal meaning about a brand stored in consumer memory (i.e., all descriptive and evaluative brand-related information) (Keller, 2003).

Different sources and levels of consumer knowledge such as awareness, attributes, benefits, images, thoughts, feelings, attitudes and experiences could be linked to a brand (Ghodeswar, 2008). The brand "promise" is the essence of the benefits (both functional and emotional) that customers can expect to receive from experiencing a brand's products/services, which reflects the heart, soul, and spirit of the brand (Keller, 2003).

Powerful brands provide long-term security and growth, higher sustainable profits, and increased asset value because they achieve competitive differentiation, premium prices, higher sales volumes, economies of scale and reduced costs, and greater security of demand (Ailawadi & Keller, 2004; Ghodeswar, 2008). Successful brands are those brands which adapt well to the environment and thus survive and flourish in the long term in spite of the competition they face. Some studies on quality and safety preferences of consumers in other developing countries show that nutritive value and taste of the product, price of the product and health risk are the most important attributes in buying decisions (Boniface & Umberger, 2012; Ortega, Wang, Wu, & Olynk, 2011). However, there is little empirical research on the indicators of quality and safety that consumers use in their buying decisions or that supplier's use in differentiating products to promote sales and the extent to which consumers are willing to pay for such attributes under Ethiopian context.

The rising demand for dairy products in the country is expected to induce rapid growth in the dairy sector. Particularly, the dynamic change in the demographic, economic and socio economic situation of in Fitche town will a significant implication on the current and project consumption of dairy products.. Fitche town is the total population of the town is 76921; growth rate of 4.2% urban (CSA, 2016) and high demand for milk and milk products with low supply from peri-urban areas that do not meet the observed demand in the area. (North shoa Zone department of agriculture annual report, 2018) which is an opportunity for smallholder and householder milk producers of Fitche town and zuria to exploit the milk market access . Given such opportunity,

milk producers could not get better income from their products sale mainly due to either their inability to increase their market supply or failure to minimize loss from perishable nature of fresh milk. In this study outlet shops are the stores of the same scale (primary cooperative association and small scale enterprise) selling dairy products in Fitche town and area.

1.3. **Statement of the Problem**

North shoa zone is one of the potential milk production and marketing areas in Ethiopia. In the zone, it is common to see household choices among milk market outlets. It is very well understood that information on consumer behavior and brand preference are key factors which create efficiency in business management (Bytiqi, 2008). Having more information on customer's needs, wants and behavior will help business to choose their target market(s) and tailored marketing programs. Interest in consumer brand choice has grown among marketing practitioners' in the process of understanding consumer brand selection (Kotler, 2002).

It is very critical for cooperative association and small scale enterprise to understand the customer's requirement and provide the products that satisfy their needs. Consumers brand preference represents a fundamental step in understanding consumer choice. Whether cooperative association and small scale enterprise is selling products or services, a strong brand is the most important and sustainable asset that the cooperative will have. A cooperative's brand strategy should always be the guiding principle behind every decision and every action (Pfoertsch, 2007).

Some previous researchers Examined to study of the level of brand awareness with regard to brand preference of dairy brands (Denford and Edward, 2007). These studies have never specifically considered the effect of marketing factors on brand preference. Furthermore the prior studies mentioned above used some methods of sampling while this study try to collect data from the whole target population. As to the researcher's knowledge there are no studies in Ethiopia specifically on the different marketing factors that affect sell Dairy brand preference. This study will examine to analyze how marketing factors affect buyer to dairy brand preference in the Fiche town and area market. This is necessary due to many factors including globalization and Ethiopia's move to joining the World Trade Organization. In addition, the understanding of these factors can help domestic manufacturers better understand and penetrate the Fiche town and area market. Also to maintain and competition with them the brand cooperative association. This study is done in such a way that identifies factors affecting consumers' brand Preference of

Dairy Products in Fiche town outlets, which actually fill the Know elegy or understanding gap on factors affecting consumers' brand Preference of Dairy Products in Fitche town and area

1.4. Research Questions

It is being understood from literature search and other secondary information sources that there are information and knowledge gaps in the area of customers' brand preference for dairy products in Ethiopia to support marketers of dairy products so as to address the dynamic changes with consumers' behavior. In order to address the identified gaps the following research questions have been developed to undertake the study.

1. How does price influence dairy products brand preference of dairy products in Fiche town and area ?
2. To what extent does product quality affect milk and milk product brand preference of dairy products in Fiche and area ?
3. To what extent does advertising affect dairy products brand preference of dairy products in Fiche and area ?
4. To what extent does brand awareness affect dairy products brand preference of dairy products in Fiche and area ?
5. To what extent does brand availability affect milk and milk product brand preference of dairy products in Fiche and area ?

1.5. Objectives of the Study

1.5.1 General Objective

The general objective of this study was Factors Affecting Consumers' Brand Preference of Dairy Products in Fiche town outlet.

1.5.2 Specific Objectives

1. To examine the effect of price on brand preference of dairy products in Fitche town and area
2. To determine the effect of product quality on dairy products brand preference in Fiche town and area.
3. To examine the effect of advertising on dairy product brand preference
4. To determine the effect of brand awareness on customers brand preference of dairy products brands available in Fiche town and area
5. To investigate the effect of availability on customers brand preference dairy products in Fiche .

1.6. Significance of the Study

This study was attempt to describe dairy production and marketing and identify Factors Affecting Consumers' Brand Preference of dairy production. Besides, the study identify the factors Affecting Consumers' Brand Preference that dairy production significantly which was been an important input for designing appropriate intervention policy and strategies in order to satisfy the demand for dairy products. The study tries to generate valuable information on dairy marketing and production that would assist policy makers in designing appropriate policies for intervention. Governmental and nongovernmental organizations that are engaged in the development of livestock sub-sector would benefit from the results of this study.

The findings of this study was also believed to been useful to dairy producers, consumer and marketing agents to make informed decisions. The work also serves as a reference document for researchers to embark on studies of the same or related kinds in other parts of the country. Policy makers can make use of the information to adjust the policy dimension with regard to perishable. The majority of consumers complained a lot about adulteration of the fluid milk with water. This information is very crucial for the government as management of food products, especially perishable products was been to improved.

Policy makers can make use of the information to adjust the policy dimension with regard to perishable. Therefore, it is hop that, results from this study would have practical use mainly to this area and similar to other areas and can serve as a base for any further studies to be conduct in other areas in this line of study.

1.7. Scope of the Study

The study was been conducted between the months of March - June, 2019 in Fitche town , and is focusing on the potential milk production, processing, marketing and consumption areas of

the town and milk and milk product in the study areas. The study attempted to analyze the different marketing factors and their strength on determining Milk and milk product brand preference. It is obvious that there are a lot of variables that affect dairy product brand preference however this study covers only five marketing factors which are price, product quality, advertisement, brand name awareness and brand availability. It should also be noted that the research only encompasses dairy product that are found in Fitche town and area. Conceptually, it is limit to exploring the purchase pattern for dairy products over the past and assessing price,

product quality, advertisement, brand name awareness and brand availability factors affecting consumers' brand choices .

1.8. Limitations of the Study

Financially, the study was been conducted with the researchers own resource and hence will not possible to extend the survey beyond the 391 respond among the consumers of the 4 kebele and area select outlet selling dairy products. Time will be another limitation for the study.

The changes in the dependent variables due to the listed independent variables assume all other things remain constant; which means the change in factors other than the independent variables in the study also may cause change in the dependent variable. Therefore, the change in the dependent variables may not be attributed to only the independent variables under the study. Due to the scope and purpose of the current study, further investigation of other variables is left for future research.

1.9. Organization of the Study

This study was made up of five chapters. The first chapter which is the introduction presents to readers the research background, problem statement, research objectives, research questions significance of the study, scope of the study as well as , Limitation of the Study and Organization of the Study . Chapter Two which is the literature review will present the theoretical framework of the study. Chapter Three research design and methodology, population and sampling , sampling technique, sample size and data collection instrument that followed in quantitative research approaches was researched procedures and data analysis methods. Chapter four was provided the results and findings while chapter five was present a discussion on the findings of the research objectives and conclusion of the study. Finally, the suggestions and recommendations for future proposals was been provided

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter contains ideas relevant to the topic of the study from past research works. Research findings and conceptual knowledge from past and present works are review and cit.

Accordingly, literature around branding in general and dairy products in particular, factors influencing consumers brand choices and conceptual framework for this study are part of this chapter.

2.1 Theoretical Frame Work

2.2 Definition of Terms

Marketing

American Marketing Association board has approved the definition of marketing as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that having value for customers, clients, partners and society at large (Association, 2013).

Marketing Concept

"The marketing concept is marketers can sell more if they produce the consumer needs and wants than to produce what they want to sell. In marketing concept consumer needs and wants became the firm's primary focus. Hence basically marketing concept is a philosophy of consumer oriented" (Leon G. Schiffman, 2007).

Marketing channel: Formally, a marketing channel is a business structure of interdependent organizations that reach from the point of product origin to the consumer with the purpose of moving products to their final consumption destination (Kotler et al., 2003). This channel may be short or long depending on kind and quality of the product marketed, available marketing services, and prevailing social and physical environment (Islam et al., 2001).

A marketing chain: Defines the flow of commodities from producers to consumers that brings into place economic agents who perform complementary functions with the aim of satisfying both producers and consumers (Islam et al., 2001). A marketing chain may link both formal and informal market agents. A marketing chain may connect one or more milk or dairy sheds. Milk shed: Is an area where milk production is a major activity. Milk shed may serve one or more consumption centers or cities. In addition, a consumption center may be served by more than one

milk shed. For example, in Addis Ababa, raw milk comes from the Addis Ababa milk shed comprising about 100 km radius around Addis, but butter in Addis market comes from several milk sheds located up to 600 km away (Tsehay, 2001).

Marketable and Marketed Surplus: Marketable surplus is the quantity of the produce left out after meeting the farmers' consumption and utilization requirements for kind payments and other obligations such as gifts, donation, charity, etc. Thus, marketable surplus shows the quantity left out for sale in the market. The marketed surplus shows the quantity actually sold after accounting for losses and retention by the farmers, if any and adding the previous stock left out for sale. Thus, marketed surplus may be equal to marketable surplus, it may be less if the entire marketable surplus is not sold out and the farmers retain some stock and if losses are incurred at the farm or during transit (Thakur et al., 1997).

The importance of marketed and marketable surplus has greatly increased owing to the recent changes in agricultural technology as well as social pattern. In order to maintain the balance between demand for and supply of agricultural commodities with rapid increase in demand due to higher growth in population, urbanization, industrialization and overall economic development, accurate knowledge on marketed/marketable surplus is essential in the process of proper planning for the procurement, distribution, export and import of agricultural products (Malik et al., 1993).

According to Winrock (1989), marketing includes all activities performed in moving commodities from the producer to the consumer. It also includes all the exchange activities of buying and selling; all the physical activities performed to give the commodity increased utility; and all the auxiliary activities such as financing, risk bearing and disseminating information to participants in the marketing process. It involves the transfer of ownership of products through buying, selling, pricing, and renting and physical movement as well as transformation of the commodity into more usable forms through transportation, handling, storage, processing and packaging. Therefore, marketing involves sales, locations, sellers, buyers and transactions (Sintayehu et al, 2008). A marketing system includes all activities involved in the flow of goods from the point of initial production to the ultimate consumer. It involves processing raw materials into final products and then distributing them to the consumer (Winrock, 1989).

Consumers

"Consumers are individuals and households that buy the firms product for personal consumption" (Sata, 2013).

Consumer behavior

"The field consumer behavior is rooted in a marketing concept. Consumer behavior is much more than buying things, it also embraces the study about how having or not having things affect our lives, and how one possessions influences the way we feel about ourselves and about each other-our state of being" (Naresh K. Malhotra, 2007).

"The field of consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on consumer and society" (Delbert Hawkins, 2010).

Purchasing behavior

As Pikini Rani, tries to define purchasing behavior is the decision processes and acts of people involved in buying and using products (Rani, 2014).

Consumers purchasing behavior

"Consumer purchasing behavior refers to the buying behavior of the ultimate consumer. Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service" (Rani, 2014).

2.3 Brands

According to the American Marketing Association (Stanton, 1991), a brand is a "name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.

Jones (1998) defines a brand as a product that provides functional benefits that some consumers value enough to buy. Aaker (1991) defines brand equity as a set of assets that includes brand awareness, brand loyalty, perceived quality, and brand associations that are attached to a brand name or symbol.

According to Murphy (1990), a brand is the product or service of a particular supplier that is differentiated by its name and presentation. He adds that taste and refreshment is replicable, but quality, sophistication, pleasure, and relaxation are not replicable.

Murphy (1990) identifies a brand as a complex thing that is not only the actual product, but it is also the unique property of a specific owner. He adds that the brand is developed over time so as to embrace a set of values and attributes (both tangible and intangible) which meaningfully and appropriately differentiate products which are otherwise very similar.

Murphy (1990) also states that a brand acts as a gestalt in that it is a concept which is more than the sum of its parts and which takes a long time to establish in the minds of consumers. He adds

that this gestalt needs to be credible, coherent, and attractive, supported and developed over time and not subject to rapid fluctuations, in message, quality, positioning or overall 'mood'.

Keeler (1998) states that branding has been around for centuries as a means to distinguish the goods of one producer from those of another. He identifies the source of the word 'brand' as having been derived from the Old Norse word 'brandr', which means 'to bum', as brands were and still are the means by which owners mark their livestock in order to identify them.

According to Keeler (1998), various brand name strategies exist. He identifies one as the use of the company name for all products for example General Electric and Hewlett-Packard. He identifies another as where manufacturers assign names to new products that are unrelated to the company name for example Unilever's Vaseline. Thirdly, retailers create their own brands based on their store name. These are the store brands. Brand names can also be based on people (Mercedes), places (Kenya Airways), animals (Flamingo Airlines), objects (Shell Oil), an inherent meaning (Lean Cuisine Restaurant), important attributes/benefits (Silent Night Mattresses), and prefixes/suffixes (Intel Microprocessors).

According to Alvin Achenbaum (as quoted by Keller, 1998), what distinguishes a brand from its unbranded commodity counterpart and gives it equity is the sum total of consumers' perceptions and feelings about the product's attributes and how they perform, about the brand name and what it stands for, and about the company associated with the brand.

Kapferer (1997) states that to brand, is not to put a name on a product. He adds that it is only, through constant investment in know-how that a brand becomes and remains the reference of quality at an acceptable price.

2.2. Establishing Brand Identity

Brand identity is a unique set of brand associations implying a promise to customers and includes a core and extended identity. Core identity is the central, timeless essence of the brand that remains constant as the brand moves to new markets and new products. Core identity broadly focuses on product attributes, service, user profile, store ambience and product performance. Extended identity is woven around brand identity elements organized into cohesive and meaningful groups that provide brand texture and completeness, and focuses on brand personality, relationship, and strong symbol association (Ghodeswar, 2008).

To be effective, a brand identity needs to resonate with customers, differentiate the brand from competitors, and represent what the organization can and will do over time (Aaker & Joachimsthaler, 2000). To excel, a brand image must be well planned, nurtured, supported, and vigilantly guarded (Knapp, 2000). One key to successful brand-building is to understand how to

develop a brand identity – to know what the brand stands for and to effectively express that identity (Aaker, 1996).

A set of brand associations enable a brand to develop a rich and clear brand identity. While some customers may attach greater importance to functional benefits, emotional value helps the brand stand above others. Building brand associations requires a company to understand its brand as well as competitors' brands through customer research. Customer research should study existing and prospective customers, former customers, industry experts, and intermediaries. Brand strengths associated with beliefs and values are the most powerful and most difficult to imitate. Brand image is the perception in the mind of the customers about the brand and its associations. (Ghodeswar, 2008).

A well-conceived and well communicated brand identity contributes to building brand equity. (Madhavaram, Badrinarayanan, & McDonald, 2005) .

Brand image refers to consumer perceptions and encompasses a set of beliefs that consumers have about the brand. Brand identity and brand image are related but distinct concepts. Both are essential ingredients of strong brands. A firm can enhance brand loyalty by ensuring that there is congruence between brand identity and brand image. (Nandan, 2005)

Meaningful brand names continue to be evaluated more favorably than non-meaningful names, even after repeated exposure, but that evaluations of non-meaningful brand names may improve at a greater rate than those for meaningful brand names. The brand names also influence evaluations of quality and other product attributes.(Kohli, Harich, & Leuthesser, 2005)

Developing and maintaining a consistent brand statement is an important aspect of developing a successful product. However, maintaining that statement is difficult due in part to the inconsistent and often insufficient understanding of brand by marketing, engineering, and industrial design.(McCormack, Cagan, & Vogel, 2004)

In the context of increasingly interchangeable product and service offerings, brands are crucial drivers for product purchasing and usage decisions. Thus, they constitute a substantial intangible asset for most companies. In order to maximize this asset, current research has developed various brand equity models. However, the majority of these base their approach on an outside-in perspective by focusing on buyer perceptions of the brand and their related buying behavior. An integrated approach including for example employees as an important internal source of brand equity, has so far received little attention.(Burmann, Jost-Benz, & Riley, 2009)

2.3. Positioning the Brand

Ghodeswar (2008) describes positioning as related with creating the perception of a brand in the customer's mind and of achieving differentiation that it stands apart from competitors' brands/offerings and that it meets the consumer's needs/expectations. The marketer should always plan to create the desired perception in the target consumer's mind. A manufacturer's existing brands are potentially vulnerable to successful new brands from competitors. It is, therefore, in the manufacturer's interest to maintain the relative functional excellence of its existing brands. This means continuously upgrading their performance. Brand loyalty may be viewed as a link in the chain of effects that indirectly connects brand trust and brand affect with the market performance aspects of brand equity (Chaudhuri and Holbrook, 2001).

Crucial relationships exist between the customer and the brand, between the customer and the firm, between the customer and the product in use, and among fellow customers. The authors delve ethnographically into a brand community and test key findings through quantitative methods. (McAlexander, Schouten, & Koenig, 2002)

Brand credibility increases probability of inclusion of a brand in the consideration set, as well as brand choice conditional on consideration. Although credibility impacts brand choice and consideration set formation more and through more constructs in contexts with high uncertainty and sensitivity to such uncertainty, credibility effects are present in all categories. Finally, our results indicate that trustworthiness, rather than expertise, affects consumer choices and brand consideration more. (Erdem & Swait, 2004)

The effectiveness of consistency among messages depends on brand familiarity. For familiar brands moderately consistent messages improve their awareness (recall), enrich their network of associations, and generate more favourable responses and brand attitudes. However, for unfamiliar brands, no significant differences are found between high and moderate levels of consistency, except for brand recall, being higher when highly consistent messages are used.(Delgado-Ballester, Navarro, & Sicilia, 2012)

Brand equity and price premium focusing on the grocery sector specifically highlights the role of uniqueness, together with the four traditionally basic dimensions of brand equity proposed: awareness, qualities, associations and loyalty. Relevant brand associations (origin, health, environment/animal friendliness, organizational associations and social image), and quality attributes (taste, odor, consistency/texture, appearance, function, packaging and ingredients) specific to groceries are identified and proposed for future measurement scales and model validating research. (Anselmsson, Johansson, & Persson, 2007)

Quality is a significant determinant of price premium, but adding other image dimensions doubles the predictability and understanding about price premium. The strongest determinants of price premium are social image, uniqueness and home country origin. Other significant determinants are corporate social responsibility (CSR) and awareness. (Anselmsson, Vestman Bondesson, & Johansson, 2014)

Brands are symbols that customers have learned to trust over time. Brands are constructed by firms, intentionally or unintentionally, and communicated to others through a firm's products and marketing activities. (Campbell, Papania, Parent, & Cyr, 2010)

2.4. Customers' Brand Perception

According to Sylvia and Wallpach (2009) what consumers know about a brand will influence their reaction when confronted with brand-related stimuli (e.g. a branded product, a brand user, a category). Although brand knowledge is an important topic in the branding literature, there is little evidence how brand knowledge and consumer response are related (Del Rio et al., 2001).

One of the major problems companies face in the marketplace is a gap between corporate brand values as perceived by the customers and the corporate brand values declared as such by the management. One possible cause for that gap is the situation in which companies transfer to their customers corporate brand values that are different from their actual corporate values and culture. Such a difference is perceived by their employees as a lie that causes them to feel a lack of identification with the corporate brand and an unwillingness to support it adequately. As a consequence the customers feel mistrust towards the corporate brand, which results in a weakened brand (Yaniv & Farkas, 2005)

A growing body of research suggests that consumers have relationships with brands that resemble relations between people (Kervyn, Fiske, & Malone, 2012). In markets where product quality is not easily observable, consumers rely on available product cues to infer product quality and cope with uncertainty in their decision making. Consumers are generally exposed to multiple-quality cues, which seldom operate in isolation (Akdeniz, Calantone, & Voorhees, 2013). Consumer behavior analysis is based on consumer's buying behavior. It aims at improving business performance through an understanding of the customer's preferences and desires. In today's world of growing competition where there are numerous brands selling the same products, consumers have an abundant number of choices and many diverse factors influence their buying behavior (Kumar & Babu, 2014).

2.5. **Demand for milk and milk products in Ethiopia**

According to Mohamed et al. (2004), the milk sector in Ethiopia is expected to continue growing over the next one to two decades given the large potential for milk development in the country, the expected growth in income, increased urbanization, and improved policy environment. Human population in Ethiopia is estimated to grow at 2.9% per year, while the urban population increases at a rate of 4.4%. Therefore, increase in population growth and consumer income in the future is expected to increase liquid milk consumption.

A report by ILCA (1993) showed that if demand for fluid milk alone is to be met, production should grow by 4% until the year 2025. This increasing demand for milk and milk products offers great opportunity and potential for the smallholder milk producer and for the development of milk production and processing industry in the country. Under current situation, the milk production level in the country is not sufficient to meet the existing demand of the rapidly growing population. It can be said that the production of milk does not keep pace with the growing population and the per capita consumption of milk over the years is declining in Ethiopia (Ketema and Tsehay, 2004). Therefore, the potential of small scale milk farmers and organizations in meeting current and future consumer needs is recognized as vital to the development of milking in Ethiopia. The milk industry needs to be optimized through organizing milk production, processing, preservation and marketing in a well coordinated way to increase the quantity and quality of milk and milk products being offered to consumers (Getachew and Gashaw, 2001).With the increasing demand for diverse and quality animal products, prices are bound to escalate unless production increases proportionally. Bridging the wide gap between demand-supply calls for the designing of appropriate and sustainable milk development strategies based on the specific agro- ecology and felt needs of smallholder farmers.

2.6. **Formal versus informal milk marketing systems**

Milk marketing is an incentive for farmers to improve production. It stimulates production, raise milk farmers' income and living standards and create employment in rural areas (Asaminew, 2007). Provision of improved and sustainable milk marketing arrangements in villages is therefore important in the aspiration for advancement of the sector. The Ethiopian milk marketing system is not well developed. This can be reflected from the fact that only 5% of milk produced in rural areas is marketed as liquid milk. This has resulted in difficulties of marketing of fresh milk where infrastructure especially transportation facilities are extremely limited and market channels have not been developed. In the absence of an organized rural fresh milk market, marketing in any volume is restricted to the urban and peri-urban areas (Getachew,

2003). Mohamed et al. (2004) reported that milk products in Ethiopia are channeled to consumers through both formal and informal milk marketing systems. The informal market involves direct delivery of fresh milk by producers to consumers in the immediate neighborhood and sale to itinerant traders or individuals in nearby towns (Debrah and Berhanu, 1991). In the informal market, milk may pass from producers to consumers directly or it may pass through two or more market agents. The informal system is characterized by no licensing requirement to operate, low cost of operations, high producer price compared to formal market and no regulation of operations. The term 'informal' is often used to describe marketing systems in which governments do not intervene substantially in marketing.

In Ethiopia, fresh milk sales by smallholder farmers are important only when they are close to formal milk marketing facilities such as government enterprises or dairy cooperatives (Holloway et al., 2000). Farmers far from such formal marketing outlets instead prefer to produce other milk products such as cooking butter and cottage cheese. In fact, the vast majority of milk produced outside urban centers in Ethiopia is processed into products by the farm household and sold to traders or other households in local markets (Ibid).

2.7. Smallholder Dairy Producers

Smallholder dairy producers dominate the dairy industry at the production and are the users of the extension services provided by various development partners. Different players are linked and interact with smallholder dairy producers at various levels based on the type of ongoing joint venture activities. The actors are: extension agents, various non-governmental and international development partners mainly Food and Agricultural Organization (FAO), Netherlands Development Organization (SNV), Land O'Lakes, Self Help, Hunde (in the central highlands), cooperatives and research and higher education institutions (Yilma *et al.*, 2011).

Smallholder producers, however, lack the required technological, organizational as well as institutional capacities. Lemma *et al*., (2008) reported them to be less organized and distant from market outlets, lack economies of scale and institutions for risk management and face higher transaction costs. Urban and peri-urban smallholder producers are the main suppliers of raw milk to milk processors of different scales. One of the major commercial processors (Sebeta Agro Industry) has its own dairy farm but depends on outside sources for 99 percent of its raw milk intake (Haile, 2009).

2.8**. Dairy marketing channels and outlets**

Marketing channels are routes through which products pass as they are moved from the farm to the consumer (Winrock, 1989). In any marketing system, various actors participate in marketing

of commodities and process of transactions made. These include itinerate /mobile traders, semi-whole sellers, retailers, cooperatives and consumers. Itinerate/mobile traders purchase commodities from nearby market points and sell at business site or residences. Whereas, retailers are market intermediaries such as super markets, small and large –scale retailers who perform the function of retailing. Semi-whole sellers are important commodity market intermediaries who perform the function of both retailing and whole selling depending on the market conditions. Cooperatives are common form of collective group of producers. They are milk outlets that are potential catalysts in markets by providing bulking and bargaining services, increase outlet market access and help farmers avoid the hazards of being encumbered with a perishable product with no rural demand. In short, participatory cooperatives are very helpful in overcoming access barriers to assets, information, services, and indeed, to the markets within which smallholders wish to produce high value items (Holloway et al., 2000). Cooperative marketing is based on the premise that a group of producers can achieve better results by combining their efforts and resources than operating separately. The final/destination link in any commodity marketing chain is consumer. Terms related to marketing outlets, marketing channels, and marketing chains are important to describe milk marketing systems (Sintayehu et al, 2008). Marketing outlet is the final market place to deliver the milk product, where it may pass through various channels. A network (combination) of market channels gives rise to the market chain.

2.9. Factors Influencing Customers' Brand Preferences

Although, many studies have been conducted in various product categories, literature on factors that influence brand preference in the dairy product category is relatively insignificant. Thus, the above studies conducted in different product categories are considered for the selection of relevant variables/factors for this research. Therefore, in this study, five variables are considered which are price, product quality, advertisement, brand name awareness and brand availability.

2.9.1 Price

Price is one of the most investigated elements of the traditional marketing mix largely because it generates revenue to organizations (Keller, 2004); represents what is sacrificed by consumers to obtain a product (Zeithaml, 1988). Dodds and Monroe (1985) found that price is an important cue to quality when other cues available are limited, when the product cannot be evaluated before purchase, and when there is some degree of risk inherent in making wrong choice; a key variable that influences consumers‟ purchase intention (Zeinab & Seyedeh, 2012).

The price elasticity of demand for a particular brand from a consumers perspective is one of the main determinants of the purchase decision as it is an easy way to compare alternative product

and services. Generally, consumers are willing to pay higher prices for brands that they perceive to have high value as the brand reflects the product/service quality (Erdem & Swait, 1998). As a result, it could be concluded that the price of the brand represents a source of information about the product/service; hence, it affects and simplifies the consumer's brand selection process (Teas & Grapentine, 1996). According to Peter and Donnelly (2007) the price of products and services often influences, whether consumers will purchase them at all and if so, which competitive offering is selected. For some offerings, higher prices may not deter purchase because consumers believe that the products or services are of high quality or more prestigious. However, many of todays quality conscious consumers may buy products based on price than other attributes. Therefore, a better understanding of how customers use price information in choosing among alternative brands helps to evaluate it and know the intensity as compared to other factors or reasons. McDonald and Sharp (2000) stated that price can be used as a reason for brand choice in two ways; either by going for the lowest price in order to escape financial risk or the highest price in order to achieve product quality. Cadogan and Foster (2000) argued that price is probably the most important consideration for the average consumer.

2.9.2 Product Quality

Product quality has a significant impact towards the product or service performance, thus it is linked to a customer's ‟ value and satisfaction (Kotler& Armstrong, 2010). Kotler et al. (2006) define quality as "the set of aspects and characteristics of a product or service that maintain a relationship with their capacity to satisfy consumers‟ expressed or latent needs". It can also be determined by the way customers perceive product quality in the market.

Product quality can be dichotomized into two perspectives: objective and perceived quality (Brunso, Bredahl, Grunert & Scholderer, 2005). Perceived quality can be described as the consumers‟ judgment about a product's overall excellence or superiority. The interpretation may be consumption situation-dependent. Conversely, objective quality the actual technical superiority or excellence of the products that is measurable or verifiable according to some pre-determined standards as judged from intrinsic cues (Dodds& Monroe, 1985). Quality is important for impacting brand choice because it is the portion of personal risk that a consumer takes on the decision making process in evaluating the purchase of a product (Hoyer and Maclnnis, 2010). Moreover, Bornmark et al. (2005) found out that perceived quality help consumers to reduce the risk; the consumers trust the brand and know what they will get. Consumers therefore will ultimately choose a particular brand if they perceive that brand to be quality.

2.9.3 Advertisement

Traditionally, advertising appears to be one of the genuine tools of marketing communications employed by firms to connect seamlessly with its various target consumers. The use of advertising to create perhaps positive brand association may be gaining increased attention due to decreasing levels of brand differentiation, proliferation, consumer education (Kotler& Keller, 2006); and the need to enhance customer traffic towards a brand (Clark, Ulrich, & Draganska, 2009). According to Shimp (2000), there is a positive correlation between a brand‟s share of voice (SOV) and share of market (SOM). A share of voice may be described as a firm‟s advertising expenditure expressed as a percentage of the total expenditure in a product category over a given period of time in a given locality. Perhaps, brands that dominate or have higher SOV may most likely control higher SOM. Clark, Ulrich & Draganska (2009) state that firms can use advertising spending to maintain or destabilize demand equilibrium in a market; influence brand awareness and consumer traffic towards a brand.

In market-based economies, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decisions (Belch and Belch, 2003). Advertising typically provides a reason to buy (Keller, 2004). According to Aynawale, Alimi and Ayanbimipe (2005), advertising helps in projecting product quality and value before the consumers. Hence, it has a major influence on customers brand preference.

2.9.4 Brand Name Awareness

Researchers such as Narteh et al (2012) and Jiang (2004) agree that brand awareness is an element that plays a vital role in consumer brand choice. Keller (2009) views brand awareness as related to the strength of the brand node or trace in memory, as reflected by consumers‟ ability to identify the brand under different conditions. Thus, brand name awareness regards the extent to which a brand comes to mind and the ease at which it does so. Thus, in simple terms, brand awareness is about how easy it is for the brand to be remembered (Narteh et al., 2012). Kotler (2009) states that brand awareness comprises brand recall and brand recognition. Brand recall he defined as consumer's ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe as a cue. Regarding brand recognition, he defined it as consumers‟ ability to confirm prior exposure to the brand when given the brand as a cue (Keller, 2008, 2009). Esch et al. (2006) assert that customer - based brand equity occurs when the consumer is aware and familiar with the brand and holds positive associations about the brand in memory. Keller (2009) extends this argument by stating that consumers attribute certain associations with a brand only when they have high level of brand awareness and

familiarity with the brand. According to Keller (2004), brand awareness can be created by increasing familiarity of the brand through repeated exposure, although this is generally more effective for brand recognition than for brand recall. That is the more a consumer experiences the brand by seeing it hearing it or thinking about it, the more likely is that the brand will become strongly registered in memory. The source of awareness can be a wide range of communication option such as advertising and promotion, sponsorship and event marketing, publicity and public relation, point of sale displays and outdoor advertising. However, as Sundar and Pandey (2012) explain, other uncontrollable factors such as word of mouth can help to maintain and enhance brand awareness.

Furthermore, Dibb et al. (2006) state that being aware of brand leads to brand familiarity, which in turn results in a level of comfort with the brand. A familiar brand is more likely to be selected than an unfamiliar brand because often the familiar brand is viewed as reliable and acceptable quality compared to the unknown brand. The familiar brand is likely to be in a customer's evoked set (consideration set), whereas the unfamiliar brand is not.

2.9.5 Brand Availability

Consistency of supply and availability at convenient locations are vital for preferring a brand. According to Lin and Chang (2003), convenience of a brand has a significant impact on customers brand choice. In other words, easy access to brands is vital when buying any product. Certainly, distribution channels and location are important to brand accessibility. Moreover, DeChernatory& McDonald (2003) states that consumers are not motivated to search out low involvement brands, manufacturers should ensure wide availability. Any out of stock situations would probably result in consumers switching to an alternative brand. Within the context of consumer decision making, especially when evaluating potential alternative brands during the pre-purchase stages, the evoked set refers to the specific brands a consumer considers when making a purchase within a specific product category (Lin and Chang, 2003). Furthermore, once consumers are inside a store, little evaluation will be made of competing brands, therefore locating a brand at eye level or very close to the checkout counter is an important facilitator of brand selection (De Chernatory & McDonald, 2003). Products that are convenient to buy in a variety of stores increase the chance of consumers finding and buying them. (Peter and Donnelly, 2007).

2.10. Review of Empirical Studies

2.10.1. Status of Milk production and Consumption in Ethiopia

Although Ethiopia has the largest cattle population in Africa, at 52 million, and of these 10.5

million dairy cattle, the yearly milk production is very low with low per capita annual milk consumption (19 liters) which is by far below the African average (40 liters) as well as the International milk consumption trend (FAO, 2011) Referring data from CSA, AGP (2013) described that Ethiopian milk production has increased significantly since 2000 indicating that national milk production was 1.2 billion liters in 2000, 3.2 billion liters in 2007, and 3.3 billion liters in 2012.

The production and market system of milk in Ethiopia face severe constraints along with complex milk value chain both in formal and informal market channels. Only 5% of the milk produced in Ethiopia is sold in commercial markets while the rest of 95% is consumed and processed at home (CSA, 2012). Dairy producers and the downstream actors in the milk value chains face many challenges in getting milk to market. For the most part, milk collection, chilling and transport are not well organized and there are few economies of scale. Transaction costs are high and up to 20-35% of milk is spoiled or otherwise lost. Poor genetic makeup, insufficient access to proper animal feed and poor management practices all contribute to the low productivity levels (Felleke *et al.*, 2010).

Table 2:1: Milk Productivity per cow

Country	Republic of South Korea	Israel	United Statesof America	Sweden	Denmark	Algeria	Morocco	Egypt	Angola	Sudan	Ethiopia	Nigeria	Banglade sh	Tanzania
Yield(Kg) Per cow	9616	9583	9118	8152	8131	1320	1102	997	482	378	270	240	206	174

Source: FAOSTAT (2011)

On the other hand, the survey result conduct on consumers and Cafes/Hotels by AGP (2013) stated that very high price of milk and milk products as a major challenge; hence, it becomes increasingly difficult for many middle and low-income consumers to purchase. According to the same source, the major marketable milk products include: fresh milk, is the main product available in the market, sour milk ("ergo" in Amharic, which is useful either for further processing or storing milk during fasting days), cheese, ghee, butter, pasteurized milk and skimmed milk.

2.10.2. Consumer decision making models& promotional efforts to brand preference

It can vary from a situation to a situation in which a consumer's evaluation of brand alternatives is constrained by the information requirement and the associated financial, social, & psychological risks in selecting that specific brand from a given product category (Assael:2001).

.**Consumer Decision Making Model**: It is a model classifying evaluation of brand alternatives based on degree of involvement (situational or enduring) and the type of decision level expected to be made. Consequently, the categories are complex decision making, limited decision making, brand preference, & inertia. Complex decision making is a situation under which consumers are exposed to a higher degree of involvement and decision making because of the fact that the natures of products are with high

procurement costs, associated with personality egos in a cognitive learning. Limited decision making is undertaken with low degree of involvement because of the low risk associated with the acquisition of the products. Consumers tend to make brand choices based on cognitive economy. Brand preference comes after a total acceptance of a brand through previous experiences. Hence, consumers directly take the acquisition of the product without requiring further evaluation of brand alternatives. Finally, Inertia is simply going as usual since there are no demanding situations for information requirement and risk associated with it like purchase of a common (Assael: 2001).

. Low Involvement Consumer Behavior Theories and their impact on Ads

.Krugman's theory of passive learning argued that TV advertisements are instrumental for low involvement decisions since they can create product recall through repetitive approach and the approach of conveying the message should be utilizing imagery rather than informative. In addition he tries also to confirm that print ads are also beneficial for higher involvement decisions since they provide sufficient time of consideration to the target audience in creating brand evaluations & preferences in an objective approach (Assael: 2001).

.Sherif's theory of social judgment also tried to assert that a consumer with high involvement requires a lot of effort to persuade requiring product attribute related information because of being positioned at lower acceptance zone. Despite this fact, however, low involvement types of consumers are easy to persuade with a wider possibility to switch to other brands (Assael: 2001).

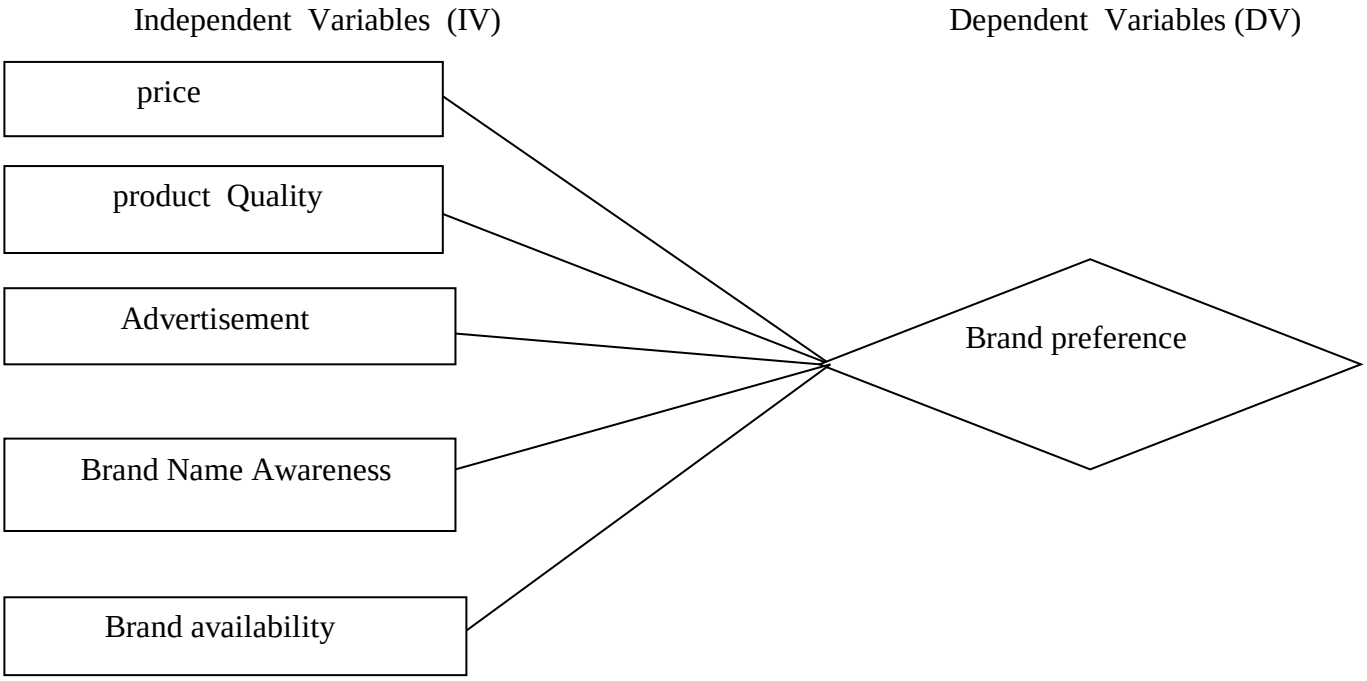
Petty & Cacioppo also developed Elaboration Likelihood Model (ELM) which tried to classify the content of an advertisement into central & peripheral component. They emphasized that in marketing an ad of low involvement products, the focus is advantageous to be made in endorsing the ads rather than information contents (Assael: 2001).

2.11. Conceptual Framework

Based on the related literature review the conceptual framework was developed which includes price, product quality, advertisement, brand name awareness and brand availability as the independent variables that affect retailers‟ brand preference (dependent variable).

Consumers brand choice for food items requires a great deal of effort and thought from the side of the consumer and so it has to be so with the producers, distributors and shop keepers. Dairy products especially due to their perish ability nature require double thinking by all attached to it before committing resources.

Figure 1. Conceptual framework for the current study



Source: Denford and Edward, 2007

Figure 2.1: Conceptual framework

2.11.1 Research Hypothesis

Based on the literature review and the hypothesized connections presented in the conceptual framework the following hypotheses were tested:

H1: Price has a positive and significant effect on customers brand preference of dairy product

- **Ho: Price does not** a positive and significant effect on customers brand preference of dairy product in Fiche town.

H1: product Quality has a positive and significant effect on customers brand preference of dairy product in Fiche town.

- **Ho: product Quality** does not a positive and significant effect on customers brand preference of dairy product in Fiche town .

H1: **Advertisement** has a positive and significant effect on customers brand preference of dairy product in Fiche town.

- Ho: **Advertisement** does not a positive and significant effect on customers brand preference of dairy product in Fiche town.

H1: Brand Name Awareness has a positive and significant effect on customers brand preference of dairy product in Fiche town.

- Ho: **Brand Name Awareness** does not a positive and significant effect on customers brand preference of dairy product in Fiche town.

H1: Brand availability has a positive and significant effect on customers brand preference of dairy product in Fiche town.

- Ho: **Brand availability** does not a positive and significant effect on customers brand preference of dairy product in Fiche town

Note

Ho: Null hypothesis
H1: Alternative hypothesis

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

This chapter presents a view of the methodology proposed to be used for this research to know the factors affecting consumer brand preference on dairy product. Topics related to research paradigm, approach and method, research design, population and sampling/sample size and sampling techniques/, type of data source used, data collection method, data analysis techniques and ethical consideration are also part of this chapter.

3. Research Paradigm, Approach and Method

3.1. Paradigm

The researcher follows the positivist philosophy in order to assess and identify marketing variables affect the consumers' brand choices for dairy products in Fiche town. In the positivist paradigm, the object of study is independent of researchers; knowledge will discovers and verifies through direct question or measurements of phenomena; facts will establish by taking apart a phenomenon to examine its component parts (Anol, 2012).

3.2 Research Design

Research can be classify as descriptive, explanatory and exploratory depending on the specific objective that the research tries to address. Descriptive research sets out to describe and to interpret what is. It looks at individuals, groups, institutions, methods and materials in order to describe, compare, contrast, classify, analyze and interpret the entities and the events that constitute the various fields of inquiry. It aims to describe the state of affairs as it exists. On the other hand, explanatory research, aims at establishing the cause and effect relationship between variables. Exploratory research will often conduct in new areas of inquiry, where the goals of the research are: (1) to scope out the magnitude or extent of a particular phenomenon, problem, or behavior, (2) to generate some initial ideas (or "hunches") about that phenomenon, or (3) to test the feasibility of undertaking a more extensive study regarding that phenomenon (Bhattacherjee, 2012). In this study, the dependent variable is Brand preference and the independent variable Price Variables, product quality, advertisement, Brand name awareness and Brand availability. In light of that, the current research has descriptive and explanatory futures. Explanatory because it tries to explain and predict the interrelationship between dependent variable and independent variable scale dimensions. Therefore this study has both descriptive and explanatory.

3.3. Research Approach

Logically there are two broad methods of reasoning known as the deductive and inductive approaches. The deductive approach works from the more general to the more specific; a

research study might begin with a theory about the topic of interest, then narrow that down into more specific hypotheses that can be tested, narrowing down even further by collecting observations to address the hypotheses. This ultimately leads to testing the hypotheses with specific data to confirm or not confirm the original theories (Trochim, 1998-2000).

The inductive approach works the other way, moving from specific observations to broader generalizations and theories. Inductive reasoning begins with specific observations and measures, detect patterns and regularities, formulates some tentative hypotheses that can be explored and finally ends up developing general conclusions or theories (Trochim, 1998-2000).

Accordingly, in line with the study objectives and strategy i.e. describing the marketing variables affect the consumers' brand choices for dairy products outlet the study follows the deductive approach.

3.4. Method of Data Collection

According to Creswell (2009), there are three research method which involve quantitative, qualitative and combination of the two. The Research method for this study was quantitative which is related to objective measurement and statistical analysis of numeric data to understand and explain phenomena (Ary, et al., 2002). There are two type of data sources; primary and secondary data source. Primary data source is information source that needed to gather from the original source. On the other hand, secondary data source is the one use from already avails or from source that is collect for another purpose. Both primary and secondary data source was been used in this study. The districts are Torban Ashe primary cooperative Association ,*Ganda Farda* primary cooperative Association, Annaso Sago primary cooperative Association, Fitche Town primary cooperative Association, Chagal primary cooperative Association, Abayinesh small scale enterprise, Fiche town area also Muka Turi primary cooperative Association and Jate primary cooperative Association are supply raw milk cow and dairy product. *Kebeles* and households was select to undertake survey on milk production potential or dairy cow possessions and where milk is widely sell through informal and formal channels. Accordingly, 4 *kebeles and area* has been selected from each district using survey due to their involuntariness. The households was selected use simple random sampling methods .

3.5 Population and Sampling

3.5.1 Population of the study

The population of study was consist of people of households select to undertake survey on milk production potential or dairy cow possessions and where dairy Products is widely sell through

informal and formal. The study was targeted households of dairy product in the Fiche town and area are the number of total 18,400 Council housing units was selected .

3.5.2 Sampling Technique

The factors Affecting Consumers' Brand Preference of Dairy Products was used simple random sampling methods technique and among the two types of survey which are cross sectional and longitudinal survey the researcher used cross sectional one. Cross-sectional surveys was study aim at determining the frequency .

3.5.3 Sample Size

The 2010 list of town within Fiche administration as Council was used . This give 15,100 housing units and Fiche town and zuria 3,300 units in G/Jarso thus a total of 18400 Council housing units. For this study, one housing unit represented one person, therefore the frame consisted of 18,400 people. The select in Fiche town and zuria council house number that will guide the researcher sample size of 391 was used in this study.

$n=N/(1+N(e^2))$

$n= 18400/1+18400x(0.05)^2$

$= 18400/1+18400x0.0025$

$= 18400/47$

$= 391$

The sample have been drawn from maximum variability of the population (P=0.5) with 95% level of confidence with 5% precision level.

Where:

n = Sample size

N = Population size

e = Level of precision or acceptable sampling error (0.05)

Source: Yamane (1967:886)

Taro Yamane, Elementary Sampling Theory. Prentice-Hall, Inc., Englewood Cliffs, N.J. 1967.

3.6 Data Collection Instrument

This study was used both primary and secondary data collection method. Primary data will collect through questionnaire and interview that will distribute directly to select consumers while the secondary data also extracted from books, journals, articles, magazines, newspapers and other relevant publications.

3.7 Data Analysis

The data was collected analyze with quantitative method. The quantitative method was used to analyze the primary data through survey questionnaire. The primary data was edited, code and enter into Statistical Package for Social Scientists (SPSS). Correlation analysis more specifically Pearson correlation was been used to measure the degree of association between two variables. From inferential statistics, multiple regression analysis and descriptive statistics such as mean, standard deviation, percentages, frequency and also descriptive analysis used to analyze consumer relationship marketing elements and for the demographic factors such as gender, age, education, occupation, and monthly income cross tabulation will use and they present in the form of tables.

3.8 Validity and Reliability

3.8.1 Measurement of Reliability

The scale of the model used were tested and found to be acceptable. That is reliable scale was found for cronbach alpha of constructs greater than 0.70 revealing satisfactory as all items are developed based on theories and literatures.

3.8.2 Validity Test

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

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

A measure is said to possess construct validity to the degree that it confirms to predicted correlations with other theoretical propositions. For determining construct validity, we associate a set of other propositions with the results received from using our measurement instrument. If

measurement on our devised scale correlate in predicted way with those other propositions, we can conclude that there is some construct validity (Kothari,2004).Therefore ,in order to test the construct validity ,correlation coefficient for the independent and dependent variables were calculated. Based on the result of the correlation analysis, all the five factors of brand preference were positively related with brand preference. Since the independent variables are positively related with the dependent variables, the independent variable therefore can be considered as a good measure of brand preference.

3.9 Ethical Considerations

Ethics in business research refers to the set of behavioral principles and norms beginning from the first phase of the study (Sekaran, 2003). The ethical code of conduct should reflect the behavior of everyone participating in the research project; researcher, participants or moderator (Sekaran, 2003). In this research, in order to keep the confidentiality of the data given by respondents, the respondents was not be required to write their name and their responses wasl been treated in strict confidentiality. The purpose of the study was also disclosed in the introductory part of the questionnaire. Furthermore, the researcher tried to avoid misleading or deceptive statements in the questionnaire.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

In this chapter, the collected data are summarized and analyzed in order to realize the ultimate objective of the study. The purpose of this study is to Factors Affecting Consumers' Brand Preference of Dairy Products in Fiche town. Accordingly, the general information of respondents, their preference of Dairy Products brands and other related topics are discussed. It presents the analysis, presentation, discussion and interpretation of the data collected from the administered questionnaires. The collected data was edited and cleaned for completeness in preparation for coding. Correlation analysis more specifically Pearson correlation was been used to measure the degree of association between two variables. Descriptive statistics such as frequency, mean and standard deviation were used to analyze the data. Regression analysis was also used to test the relationship between the variables under study in relation to the objectives of the study. Analysis of variance was used to confirm the findings of regression.

4.2. Data preparation

In order to make all the collected data suitable for the analysis, all questionnaires are screened to be complete. Out of the three hundred ninety one (391) structured questionnaires were distributed directly to select consumers of Council housing units; out of which 382 were completely filled and returned, representing 97.70% response rate. Out of the total questionnaires disseminated, 5 were completely unreturned, representing 1.28% and 4 were inappropriately filled representing 1.02% and rejected as a result.

Therefore, out of the 391 collected questionnaires, 382 were found to be valid and used for the final analysis were presented following the descriptive analysis and regression.

4.3 Reliability Test

The Reliability Statistics show that the scale exhibits a high degree of reliability. A Cronbach's Alpha coefficient of greater than 0.70 is a commonly suggested threshold of reliability test. The reliability in this study as assessed by coefficient alpha, was found to be 0.811(table 4.1), as indication of acceptability of the scale for further analysis.

4.4 Reliability Test all variable

Reliability is the degree to which the measure of a construct is consistent or dependable (Bhattacherjeend, 2012).

For this study Cronbach‟s alpha was used to assess the internal consistency of variables in the research instrument. Cronbach‟s alpha is a coefficient of reliability used to measure the internal consistency of the scale; it is represented as a number between 0 and 1. According to Zikmund et al., (2010) scales with coefficient alpha of 0.7 indicate fair reliability. Thus, for this study, a Cronbach‟s alpha score of 0.7 or higher is considered adequate to determine reliability. In addition, the conceptual theory, materials collected from the journals and papers are also reliable as they have been published by the international press.

Table 4.1 Reliability test for all variables
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on standardized items	N of Items (Question)
.811	.806	21

Source: Survey Data (2019)

All variables together gave a value of 0.811 Cronbach's Alpha coefficients. So, in general all items of the six variables are reliable.

4.3. Descriptive Analysis

Descriptive research studies are those studies which are concerned with describing the demographic characteristics of a particular individual, or of a group. Descriptive analysis was used to describe and demonstrate the data that have been collected from questionnaire in terms of frequency, percentage results generated by SPSS version 20.0 by using quantitative analysis techniques while inferential analysis has been used to explore the relationship between variables by using inferential statistics particularly spearman correlation, and regression coefficient.

4.3.1. Demographic Profile of Respondents

The demographics factors used in this research are Gender, age, Marital status , educational status, Occupational status, monthly income, and No. of members in the family dairy product of the respondents has been factors affect of consumer brand Preference.

Table 4: 2: Demographic Profile of Respondents

Demographics factors	Specific Demographics factors	Frequency	Percent	Valid Percent	Cumulative Percent
Gender	Male	201	52.6	52.6	52.6
	Female	181	47.4	47.4	100
	Total	382	100	100	
Age(in years)	18-25	28	7.3	7.3	7.3

	26-35	94	24.6	24.6	31.9
	36-45	158	41.4	41.4	73.3
	>45	102	26.7	26.7	100
	Total	382	100	100	
Marital status	Married	347	90.8	90.8	90.8
	Unmarried	35	9.2	9.2	100
	Total	382	100	100	
Education	Primary School	82	21.5	21.5	21.5
	Secondary School	102	26.7	26.7	48.2
	Diploma	104	27.2	27.2	75.4
	First Degree	67	17.5	17.5	92.9
	Masters & above	27	7.1	7.1	100
	Total	382	100	100	
Occupational status	Govt, Job	143	37.4	37.4	37.4
	Private Job	154	40.3	40.3	77.7
	Own business	85	22.3	22.3	100
	Total	382	100	100	
Income (ETB)	<1000	122	31.9	31.9	31.9
	1001-2500	119	31.2	31.2	63.1
	2501-5000	67	17.5	17.5	80.6
	> 5000	74	19.4	19.4	100
	Total	382	100	100	
No. of members in the family	2	40	10.5	10.5	10.5
	2-4	122	31.9	31.9	42.4
	4-6	136	35.6	35.6	78.0
	>6	84	22	22	100
	Total	382	100	100	

Source: Survey data (2019)

Table 4:2 visualizes the demographic profile of 382 respondents. In terms of gender, 52.6% of respondents were male and 47.4.0% were female.The numbers of male respondents are much higher.

The classification of the sample based on age seems to be quite appropriate, because the test and consumption pattern of in household of different age groups vary from moderately to significant from one another. The respondents are of different ages, and are categorized into four main groups. The household heads that had access to individual consumer the most preference dairy product by the age group of 36-45 (41.4%) followed by the group comprising the age group of 45 and over (26.7%). This indicates that most of the sample populations of respondents are below the age of 36 -45 and 45 and above respectively. The rest of the respondents consist of the age group of 26-35 (24.6%) and the group between the ages of 18- 25 which is (7.3%) of the sample population.

The mainstream levels of the marital status of respondents varied between married (90.8%) and unmarried (9.2%).

Education plays important role in influencing human action, the impulse and motives that sustain and regulate all mental activity and behavior of individual (Bytiqi, 2008). Based on the educational classification 7.1% of the respondents have master's degree and above, 17.5% of respondents hold a bachelor degree, 27.2% of the population represents diploma holders, 26.7% are high school graduates, and 21.5% of the total sample represent respondents with primary education.

The results of respondents' occupation are indicated in table 4.2. The table demonstrates that 37.4% of the respondents are working in government sector, 22.3% are having their own business, 40.3% are working in private sector. From this results 40.3% are working in private sector is higher.

Regarding monthly income of the respondents, 31.9% of the respondents earn a monthly income of less than 1000 ETB, 31.2% of the respondents earn 1001- 2500 ETB, 17.5% of the respondents earn a monthly income between 2501-5000 ETB and the rest 19.4% earn greater than 5000 ETB.

Regarding family size 35.6% responded they have 4 to 6 family members, 31.9% responded 2 to 4 family members , 22% have family members above 6 and the rest 10.5% have less and equal 2 members in their families. From this results 35.6% responded they have 4 to 6 family members is higher.

4.3.2 Consumption pattern of dairy products

In the main survey consumers were asked to rank their preferred brand of dairy product. From table 4:3 shown the total respondents of Fluid milk most preference to the least preference, then 68.6% best preference, 8.4% above average, average 7.3% , below average 5.2%, least preferred 10.5% of respondents.

In the main survey consumers were asked to rank their preferred brand of dairy product. From **table** shown the total respondents of Cheese/Ayib most preference to the least preference, then 28.8% best preference, 20.9% above average, average 24.9% , below average 13.6%, least preferred 11.8% of respondent.

In the main survey consumers were asked to rank their preferred brand of dairy product. From table shown the total respondents of Butter most preference to the least preference, then 48.7% best preference, 20.9% above average, average 19.1% , below average 6.8%, least preferred 4.5% of respondents.

Table 4:3:Frequency distribution of Respondents Rank from most preferred to the least preferred

Dairy product	Order of preference	Frequency	Percent	Valid Percent	Cumulative Percent
Fluid milk	1	40	10.5	10.5	10.5
	2	20	5.2	5.2	15.7
	3	28	7.3	7.3	23.0
	4	32	8.4	8.4	31.4
	5	262	68.6	68.6	100
	Total	382	100	100	
Cheese/Ayib	1	45	11.8	11.8	11.8
	2	52	13.6	13.6	25.4
	3	95	24.9	24.9	50.3
	4	80	20.9	20.9	71.2
	5	110	28.8	28.8	100
	Total	382	100	100	
Butter	1	17	4.5	4.5	4.5
	2	26	6.8	6.8	11.3
	3	73	19.1	19.1	30.4
	4	80	20.9	20.9	51.3
	5	186	48.7	48.7	100
	Total	382	100	100	
Yogurt /Ergo	1	52	13.6	13.6	13.6
	2	62	16.2	16.2	29.8
	3	62	16.2	16.2	46.1
	4	65	17.0	17.0	63.1
	5	141	36.9	36.9	100
	Total	382	100	100	
Butter milk / Arrera/	1	275	72.0	72.0	72.0
	2	33	8.6	8.6	80.6
	3	23	6.0	6.0	86.6
	4	17	4.5	4.5	91.1
	5	34	8.9	8.9	100
	Total	382	100	100	

Source: Survey data (2019)

In the main survey consumers were asked to rank their preferred brand of dairy product. From table shown the total respondents of Yogurt /Ergo most preference to the least preference, then 36.9% best preference, 17.0% above average, average 16.2% , below average 4.9%, least preferred 7.6% of respondents .

In the main survey consumers were asked to rank their preferred brand of dairy product. From table 4:3 the total respondents of Butter milk/Arrera/ most preference to the least preference, then 8.9% best preference, 4.5% above average, average 6.0% , below average 8.6%, least preferred 72.0% of respondents.

4.3.3 Purchase frequency of dairy products by consumers

Respondents were asked at what time interval frequency) they purchase the different dairy products. Time intervals (Daily, Weekly, Two-weekly, Monthly, and not at all use (if they did not purchase any product) were given as options for answers.

In table 4:4 shown to the purchase frequencies for the dairy products unvaried time interval among product types. Accordingly, consumers who purchased fluid milk most purchase accounted for 57.3% daily, 22.5% weekly, Two weekly 5.2% , monthly 6.0%, Not at all use 8.9% of respondents.

In table shown to the purchase frequencies for the dairy products unvaried time interval among product types. Accordingly, consumers who purchased Cheese/Ayib/ purchase accounted for 5.0% daily, 46.9% weekly, Two weekly 20.4% , monthly 17.5%, Not at all use 10.2% of respondents.

In table shown to the purchase frequencies for the dairy products unvaried time interval among product types. Accordingly, consumers who purchased butter purchase accounted for 9.9% daily, 47.6% weekly, Two weekly 22.8% , monthly 13.9%, Not at all use 5.8% of respondents. This may be the reason for higher percentage of respondents being weekly.

The purchase frequencies for the dairy products unvaried time interval among product types. Accordingly, consumers who purchased butter purchase accounted for 11.3% daily, 36.4% weekly, Two weekly 21.7% , monthly 16.8%, Not at all use 13.9% of respondents. This may be the reason for higher percentage of respondents being weekly.

In table shown to the purchase frequencies for the dairy products unvaried time interval among product types. Accordingly, consumers who purchased butter purchase accounted for 6.3% daily, 12.6% weekly, Two weekly 6.3% , monthly 8.1%, Not at all use 66.8% of respondents. This may be the reason for higher percentage of respondents being not at all purchase accounted.

Table 4:4: Descriptive Purchase frequency Rank from most preferred to the least preferred on dairy product of fluid milk in time interval.

Time	Order of preference	Frequency	Percent	Valid Percent	Cumulative Percent
Daily	1	219	57.3	57.3	57.3
	2	86	22.5	22.5	79.8
	3	20	5.2	5.2	85.1
	4	23	6.0	6.0	91.1
	5	34	8.9	8.9	100
	Total	382	100	100	
weekly	1	19	5.0	5.0	5.0
	2	179	46.9	46.9	51.8
	3	78	20.4	20.4	72.3
	4	67	17.5	17.5	89.8
	5	39	10.2	10.2	100
	Total	382	100	100	
Two weekly	1	38	9.9	9.9	9.9
	2	182	47.6	47.6	57.6
	3	87	22.8	22.8	80.4
	4	53	13.9	13.9	94.2
	5	22	5.8	5.8	100
	Total	382	100	100	
monthly	1	43	11.3	11.3	11.3
	2	139	36.4	36.4	47.6
	3	83	21.7	21.7	69.4
	4	64	16.8	16.8	86.1
	5	53	13.9	13.9	100
	Total	382	100	100	
Not at all purchase	1	24	6.3	6.3	6.3
	2	48	12.6	12.6	18.8
	3	24	6.3	6.3	25.1
	4	31	8.1	8.1	33.2
	5	255	66.8	66.8	100
	Total	382	100	100	

Source: Survey data (2019

In descriptive dairy product when consumers need to buy with cooperative and small scale enterprise we are not get consumers regards to preference and reason for choosing dairy product in different place said to we are get, then out of the 321 total respondents, 84 % of them prefer dairy product without cooperative and small enterprise they are prefer get in different place. The other 61 respondents,16 % they are not get .

Table 4:5: Descriptive dairy product without cooperative and small scale enterprise shown we get from different place.

place	Frequency	Percent	Valid Percent	Cumulative Percent
From environmentrent	327	59.4	59.4	59.4
Local market	90	23.6	23.6	23.6
Cafeteria	3	0.8	0.8	0.8
Another	62	16.2	16.2	16.2
Total	382	100	100	100

Source: Survey data (2019

In table 4:5 the study area, consumers are those actors who purchase milk and milk products for their consumption purpose only. Consumers could consume milk and milk product in their home and their environment. Then consumers get directly from producers 327 total respondents, 59.4% of them prefer dairy product without cooperative and small enterprise they are prefer get in their home and their environment. The other 90 (23.65%)from local market,3(0.8%) cafes or Hotels and 62(16.2%) get from others .Then they were trend of dairy product buying of consumers indicated that they were buying directly from local market, Cafes/Hotels and another respectively.

Table 4:6: Descriptive dairy product without cooperative and small scale enterprise shown the reason to choose

Customer choose	Frequency	Percent	Valid Percent	Cumulative Percent
Quality	188	49.2	49.2	49.2
Price	124	32.5	32.5	81.7
promotion	4	1.0	1.0	82.7
Another	66	17.3	17.3	100
Total	382	100	100	

Source: Survey data (2019

Consumers refer the quality of milk using their own methods such as making yogurt from fresh raw milk and if the milk forms good and semi-solid yogurt, consumers perceive that the milk is

non adulterated and good quality. From table 4:6 show the consumers choose for quality 188(49.2%), for price 124(32.5%), for promotion 4(1%) and for others 66 (17.3%) respondents.

4.4. Descriptive Analysis

From dairy product that Fluid milk, Cheese /Ayib/, Butter, Yogurt /Ergo/ and Butter milk (Arrera) are most preferred when we seen by mean score as table shown.

Table 4:7 showed that the mean score values of consumers based brand preferred determinants in the case of dairy product in Fiche town and area Best preferred Mean 4.1937 and Standard Deviation 1.37054 Fluid milk and Mean 4.0262 and Standard Deviation 1.16346 Butter is the highest scores respectively, while the item "Our preferred dairy product the lowest with a score of mean 1.6963 and Standard Deviation of 1.29280 Butter milk (Arrera).

Table 4:7 Descriptive dairy product brand preference

Product	**N**	Mean	Std. Deviation
Fluid milk	382	4.1937	1.37054
Cheese /Ayib/	382	3.4136	1.34247
Butter	382	4.0262	1.16346
Yogurt /Ergo/	382	3.4738	1.46099
Butter milk (Arrera)	382	1.6963	1.29280

Source: Survey data (20190)

Table 4:8 showed that the mean score values of consumers based brand purchase determinants in the case of dairy product in Fiche town and area frequency of purchase score of Mean 1.8665 and Standard Deviation 1.28610 Fluid milk and Mean 2.5785 and Standard Deviation 1.03374 Butter is the highest scores respectively, while the lowest with a score of mean 4.1649 and Standard Deviation of 1.33262 Butter milk (Arrera).

Table 4:8: Descriptive dairy product the purchase depend on time

	N	Mean	Std. Deviation
Fluid milk	382	1.8665	1.28610
Cheese /Ayib/	382	2.8115	1.10407
Butter	382	2.5785	1.03374
Yogurt /Ergo/	382	2.8560	1.23284
Butter milk (Arrera)	382	4.1649	1.33262

Source: Survey data (20190)

4.5. Responses On Factors Affecting dairy product Brand Preference

In order to analyze the respondents overall brand preference, a total of 21 questions were grouped into six sections which are: price, product quality, advertisement, brand name awareness, brand availability and brand preference. In order to compare the respondents brand preference descriptive statistics of mean and standard deviation is used. The mean indicates to what extent the sample group averagely agrees or disagrees with the different statements. The higher mean and the more respondents agree with the statement while the lower mean the more the respondents disagree with the statement. In addition, standard deviation shows the variability of an observed response. Below the results are discussed one by one.

4.5.1 Product Price

Price is one of the most investigated elements of the traditional marketing mix largely because it generates revenue to organizations (Keller, 2004); represents what is sacrificed by consumers to obtain a product (Zeithaml, 1988). Accordingly, the respondents were asked 5 questions related to price. Table 4:9 presents respondents result of price with mean and standard deviation of values for each variable.

Table 4: 9: Product Price Descriptive Statistics

Question of variable	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Our preferred Dairy brand is reasonably priced	382	1.00	5.00	914	2.3927	1.13533
Our preferred Dairy brand offers value for money	382	1.00	5.00	882	3.3639	1.15745
Our preferred Dairy brand is very economical	382	1.00	5.00	897	2.3482	1.18243
Our preferred Dairy brand is a good product for the price	382	1.00	5.00	1285	2.3089	1.11250
I buy what is affordable for me.	382	1.00	5.00	1288	3.3639	1.29649
Total average	382	1.00	5.00	1,053	2.7555	1.17684

Source: Survey data (2019)

As per Table 4:9,the list of items comprising of price, the mean score for the item " I buy what is affordable for me " Scored the highest with a mean score of 3.3639 and standard Deviation 1.15745 while the item " Our preferred Dairy brand offers value for money "scored the lowest with a mean score of 2.3089 and standard Deviation 1.11250 . The overall mean score for price is 2.7555 and standard Deviation 1.17684 which indicate that the respondents are neutral regarding the above statement. The standard deviation of the respondents is more than 1. This shows higher in variation in response among respondents of the items.

4.5.2 Product Quality

Table 4:10: Product Quality Descriptive Statistics

Question of variable	N	Minimum	Maximum	Sum	Mean	Std. Deviation
Our preferred Dairy brand is well crafted	382	1.00	5.00	1305.00	3.4162	1.15563
Our preferred Dairy brand has an acceptable standard of quality	382	1.00	5.00	1244.00	3.2565	1.13042
Our preferred Dairy brand has consistent quality	382	1.00	5.00	1221.00	3.1963	1.15046
Total average (PQ)	382	1.00	5.00	1256.7	3.2897	1.14550

Source: Survey data (2019)

Product quality has a significant impact towards the product or service performance, thus it is linked to a customer's‟ value and satisfaction (Kotler& Armstrong, 2010). Kotler et al. (2006) define quality as "the set of aspects and characteristics of a product or service that maintain a relationship with their capacity to satisfy consumers" expressed or latent needs". It can also be determined by the way customers perceive product quality in the market.

As illustrated on Table 4:10 on average the variables of Product Quality scored a mean score of 3.2896. The respondents also gave the highest mean score to " Our preferred Dairy brand is well crafted " a mean score of 3.4162 while they gave a low mean score of 3.1963 to the item " Our preferred Dairy brand has consistent quality." The results indicate that the respondents are agree regarding the above statements. The standard deviation of the respondents is more than 1. This shows higher in variation in response among respondents of the items.

4.5.3 Advertisement

Table 4:11 shows that the respondents scored the highest for the item “ the loyal to a dairy product brand which has attractive and recognizable advertisement " with a mean score of 3.3639 and standard Deviation 1.31459 while the lowest went to the item which states “We prefer a Dairy brand with a different advertisement than competing brands ". The overall mean score of 3.1283 and standard Deviation 1.16456 imply that the respondents agree with the above statements. The standard deviation of the respondents is more than 1. This shows higher in variation in response among respondents of the items.

Table 4:11 :Advertisement Descriptive Statistics

Question of variable(Advertisement)	N	Minimum	Maximum	Sum	Mean	Std. Deviation
We prefer a Dairy brand with creative advertisement	382	1.00	5.00	1223.00	3.2016	1.15865
We prefer a Dairy brand with original advertisement	382	1.00	5.00	1227.00	3.2120	1.10810
We prefer a Dairy brand with a different advertisement than competing brands	382	1.00	5.00	1195.00	3.1283	1.16456
I am loyal to a dairy product brand which has attractive and recognizable advertisement	382	1.00	5.00	1285.00	3.3639	1.31459
Total average	382	1.00	5.00	1232.5	3.2264	1.18648

Source: Survey data (2019)

4.5.4 Brand Name Awareness

Keller (2009) views brand awareness as related to the strength of the brand node or trace in memory, as reflected by consumers ability to identify the brand under different conditions. Thus, brand name awareness regards the extent to which a brand comes to mind and the ease at which it does so. Thus, in simple terms, brand awareness is about how easy it is for the brand to be remembered (Narteh et al., 2012).

Table 4:12: Brand Name Awareness Descriptive Statistics

Question of variable Brand Name Awareness	N	Minimum	Maximum	Sum	Mean	Std. Deviation
We know the symbol or logo of our preferred brand	382	1.00	5.00	1110.00	2.9058	1.15993
Some features of our preferred brand come to our mind quickly	382	1.00	5.00	1139.00	2.9817	1.18041
We can recognize our preferred brand quickly among other competing brands	382	1.00	5.00	1155.00	3.0236	1.18475
We are familiar with our preferred brand	382	1.00	5.00	1222.00	3.1990	1.16925
Total average	382	1.00	5.00	1156.5	3.0275	1.17359

Source: Survey data (2019)

Table 4:12 shows that the respondents scored the highest for the item " We are familiar with our preferred brand " with a mean score of 3.1990 and standard deviation 1.16925 while the lowest went to the item which states " We know the symbol or logo of our preferred brand " with a mean score of 2.9058 and standard deviation 1.15993. This implies that the respondents agree

with the above statements. The standard deviation of the respondents is more than 1. This shows higher in variation in response among respondents of the items.

4.5.5 Brand Availability

Table 4:13: Brand Availability Descriptive Statistics

Question of variable Availability	N	Minimum	Maximum	Sum	Mean	Std. Deviation
We prefer a brand of Dairy, which is widely available	382	1.00	5.00	1256.00	3.2880	1.15507
We buy the first brand of Dairy we recognize in a stores display	382	1.00	5.00	1267.00	3.3168	1.12087
If our preferred brand is not available in the store, We will buy any kind of brand available	382	1.00	5.00	1258.00	3.2932	1.2845
Total average	382	1.00	5.00	1260.3	3.2993	1.18681

Source: Survey data (2019)

Table 4:13 shows that the respondents scored the highest for the item " We buy the first brand of Dairy we recognize in a stores display ” with a mean score of 3.3168 and standard deviation 1.12087 while the lowest went to the item which states " We prefer a brand of Dairy, which is widely available " with a mean score of 3.2880 and standard deviation 1.15507. This implies that the respondents agree with the above statements. The standard deviation of the respondents is more than 1. This shows higher in variation in response among respondents of the items.

4.5.6 Brand Preference

In order to test the respondents brand preference, two items were given for the respondents to answer. Table 29 shows the analysis regarding the brand preference of the respondents**.**

Table 4: 14: Brand Preference Descriptive Statistics

Question of variable Brand Preference	N	Minimum	Maximum	Sum	Mean	Std. Deviation
We prefer the above mentioned brand to other competing brands	382	1.00	5.00	1258.00	3.2932	1.16281
The above mentioned brand is always our first Dairy brand choice	382	1.00	5.00	1209.00	3.1649	1.09474
Total average	382	1.00	5.00	1233.5	3.22905	1.128775

Source: Survey data (2019)

As can be seen from Table 4:14, the respondents gave the lowest mean score of 3.1649 and standard Deviation 1.09474 to the item " The above mentioned brand is always our first Dairy

brand choice " implying that they have a limit to the emotional attachment that they have with their preference of Dairy product brand. The respondents also gave a relatively higher mean score of 3.2932 and standard Deviation 1.16281 to the item " We prefer the above mentioned brand to other competing brands " which means that even though they have a limit on the emotional attachment, they would not want to replace their chosen brand with others.

Table 4:15 Summary of factors affecting consumers' Brand preference

Variables	N	Minimum	Maximum	Sum	Mean	Std. Deviation
price	382	1.40	5.00	1053.40	2.7555	.70722
Product quality	382	1.33	5.00	1256.67	3.2897	.91222
Advertisement	382	1.00	5.00	1232.50	3.2264	.78292
Brand name awareness	382	1.25	5.00	1156.50	3.0275	.88915
Brand availability	382	1.00	5.00	1260.33	3.2993	.92296
Brand preference	382	1.00	5.00	1233.50	3.2291	.96011
Valid N (listwise)	382					

Source: Survey data (2019)

Table 4:15 shows that in summary Brand availability, Product quality and Brand preference statements have higher mean scores compared to Brand name awareness and price statements.

4.6 Inferential Statistics

4.6.1 Correlation Analysis

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

The correlation coefficient is a measure of linear relationship and thus a value of r= 0 does not imply there is no relationship between the variables. For example in the following scatter plot r =0 which implies no (linear) correlation however there is a perfect quadratic relationship:

Correlation is an effect size and so we can verbally describe the strength of the correlation using the guide that Evans (1996) suggests for the absolute value of *r*:

correlation value of coefficient

- 0.00 - 0.19 = very weak 0.20 - 0.39 = weak 0.40-0.59 = moderate
- 0 .60 - 0.79= strong 0.80-1.0 = very strong

As per table 4:16 above, shows positive relationship between the five factors measuring " brand preference for dairy product within the range of 0.171** to 0.473**, all are significant at p<0.01 level. Product quality shows moderate level of positive relation, 0.473**, with Brand preference, while product quality 0.416** are significant at p<0.01 and Advertisement 0.452** are significant at p<0.01 moderate level of positive relation and Brand name Awareness 0.621** are significant at p<0.01 independent variable show are strong significant positively related with the dependent variable of brand preference respectively.

Table 4:16 also shows the correlation of the independent variables within themselves. It can be seen that all variables are positively correlated with each other. The moderate correlation goes to Brand availability and product quality (r= 0.498**) and the correlation is also moderate between Brand availability and Brand name awareness (r =0.584**).

Table 4:16: Correlation

Correlations

		Price	Product quality	Advertisement	Brand name awareness	Brand availability	Brand preference
price	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	382					
Product quality	Pearson Correlation	.190**	1				
	Sig. (2-tailed)	.000					
	N	382	382				
Advertisement	Pearson Correlation	.293**	.446**	1			
	Sig. (2-tailed)	.000	.000				
	N	382	382	382			
Brand Name awareness	Pearson Correlation	.189**	.486**	.530**	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	382	382	382	382		
Brand availability	Pearson Correlation	.242**	.498**	.548**	.584**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	382	382	382	382	382	
Brand preference	Pearson Correlation	.167**	.416**	.452**	.621**	.473**	1
	Sig. (2-tailed)	.001	.000	.000	.000	.000	
	N	382	382	382	382	382	382

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

Source: Survey data (2019)

Price Versus brand preference

Regarding price, literature reviews suggest that it is the basic variable in determination of brand preference. Similarly there is very weak a significant positive relationship between price and brand preference in this study to shows relationship , (r=0.167**) .

Product quality Versus price

There is a significant positive relationship between independent variable Product quality and independent variable of price (r=0.190**). This implies that a very weak of consumers' to use Product quality would have used a weak of price for dairy product quality.

Advertisement with product quality

There is a significant positive relationship between independent variable Advertisement and independent variable of product quality (r=0.446**). This implies that moderate of consumers' to use. Advertisement would have used moderate of for dairy product quality.

Brand name awareness with Advertisement and Availability with price

Two independent variables Brand name awareness and Advertisement also show a medium significant positive relation (0.530**) and 0.221** whereas brand availability has significant positive relation (.242**) with price and Brand availability has significant positive relation (0.584**) show moderate with Brand name awareness .

4.7 Regression Analysis

In order to see contribution of factors that consumers consider in choosing a brand of dairy product, linear and multiple regression analysis . Brand preference was used as the dependent variable while the underlying factors of factors Affecting Consumers' were used as the independent variables.

4.7:1 Assumption Testing for Regression Analysis

Meeting the assumptions of regression analysis is necessary to confirm that the obtained data truly represented the sample and that researcher has obtained the best results (Hair et al., 1998). In the following paragraphs, each assumption is explained.

4.7.1.1. multicollinearity

Multicollinearity (also called Collinearity) refers to the assumption that the independent variables are uncorrelated Darlington, (1968) and Keith, (2006). Multicollinearity is correlations or multiple correlation of sufficient magnitude to have the potential to adversely regression estimate. Then presenting and interpreting the regression analysis, it is important to evaluate the model in terms of the issue of multicollinearity. There can be problems with collinearity or multicollinearity when several variables are involved (Hill, R.C. and Adkins, 2003). Generally, as multicollinearity rises, it will complicate the interpretation of the variables because it is more difficult to confirm the effect of any single variable, owing to their interrelationship (Hair, Anderson and Tatham, 1996). According to (Hill and Adkins, 2003), multicollinearity is not a violation of the assumptions of regression but it may cause serious difficulties.

Table 4.17: Multicollinearity test:

Coefficients[a]

Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.	Co linearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.603	.206		2.924	.004		
	price1	.011	.056	.008	.195	.845	.905	1.106
	Product quality	.099	.050	.094	1.976	.049	.674	1.483
	Advertisement	.137	.062	.111	2.189	.029	.595	1.681
	Brand name awareness	.496	.056	.459	8.821	.000	.567	1.763
	Brand availability	.099	.055	.095	1.790	.074	.544	1.838

a. Dependent Variable: Brand preference

Source: Survey data (2019**)**

The muliticollinearity in this study was checked using the Tolerance and VIF value. As it is showed in the table **4.17** all independent variables have a Tolerance value greater than 0.1 and a VIF value less than 10. The VIF, which stands for variance inflation factor, is computed as "1/tolerance," and it is suggested that predictor variables whose VIF values are greater than 10 may merit further investigation (Robert, 2006). In this study, these values (both VIF and tolerance level) indicate that for this analysis, there is no serious multicollinearity problem.

4.7.1.2 Normality Assumption

The normality of the population is the basis for making statistical inferences about the sample drawn from the population (Kothari,2004). The variables in the multiple linear regression models must follow normal distribution. To check the normality of variable which are incorporated in the multiple linear regression model. Regression assumes that variables have normal distributions. Non-normally distributed variables (highly skewed or kurtotic variables, or variables with substantial outliers) can distort relationships and significance tests. There are several pieces of information that are useful to the researcher in testing this assumption: visual inspection of data plots, skew, kurtosis, and P-P plots give researchers information about normality, and Kolmogorov- Smirnov tests provide inferential statistics on normality. Outliers can be identified either through visual inspection of histograms or frequency distributions. The variables in the multiple linear regression model followed normal distribution. APPENDIX 7

Table 4.18: *Normality* test:

Descriptives

			Statistic	Std. Error
Brand preference	Mean		3.2291	.04912
	95% Confidence Interval for Mean	Lower Bound	3.1325	
		Upper Bound	3.3256	
	5% Trimmed Mean		3.2414	
	Median		3.5000	
	Variance		.922	
	Std. Deviation		.96011	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.50	
	Skewness		-.297	.125
	Kurtosis		-.551	.249

Source: Survey data (2019**)**

Table 4.18 :1 *Normality* test

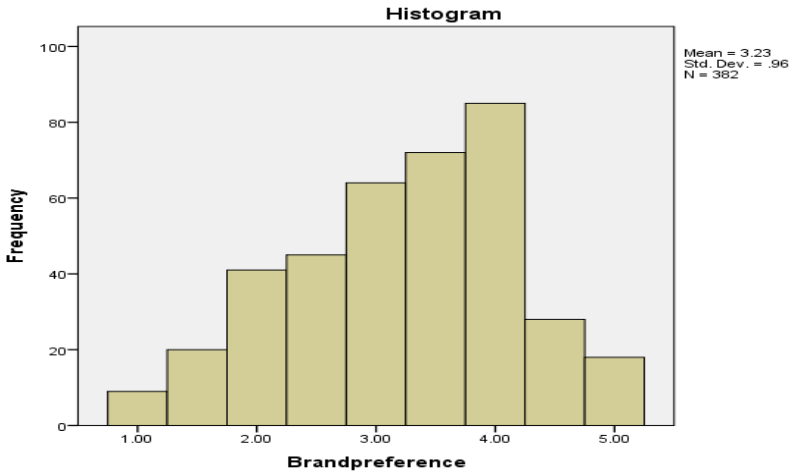
Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Brandpreference	.143	382	.000	.957	382	.000

a. Lilliefors Significance Correction

Source: Survey data (2019**)**

Figure: 2 ***Normality* test** graph



4.7.1.3. Linearity

Linearity is the dependent variable as a linear function of the predictor (independent) variables Darlington, (1968). The linearity of the relationship between the dependent and independent variable represented the degree to which the change in the dependent variable is associated with the independent variable (Hair, Anderson and Tatham, 1996) according to appendix 8 , there was no linearity problems between the dependent and independent variables.

4.7.1.4. Homoscedasticity

Homoscedasticity means that the variance of errors is the same across all levels of the IV. When the variance of errors differs at different values of the IV, heteroscedasticity is indicated. Hair, Anderson and Tatham (1996) identified homoscedasticity as homogeneity of variance. Scatter plots between dependent variable and each of the independent variables and/or scatter plots of the residuals (ZRESID) and predicted values (ZPRED) were checked and the result showed that the variances along the line of best fit remain similar as we move along the line (Appendix 8& 9)

4.7.2. Multiple linear regression analysis

This regression analysis was conducted to know by how much the independent variable explains the dependent variable. It is also used to understand by how much each independent variable (price, product quality, Advertisement, Brand name awareness and Brand availability) explains the dependent variable that is brand preference.

Correlation R and R^2 of Dairy product

The "R" column represents the value of R, the multiple correlation coefficients. R can be considered to be one measure of the quality of the prediction of the dependent variable; brand preference.

Table 4:19: Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.649[a]	.421	.414	.73515	1.873

a. Predictors: (Constant), Brand availability, price1, product quality, Adver, Brand name awareness

b. Dependent Variable: Brand preference

Source: Survey data (2019)

The regression model (see table 4:19) presents how much of the variance in the measure of brand preference of consumers is explained by the factors affecting of brand preference. Based on this, model coefficient of determination or R obtained indicates that 64.9 % of the variation in the measurement (Consumer dairy product brand preference with significance (p-value 0.00) the remaining 35.1% of variations on dairy product brand preference are explained by other variables out of this model and based on this, model coefficient of determination or R^2 obtained indicates that 42.1% of the variation in the measurement function can be explained by price, product quality, advertisement, brand name awareness, brand availability, and brand preference of a particular dairy product brand. The remaining 57.9% of variations on dairy product brand preference are explained by other variables out of this model or variables which are not integrated in this study such as lifestyle, personality, income ,attitude and economy…etc.

The model or the predictor variables have accounted for 41.4% having an adjusted R-square value of .414. The remaining 58.6 % are explained by other variables out of this model.

In table 4:35 the r-ratio in the ANOVA table tests whether the overall regression model is good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable.

Table 4:20: **ANOVA[a]**

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	147.998	5	29.600	54.769	.000[b]
	Residual	203.209	376	.540		
	Total	351.207	381			

a. Dependent Variable: Brand preference

b. Predictors: (Constant), Brand availability, price1, product quality, Adver, Brand name awareness

To test the hypothesis of linear relationship between the predictor and dependent variables, i.e., R-square = 0, the Analysis of Variance (ANOVA) is used. (Robert, 2006). Table 4:20 presents the F statistics to test how well the regression model fits the data. If the F-statistics is small and the significance level less than 0.05 then the hypothesis of linear relationship between the independent variable and dependent variable is accepted. Thus in this study F-statistics with 54.769 which is significant at $p < 0.001$ (because the value in the column labeled Sig. is less than 0.001). This result tells us that there is less than 0.1% chance that an F-ratio this large would happen, if the null hypothesis proposed about the F-ratio were true. Therefore, we can conclude

that the regression model result is significantly better prediction of brand Preference of dairy product and that the regression model overall predict Brand Preference significantly well.

Table 4:21: Coefficient of variable of Dairy product / Collinearity statistics/

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	.603	.206		2.924	.004			
	price	.011	.056	.008	.195	.845	.167	.010	.008
	Product quality	.099	.050	.094	1.976	.049	.416	.101	.078
	Advertisement	.137	.062	.111	2.189	.029	.452	.112	.086
	Brand name awareness	.496	.056	.459	8.821	.000	.621	.414	.346
	Brand availability	.099	.055	.095	1.790	.074	.473	.092	.070

a. Dependent Variable: Brand preference

Source: Survey result, 2019

From the table 4:21 we can say that α is 0.603, and this can be interpreted as meaning that if all the independent variables, price, product quality, Advertisement, Brand name awareness and Brand availability dimensions were to be zero, the model predicts that dairy product can only have 60.3% of brand preference . We can also red off the value of β from the table and this value represents the slope of the regression line. It is 0.008 for price and although this value is slope of the regression associated with a unit change in the outcome associated with a unit change in the predictor. Therefore, if our predicator variable is increased by one unit (if respondents price for dairy product is increased by 1), then the model predicts that 1.1 % extra consumer will be brand preference to dairy product. The same are true for product quality (9.9%) , Advertisement (13.7%) , Brand name awareness(49.6%), and Brand availability (9.9%) for which an increase in one unit of these respective variables can result in an increase in brand preference of dairy product by the percentage shown in the table.

In order to indicate how well a set of independent variables are able to predict the dependent variable and to analyze the conceptual framework, in this study five independent variables were entered to the multiple regression equation and one dependent variable. The five determinants were the independent variables and dependent variable of the Brand preference. Linear regression estimates the coefficient of the linear equation, involving one or more dependent

variables that best predict the value of the independent variable (Robert, 2006). The multiple of linear regression equation is:

$Y' = \alpha + \beta 1X1 + \beta 2X2 + \ldots \beta nXn$

Y = dependent that means , Brand preference

α= Constant that means , 0.603

β= slop

X= independent that means, price, Product quality, Advertisement, Brand name awareness and brand availability

The estimated model here is:

- Brand preference = 0.603+0.011xprice+0.099 x product quality +0.137 x Advertisement + 0.496x Brand name awareness+0.099 x Brand availability .

According to Table 4:21,the regression standardized coefficients for the five independent variable; Brand name awareness (β=0.459, p = 0.000), Brand availability (β= 0.055, p=0.074), Product quality (β=0.094, p=0.049), Advertisement (β=0.111, p=0.029,and Price (β=0.011, p=0.845) then in their descending order referring Brand name awareness as the highest factor affecting of brand preference. Price was found to be the list variable that influences the brand preference of consumers. This indicates significant relationship between them and the dependent variable (consumers brand preference). Since, coefficients of the predictor variables are statistically significant at less than five percent; alternative hypotheses related with product quality, brand name awareness and Advertisement were accepted and the remaining two alternative hypotheses(which are related with brand availability and price) were rejected.

In Multiple Regression the effect or contribution of each independent variable on the dependent variable is determined :

$$R^2 x100\% = (\beta_1 ry_1 + \beta_2 ry_2 + ---- + \beta_k ry_k) x100\%$$

$$= \beta_1 ry_1 \, x \, 100\% + \beta_2 ry_2 \, x100\% + ---- + \beta_k ry_k \, x100\%$$

- In the regression table above, F value indicates that the multiple correlations R were significant that is the contribution of all variables price, product quality, Advertisement, Brand name awareness and Brand availability (P, PQ, A, BNA and BA) collectively were significantly affected the Brand preference.

- But t values indicate that the contribution of each of the variables price, product quality, Advertisement, Brand name awareness and Brand availability were not significantly affected the Brand preference.
- From regression table above, since $R^2 = 0.421$ for Brand preference then the five variables price, product quality, Advertisement, Brand name awareness and Brand availability had 42.1% effect or contribution on Brand preference.
- The percent of effect or contribution of each component price, product quality, Advertisement, Brand name awareness and Brand availability (P, PQ, A, BNA and BA) on the Brand preference can be found by

  $(R^2 = \beta_p r_{Xp} + \beta_{PQ} r_{XPQ} + \beta_A r_{XA} + \beta_{BNA} r_{XBNA} + \beta_{BA} r_{XBA}) \times 100\%$

  $42.1\% \approx 0.18\% + 3.9\% + 5.01\% + 28.5\% + 4.49\%.$

  - Therefore, the effect of dairy product price enhanced the brand preference by 0.18%.
  - The effect of dairy product quality enhanced the brand preference by 3.9%.
  - The effect of dairy product Advertisement enhanced the brand preference by 5.01%.
  - The effect of dairy product Brand name awareness enhanced the brand preference by 28.5%. and
  - The effect of dairy product Brand availability enhanced the brand preference by 4.49%.

4.8 Hypotheses Testing

Hypothesis One: Price has a positive and significant effect on consumers' brand preference of dairy product

To test this hypothesis, a multiple regression was run on SPSS which gave the overall fitness of the model which was presented in the previous paragraphs and the significances of each independent variable in effecting the dependent variable.

Based on the tables 4:21 and justifications provided in the preceding paragraphs, price has a positive and significant relationship with the dependent variable brand preference , where the t-statistic value was calculated to be 0.195 at p value > 0.05. The value of the coefficient of price was also found to be 0.011 which one unit change in price have 0.008 times change in the brand preference positively. Therefore, H1 is rejected.

Hypothesis two : product Quality has a positive and significant effect on consumers' brand preference of dairy product.

To test this hypothesis, a multiple regression was run on SPSS which gave the overall fitness of the model which was presented in the previous paragraphs and the significances of each independent variable in effecting the dependent variable.

Based on the tables 4:21 and justifications provided in the preceding paragraphs, product quality has a positive and significant relationship with the dependent variable brand preference , where the t- statistic value was calculated to be 1.976 at p value < 0.05. The value of the coefficient of product quality was also found to be 0.099 which one unit change in product quality have 0.094 times change in the brand preference positively. Therefore, H2 is Accepted.

Hypothesis three : Advertisement has a positive and significant effect on consumers' brand preference of dairy product.

To test this hypothesis, a multiple regression was run on SPSS which gave the overall fitness of the model which was presented in the previous paragraphs and the significances of each independent variable in effecting the dependent variable.

Based on the tables 4:21 and justifications provided in the preceding paragraphs, advertisement has a positive and significant relationship with the dependent variable brand preference , where the t- statistic value was calculated to be 2.189 at p value < 0.05. The value of the coefficient of advertisement was also found to be 0.137 which one unit change in advertisement have 0.111 times change in the brand preference positively. Therefore, H3 is Accepted.

Hypothesis four : Brand Name Awareness has a positive and significant effect on consumers' brand preference of dairy product.

To test this hypothesis, a multiple regression was run on SPSS which gave the overall fitness of the model which was presented in the previous paragraphs and the significances of each independent variable in effecting the dependent variable.

Based on the tables 4:21 and justifications provided in the preceding paragraphs, Brand Name awareness has a positive and significant relationship with the dependent variable brand preference , where the t- statistic value was calculated to be 8.821 at p value < 0.05. The value of the coefficient of Brand Name awareness was also found to be 0.496 which one unit change in Brand Name awareness have 0.459 times change in the brand preference positively. Therefore, H4 is Accepted.

Hypothesis five : Brand availability has a positive and significant effect on consumers' brand preference of dairy product.

To test this hypothesis, a multiple regression was run on SPSS which gave the overall fitness of the model which was presented in the previous paragraphs and the significances of each independent variable in effecting the dependent variable.

Based on the tables 4:21 and justifications provided in the preceding paragraphs, brand availability has a positive and significant relationship with the dependent variable brand preference , where the t- statistic value was calculated to be 1.790 at p value > 0.05. The value of the coefficient of brand availability was also found to be 0.099 which one unit change in brand availability have 0.095 times change in the brand preference positively. Therefore, H5 is rejected.

Table 4:22: Summary of the Overall Outcome of the Research Hypotheses

Hypothesis	Result	Reason
H1: Price has a positive and significant effect on customers brand preference of dairy product. Ho: Price does not a positive and significant effect on customers brand preference of dairy product.	H1: Rejected Ho: Accepted	β= 0.008 p= 0.845 p > 0.05
H1: product Quality has a positive and significant effect on customers brand preference of dairy product. Ho: product Quality does not a positive and significant effect on customers brand preference of dairy product.	H1:Accepted Ho: Rejected	β= 0.094 p= 0.049 p<0.05
H1: Advertisement has a positive and significant effect on customers brand preference of dairy product. Ho: Advertisement has a positive and significant effect on customers brand preference of dairy product.	H1:Accepted Ho: Rejected	β= 0.111 p= 0.029 p<0.05
H1: Brand Name Awareness has a positive and significant effect on customers brand preference of dairy product. Ho: Brand Name Awareness has a positive and significant effect on customers brand preference of dairy product.	H1:Accepted Ho: Rejected	β= 0.459 p= 0.000 p<0.05
H1: Brand availability has a positive and significant effect on customers brand preference of dairy product. Ho: Brand availability has a positive and significant effect on customers brand preference of dairy product.	H1: Rejected Ho: Accepted	β= 0.095 p= 0.074 p > 0.05

Source: Survey Data (2019)

4.9 Discussion of Findings

Dairy product is the most popular food product consumed both at home and in public with potentially significant implication for the desire benefits (Orth, 2005). price and product Quality have been shown to have considerable effect on brand preference of dairy product (Schaefar, 1995). This study is designed and carried out in order to identify factor affecting consumers' of brand preference among consumers of dairy product in Fitche town and area. According to the study findings, five factors: price, product quality, Advertisement, brand name awareness, and brand availability were identified as decisive to brand preference .

The first parameter asked to respondents was demographic profile. Based on the data collection analysis 52.6% of the respondents were male and 47.4% of the respondents were female. This shows that male is the most factor affect consumer brand preference of dairy product . As observed by these research done on dairy product, female are near result to the male while these result show as dairy product consumers in household.

The second parameter in demographic profile of respondents showed that most dairy product consumers are 36-45 years of age with 41.4% of the total respondents while 18-25, 26-35 and above 45 age constitute the small percentage with 7.3% , 24.6% and 26.7 % respectively. This indicates that the married area not only the age of 36-45 but the others married area consumed in household dairy product as well .

The third parameter was marital status of respondents, where the highest 90.8% of the respondents were married and lowest 9.2% were unmarried. When considering educational status 27.2% of the respondents were diploma holders and followed by 26.7% secondary school holder. The other parameter asked to respondents was demographic profile by occupation status ,income and Number of members of the family where the highest 40.3% private job, income 31.2% 1001-2500 and 35.6% 4-6 members respectively.

The fourth Parameter attempted to assess the consumption pattern rate of respondents. The result to showed that, the rank their preferred brand of dairy product. From the total respondents most preference to the least preference, that given (1-5) best preference, above average, average , below average and least preferred where from total Fluid milk 68.6%, Butter 48.7% , Ergo/Yogurt/ 36.9%, cheese/Ayib/ 28% the least preferred Butter milk/Arera/72% to respectively .

The fifth Parameter attempted to assess the Purchase frequency of dairy products by consumers in time interval. The result to showed that, the purchase frequencies for the dairy products

unvaried time interval among product types. Accordingly, consumers who purchased from total respondents Fluid milk, butter , Ergo/Yogurt/ , cheese/Ayib/ and Butter milk/Arera/ purchase accounted for Fluid milk 57.3% daily, butter 47.6%, Ergo/Yogurt/36.41% and cheese/Ayib/ 46.9% purchase weekly respectively and Butter milk/Arera/ 66% not at all purchase .

The sixth Parameter attempted to assess the consumers' dairy product purchase without cooperative and small enterprise they are prefer get in different place. From the total 84% different place purchase and 16 % they are not get purchase. Consumers could consume milk and milk product in their home and their environment. Then consumers get directly from producers 327 total respondents, 59.4% of them prefer dairy product without cooperative and small enterprise they are prefer get in their home and their environment. The consumers were choose for quality 49.2% and for price 32.5% respectively . The rest choose for promotion and for the others.

The mean value of the independent variable(price) is 2.7555 which show significant level of importance. The correlation value proves that the variable is correlated with brand preference (dependent variable) by 0.171 correlation value and the regression coefficient table reveals that the variable shows Beta value of 0.008 values with a significance level of 0.845.

Based on the data analysis in this chapter of the study found out that Brand availability is factor affecting considered by consumer in setting their dairy product brand preference. The descriptive analysis show that Brand availability has the highest mean value compared to the other of brand preference factors(i.e. 3.2993).The correlation analysis also reveals Brand availability show the highest and positive relation (i. e 0.473) with the dependent variable Brand preference. The statistical multiple regression test on product quality also showed that quality is a significant (β=0.095, p=0.074) predictor of dairy brand preference. Even though most of dairy product brands in Fitche town exhibits similar Brand availability content and consistent available) most respondents set their preference on quality.

The descriptive value of the independent variable Brand name awareness shows the mean value (i.e. 3.0275). It shows significant level of importance. The correlation value proves that the variable is moderately correlated with the dependent variable by 0.621 values and the Coefficient table from the regression analysis proves that the variable has 0.459 Beta value with significance of p= 0.000.

Consumers are usually able to evaluate each of the products and Advertisement attributes. Famous Advertisement can disseminate product benefits and lead to higher recall of advertised

benefits than non-famous Advertisement (Keller, 2003).The mean value of the independent variable (Advertisement) is 3.2264 which show significant level of affects. The correlation value proves that the variable is moderately correlated with brand preference (dependent variable) by 0.452 correlation value and the regression coefficient table reveals that the variable shows higher Beta value of 0.111 with a significance level of p= 0.029.

In line with most academic studies such as Chimboza and Edward (2007), the current study has proven the importance of brand quality in factors affecting consumer brand preference of dairy product brands the correlation value is 0.416 and the mean value of 3.2897 and the regression coefficient table reveals that the variable shows Beta value of 0.094 values with a significance level of 0.049. Moreover, Peter and Donnelly (2007) explain that products that are convenient to buy in a variety of stores increase the chance of consumers finding and buy them. When consumers are seeking low-involvement products, they are unlikely to engage in extensive search. Therefore, ready availability of brands is important for preference decision-making.

To sum up the discussion, it could be concluded that price, product quality, advertisement, brand name awareness and brand availability were identified as critical to brand preference decision and are major antecedents of brand preference for dairy product sector. Brand availability and product quality were most factors affecting that directly influence brand preference.

CHAPTER FIVE

CONCLUSSION AND RECOMMENDATIONS

5.1 Introduction

This chapter aims to review the problem of the research and conclude the findings of with regard to the objectives of the study. Recommendation that focuses on how the problem identified could be addressed is included in the present chapter. Limitation faced while conducting the study and suggestion for future researches is also included at the end of this chapter.

5.2. Conclusion

Brand preference features in all of the major texts on brands and brand strategy. According to Wu (2001), the preferred brand is the chosen brand among several brands of the same quality. In addition Hellier et al. (2003), define it as the extent to which a consumer favors one brand over another.

A consumers' consumed to frequently prefer one product over another depends on many factors. This study analyzed the effect of some marketing factors such as price, product quality, advertisement, brand name awareness and brand availability on brand preference.

The main objective of this study was to find out to what extent marketing factors affecting Consumers' Brand Preference of Dairy Products in Fitche town. The factors identified and tested to understand factors that affect consumer brand preference. These dimensions had sub elements that are provided in a likert scale and send to the selected respondents that are taken using simple sampling technique. The gathered data is analyzed by using descriptive statistics, correlation analysis and multiple regressions.

The results of the analyzed questionnaires revealed that price and product quality are the significant variables affecting the consumers' brand preference. The other remaining variables have insignificant impact on consumers' brand preference. The study recognized that the most popular dairy product brand is fluid milk and butter.

- To examine the effect of price and product quality on brand preference of dairy products in Fiche town and area

From this finding, it can be seen that most of respondents believe that their preferred dairy product is produced per acceptable price and product quality standard, has consistent product quality. The statistical test also support that price and product quality is the significant variable in factors affecting consumers dairy product brand preference (β=0.011, p=0.845) . This answer

is based on the correlation (r=0.190, p=0.000) with the beta value of β = 0.008. From the finding it is concluded that the perception of dairy product consumer regarding the price and product quality is important factor in shaping their brand preference .

- To investigate the effect of advertising on dairy product brand preference.

Based on the finding, advertising has a significant and positive relationship with brand dairy product brand awareness. This answer is based on the correlation (r=0.530, p=0.000) with the beta value of β = 0.111. This implies that advertising has positive and significant effect on brand awareness.

- To determine the effect of brand awareness on customers brand preference of dairy products in Fiche town and area

Brand name awareness was found to be the significant factor that respondents consider to make a brand preference decision when consuming dairy product . Consumers believe that being aware of a brand would create a change in their brand preference. The statistical test also support that brand name awareness is the significant variable in factors affecting brand consumers' dairy product brand preference (β=0.459, p=0.000) and based on the correlation (r=0.621, p=0.000).

- To investigate the effect of availability on customers brand preference dairy products

brand availability can factor affect brand preference of consumers. Since most of dairy product brands in Fitche town exhibits almost similar product . The statistical test also indicate that brand availability is the significant variable in determining consumers dairy product brand preference (β=0.095, p=0.074) and based on the correlation (r=0.473, p=0.000).

To answer this research question ,the study use descriptive analysis of each brand element alternative compute the frequency , percentage and cumulative percentage of each as of strongly disagree, disagree, neutral, agree and strongly agree for each alternative variables. Generally from our survey data analysis, dairy product brand elements are evaluated. So, from the data obtained from data finding, each element listed in the above is best.

At the beginning of the study it was hypothesized that all five marketing factors affecting have a significance influence on the brand preference of consumers'. After the analysis was done, the findings revealed that only three of the variables have a significant influence. Therefore the three alternative hypothesis drawn (H2,H3 and H4) were accepted as the remaining two alternative hypothesis (H1 and H5) were rejected. In conclusion according to this study product quality,

advertisement and brand name awareness are the major players in affecting and deciding consumers brand preference.

5.3 Recommendations

Basing on the findings from the study, the discussion that followed and the conclusion drawn in line with the study objectives, the following points are recommended for dairy product in order to make better and informed decisions that can be used to factor affect the way consumers make brand preference decision.

- As indicated in the discussion and conclusion part, the dairy brand marketing in Fiche town and area is growing (there are more brands coming in to the market) but still at an infant stage with regard to customer basic needs and growing demand for animal source foods. Business in this sector (both producers and marketers) should consider consumers' contexts and the dynamism of their factors affecting price and product quality.
  - Increasing milk market outlets by modern should be encouraged to meet the demand of people through formal marketing system.
  - It is found that price and product quality is the major factor affect of brand preference . The result is in line with producer and consumers how to maintain dairy product of the cooperative and small scale enterprise reliability, integrity and having of confidence in marketing strategy and also price strategy used is very important. Hence, cooperative and small scale enterprise should consider Brand preference as the customer construct during designing and implementation of their marketing strategy. Especially organize and integrate dairy product on market strategy.
  - The study revealed the importance of cooperative and small scale enterprise as an outlet, particularly for dairy product they get from local market, this is quality less and get from neighbor, this is the price low from the dairy farmers then at this time the farmers one litter fresh milk sells less than one litter water. So for that case dairy product in Fitche town and area dairy product low price. The recommendation of this factors need huge processing technologies or industry.
  - The study shows that product price coupled with product quality is the burning issues for the customers. Quality of the product especially perishes - ability and adulteration of fluid milk with some local (un-branded) suppliers are some of the issues that customers complain about. Therefore, it is recommended that the existing and prospective firms in the area of dairy product marketing should base customer suggestions while developing and

marketing their brands. It is also suggested that the sellers of the dairy products integrate with the producers or processors of the products so that they could figure out the appropriate ingredients in their products that their customers like or dislike. This suggestion is relevant because the local test or feel of the product is one of the factors affecting consumers' brand choice.

- Development and advertisement of small scale processing technologies were critical to increasing smallholder producer's dairy production and dairy products market participations. The seasonal flood in milk production and the mismatch between seasonal production and demand in the study area identify the need for processing facilities that would produce storable dairy products such as long life milk, butter or hard cheeses. Adding capacity to produce stored dairy products could improve the profitability of the industry and enhance food security in the milk shed in particular and in the country in general.
- The result in enhances indicated that the overall milk marketing system was factor affect found to be traditional and under developed, by local market fragmented and informal. Thus, milk market group should be established in order to start the way to make the market formalized and to maximize the price and quality of the product.
- Commitment, accountability and transparency of executive committee of in Fitche town and area on dairy cooperative and small scale enterprise play a vital role for the success of Fitche town and area dairy cooperative and small scale enterprise. Therefore, there must be training for management and the management must be willing to use modern value added technologies such as diversification of processed products by focusing on factor affect consumers' brand preference .

Policy recommendation

The current study identified customers of dairy products value the quality and taste of the product more than its price. Product and grocery standards have to be maintained in order to meet the satisfaction of customers of varying backgrounds. Increasing milk productivity per cow it seems like Republic of south Korea and Israel to critical market strategy by modern should be encouraged to meet the demand of people through formal marketing system. government and other dairy sector development partners should emphasis on capacity building of the dairy smallholders through short and intermediate practical based training. Many literatures reveal that Ethiopia possesses the largest livestock population in Africa. However, the dairy products supply

could not satisfy the need of the consumers. This is evidenced by the respondent of the current study that product availability is one of the major factors affecting their purchase frequency. Therefore, it is recommended that the government of Ethiopia has to motivate investors (both producers and marketers) in the dairy sector by providing incentives so that productivity and production are boosted to satisfy the increasing needs.

5.4 Limitations And Suggestions For Further Study

The study has limitations because it only considers five marketing factors of brand preference. The research would have been more conclusive if it had considered more variables of marketing and other factors of brand preference. This study only covered dairy product in Fiche town and area . Future researches should include dairy product from other zonal and major town of the country to make it more representative. In addition they can include other marketing or major factors of brand preference.

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APPENDIX 1.1: QUESTIONNAIRE (ENGLISH VERSION)
ADDIS ABABA UNIVERSITY
COLLEGE OF COMMERCE
DEPARTMENT OF MARKETING MANAGMENT

Dear Respondents! I would like to express my deep gratitude for your cooperation to express your real feeling in this questionnaire. This questionnaire is developed and availed to you to examine your perception, knowledge, feelings and attitudes towards Dairy brands preference. My name is **Dadi Regassa**, Masters of Art candidate at Addis Ababa University School of Commerce conducting a research entitled analysis of the Factors Affecting Consumers' Brand Preference of Dairy Products as a partial fulfillment for my MA Degree. I assure you that responses will be kept confidential and the data will be used for intended purpose only.

For more information you can contact me by **phone: +251910022667** or **email; dadiregassa4@gmail.com** Thank you in advance for your utmost cooperation. **Part I and II** General information questions, **part III factors affect of consumer brand Preference** Please insert a tick mark in the boxes next to your answer for question 1-6

Part I. General Profile. Kindly tick mark **(√)** the option that best describes you.

1. Gender: A) Male ☐ B) Female ☐
2. Age (Years): A) 18-25 ☐ B) 26-35 ☐ C) 36-45 ☐ D) 45+ ☐
3. Marital status: A) Married ☐ B) Unmarried ☐
4. Education: A) Primery School ☐ B) 2nd School ☐ C) Diploma ☐ D)1stDegree ☐ D) Masters & above ☐
5. Occupational status: A) Govt, Job ☐ B) Private Job ☐ C) Own business ☐
6. Income (ETB): A) <1000 ☐ B) 1001-2500 ☐ C) 2501-5000 ☐ D) >5000 ☐
7. No. of members in the family
   A Up to 2 ☐ B 2 to 4 ☐
   C 4 to 6 ☐ D Above 6 ☐

Part II Basic research questions

1. List 5 dairy brands in the order of preference. Rank from 1 to 5: 5-Most Preferred (1-Least Preferred)

   1. Least preferred 2. Below average preference 3. Average preference 4. Above average preference 5. Best preferred

Dairy product	Brand names in order of Preference (5= most preferred; 1 = least preferred)				
	5	4	3	2	1
Fluid milk					
Cheese /Ayib/					
Butter					
Yogurt /Ergo/					
Butter milk (Arrera)					

2. Mention the frequency of your purchase for the following dairy products?

S.No.	Dairy product	Daily	Weekly	Two weekly	Monthly	Not at all use
	Fluid milk					
	Cheese /Ayib/					
	Butter					
	Yogurt /Ergo/					
	Butter milk (Arrera)					

3. Dairy product without cooperative and small scale enterprise we are get?

A) Yes B) No

4. If question No 3. yes were we get?----------

5. If question No 4 why to choose

A. Quality ☐ B. Price ☐ C. Promotion ☐ D. Another ☐

Part III Part 3: **Underlying factors affect of consumer brand Preference**

Please tick the number that best describe your opinion with the following statements associated with the determinants of your brand loyalty, 1=strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree.

2. Please reply to the following statements by showing your level of agreement/disagreement on each by putting a "√" mark

Items	Dimensions	Rating Scale				
	A) Price	**Strongly disagree(1)**	**Disagree (2)**	**Neutral (3)**	**Agree (4)**	**Strongly agree (5)**
P1	Our preferred Dairy brand is reasonably priced					
P2	Our preferred Dairy brand offers value for money					
P3	Our preferred Dairy brand is very economical					

P4	Our preferred Dairy brand is a good product for the price					
P5	I buy what is affordable for me.					
	B) Product quality					
PQ1	Our preferred Dairy brand is well crafted					
PQ2	Our preferred Dairy brand has an acceptable standard of quality					
PQ3	Our preferred Dairy brand has consistent quality					
	C) Advertisement					
A1	We prefer a Dairy brand with creative advertisement					
A2	We prefer a Dairy brand with original advertisement					
A3	We prefer a Dairy brand with a different advertisement than competing brands					
A4	I am loyal to a dairy product brand which has attractive and recognizable advertisement					
	D Brand name awareness					
BNA1	We know the symbol or logo of our preferred brand					
BNA2	Some features of our preferred brand come to our mind quickly					
BNA3	We can recognize our preferred brand quickly among other competing brands					
BNA4	We are familiar with our preferred brand					
	E Brand availability					
BA1	We prefer a brand of Dairy, which is widely available					
BA2	We buy the first brand of Dairy we recognize in a stores display					
BA3	If our preferred brand is not available in the store, We will buy any kind of brand available					
	F Brand Preference					
BP1	We prefer the above mentioned brand to other competing brands					
BP2	The above mentioned brand is always our first Dairy brand choice					

APPENDIX 1.2: QUESTIONNAIRE (AMHARIC VERSION)

አዲስ አበባ ዩንቨርሲቲ
ንግድ ስራ ኮሌጅ
ማርኬቲንግ ማናጅመንት ትምህርት ክፍል

ውድ የዚህ መጠይቅ ተሳታፊ፡-

እኔ ዳዲ ረጋሣ ሁንዴ ሲሆን፣በአዲስ አበባ ዩኒቨርሲቲ የንግድ ሥራ ት/ቤት የድህረ-ምረቃ ተማሪ ነኝ፡፡ በአሁኑ ሰዓት በአዲስ አበባ ከተማ የወተት ምርት ዉጤቶች መለያ ደንበኝነትን የሚወስኑትን ምክንያቶች ለመለየት ምርምር በማካሄድ ላይ እገኛለሁ፡፡ የምርምር ሥራው ውጤት በአዲስ አበባ ዩኒቨርሲቲ በማርኬቲንግ ማኔጅመንት ለምሰራው የሁለተኛ (ማስተርስ) ዲግሪ በማሟያነት እንዲውል በማሰብ ነው፡፡ በዚህ የዳሰሳ ጥናት የሚኖርዎት ተሳትፎ በፈቃደኝነት ላይ የተመሰረተ በመሆኑ የሚሰጡኝ መረጃም ለጥናቱ ዓላማ ብቻ የሚውል ሲሆን በሚስጥር ይያዛል፡፡ ለመረጃ ለመገናኘተ የስልክ ቁጥር: **+251910022667** or **email; dadiregassa4@gmail.com** እባክዎትን በመጠይቁ ላይ ስምዎትን እና የአድራሻዎትን ዝርዝር ሁኔታ መፃፍ አያሰፈልግዎትም፡፡

ስለ መልካም ትብብርዎ በቅድሚያ አመሰግናለሁ፡፡

ክፍል አንድ፡- ጠቅላላየግልሁኔታንበተመለከተ(እባክዎትን እርስዎን በደምብ የሚገልፀውን በመምረጥ በባዶ ሳጥኑ ላይ **(√)** ምልክት ያድርጉ)

1. ጾታ፡- ሀ ወንድ ☐ ለ ሴት ☐

2. እድሜ፡- ሀ 18-25 ☐ ለ 26-35 ☐ ሐ 36-45 ☐ መ 45-ከዚያ በላይ ☐

3. የወቅቱ የጋብቻ ሁኔታ፡- ሀ ያገባ ☐ ለ ያላገባ ☐

4. የትምህርት ደረጃ፡- ሀ አንደኛ ደረጃ ትምህርት ☐ ለ ሁለተኛ ደረጃ ትምህርት ☐ ሐ ዲፕሎማ ☐መ አንደኛ ዲግሪ ☐
ሠ. የማስተርስ ዲግሪ እና ከዚያ በላይ ☐

5. ሥራ ፡ ሀ) የመንግስት ☐ ለ) የግል ሥራ ☐ ሐ) የራሴ ቢዝነስ ☐

6. ወርሃዊ ገቢ በኢትዮጵያ ብር፡-ሀ. ከ1000 በታች ☐ ለ. 1001-2500 ሐ 2501-5000 ☐ መ 5001 + ☐

7. የቤተሰብ አባላት ብዛት ሀ. 2 ☐ ለ. 2-4 ☐ ሐ. 4-6 ☐ መ. 6 እና በላይ ☐

ክፍል ሁለት መሠረታዊ የጥናት ጥያቄ

1 .የወተት ምርት ዉጤቶች ምርጫ በቅደም ተከተል በደረጃ ከአንስተኛ እስከ ከፍተኛ ምርጫ 1. አነስተኛ ምርጫ
2. ከአማካይ በታች ምርጫ 3. አማካይ 4. ከአማካይ በላይ 5. ከፍተኛ ምርጫ

የወተት ምርት ዉጤቶች	የምረት ምርጫ በቅደም ተከተል ከአነስተኛ እስከ ከፍተኛ ምርጫ ምልክት ይደረግ (1-5)				
	5	4	3	2	1
ፈሳሽ ወተት					
አይብ					
ቅቤ					
እርጎ					
አሬራ					

2. .የወተት ምርት ዉጤቶች ለመግዛት ድግግሞሽ በተሰጠዉ ሠንጠረዥ ዉስጥ ምልክት ማድረግ

የወተት ምርት ዉጤቶች	የሚጠቀመዉ ጊዜያት				
	በቀን (1)	በሳምንት (2)	በሁለት ሳምንት (3)	በወር (4)	ምንም አልጠቀምም (5)
ፈሳሽ ወተት					
አይብ					
ቅቤ					
እርጎ					
አሬራ					

3. የወተት ምርት ዉጤቶች ከሚታወቁ ማህበራትና ማይክሮ ኢንተርፕራይዝ ዉጭ ምርጫ አለ ? ሀ አዎ ☐ ለ አይገኙም ☐

4. ጥያቄ 3 ላይ አዎ ከተባለ ከየት፡----------

5. ጥያቄ 4 ላይ ምርጫ የተደረገበት ምክንያት ማህከል የተደረገበት ሀ ጥራት ☐ ለ. ዋጋ ☐ ሐ. ማስታወቅያ ☐ መ. ለላ ☐

ክፍል ሶስት፡- የምርት መለያ ዓይነት(ብራንድ) ተጠቃሚዎች ደንበኝነትን የሚዎስኑ ሁኔታዎችን በተመለከተ ከሚከተሉት ሀሳቦች ውስጥ እርስዎን ለዓይነት(ብራንድ)ታማኝ(ደንበኛ) እንዲሆኑ የሚያደርጉና ወሳኝ ናቸው ብለው ከሚያስቧቸው ጋር በተያያዘ የእርስዎን ሀሳብ በደምብ የሚገልጸውን ቁጥር በመምረጥ ምልክት ያድርጉ፡-

1፡- በጣም አልስማማም፣ 2. አልስማማም፣ 3.አቋም የለኝም፣ 4.እስማማለሁ እና 5. በጣም እስማማለሁ፡፡

አይነቶች	እሳቤ/እይታ	የደረጃ ምደባ				
	ሀ) ዋጋ	በጣም አልስማማም(1)	አልስማማም (2)	አማካኝ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
P1	የእኛ የወተት ምርት ዉጤቶች ምርጫ ዋጋ ምክንያታዊ ነው					
P2	የወተት ምርት ዉጤቶች ምርጫችን ሆወጣበት ገንዘብ ተገቢ ዋጋ ያለው ነው					
P3	የወተት ምርት ዉጤቶች ምርጫችን በጣም ገንዘብ ቆጣቢ ነው					
P4	የወተት ምርት ዉጤቶች ምርጫችን ለወጣበት ዋጋ ጥሩ ምርት ነው					
P5	ላወጣ በምችለው ዋጋ የቀረበውን የወተት ምርት ዉጤቶች ዓይነት ደንበኛ ነኝ					
	ለ) የምርት ጥራት					
PQ1	የወተት ምርት ዉጤቶች ምርጫችን በሚገባ የተመረተ ነው					
PQ2	የወተት ምርት ዉጤቶች ምርጫችን ተቀባይነት ያለው እና ደረጃውን የጠበቀ ጥራት ያሆው ነው					
PQ3	የወተት ምርት ዉጤቶች ምርጫችን ወጥ የሆነ የጥራት ደረጃ ያለው ነው					
	ሐ) ማስታወቂያ					
A1	የመረጥነው የወተት ምርት ዉጤቶች የማስታወቂያ ስራ የፈጠራ ክህሎት የታከለበት ነው					
A2	የወተት ምርት ዉጤቶች ምርጫችን አርጅናል የማስታወቂያ ስራዎች ያሉትን ነው					
A3	የመረጥነው የወተት ምርት ዉጤቶች የማስታወቂያ ስራ ከተፎካካሪ ምርት አይነቶች የተለየ ነው					
A4	ሳቢ እና የሚታዎስ ትውውቅ የሚደረግለት የወተት ዉጤት ደንበንኝነት ምርጫዬ ያግዘኛል፡፡					
	መ. የምርት መለያ ስያሜ ግንዛቤ					
BNA1	እኛ የመረጥነውን የወተት ምርት ዉጤቶች ምልክት ወይም አርማ እናውቃለን					
BNA2	እኛ የመረጥነው የወተት ምርት ዉጤቶች የተለያዩ መለያዎች በአእምሯችን					

	በፍጥነት ይከሰታሉ					
BNA3	የእኛን የወተት ምርት ዉጤቶች ምርጫዎች ከለሎች ምርቶች መካከል በተለየ ሁኔታ ፈጥነን እናዉቃለን					
BNA4	እኛ ከመረጥነው የወተት ምርት ዉጤቶች ጋር በሚገባ እንተዋወቃለን					
	ሠ. የምርት አይነት/መለያ መኖር					
BA1	የእኛ የወተት ምርት ዉጤቶች ምርጫ በስፋት እና እንደልብ የሚገኘው ነው					
BA2	የሚንገዛው የወተት ምርት ዉጤቶች አይነት በመደብሮች ውስጥ ለእይታ ተቀምጦ የተመለከትነውን የመጀመሪያ የምርት አይነት ነው					
BA3	እኛ የምንመርጠው የወተት ምርት ዉጤቶች አይነት በመደብር ውስጥ ከለላ በቦታው ያለ ማንኛውም አይነት የወተት ምርት ዉጤቶች እንገዛለን					
	ረ. የምርት አይነት ምርጫ					
BP1	እኛ ከላይ የተጠቀሰውን የምርጫ አይነት ከቀሩት ተፎካካሪ አይነቶች የበለጠ እንመርጠዋለን					
BP2	ከላይ የተጠቀሰው የምርጫ አይነት ሁል ጊዜ የመጀመሪያ ምርጫችን ነው					

APPENDIX 1.3: QUESTIONNAIRE (OROMIC VERSION)
YUUNIVERSIITII ADDIS ABABAA
KOOLLEJJII HOJII DALDALAA
kutaa barnoota markeetingii manajimentii

Kabajamtoota hirmattoota gaafii kanaa:-

Ani Daadhii Ragaasaa Hundee kanaan ta'e Yuuniversiitii Addis Ababaa koollejjii Hojii daldalaa kutaa barnoota markeetingii manajimentii eebbifamaa maasteriiti. Yeroo ammaa magaala Fiichee fi Naannoo ishee irratti bu'aawwan omishitoota Annanii Fayyadamtoota maamilaa kan murteessu adda baasuuf qorannoo fi qo'annoo geggessaan jira. Bu'aa hojii qorannoo Yuuniversiitii Addis Ababaa koollejjii Hojii daldalaa kutaa barnoota markeetingii manajimentii Digirii lammaffaa ykn maasterii kanan hojjedhu itti guutinsarra akka oolu yaaduuniidha.

kanumaan sakatta'a qo'annoo hirmannaa qabdaniin eeyyama bu'uuraa irratti hunda'uun ragaa naaf kennitaniin kaayyoo qo'annoo qofa irra kan oolu ta'ee iccitiin ni eegama**. Haala itti infoormeeshinii walgeenyuun lakka bilbila :+251910022667** or **email;dadiregassa4@gmail.com.** Garuu gaaficha irratti maqaa keessanii fi haala tarreeffama teessoo keessanii barreessuun hin barbaachisu.

Gargaarsa waan naaf gootaniif durseen sin galateeffadha.

Kutaa tokkoffaa:- Akkaataa yaada keessaniitti kan ilaalu ykn waa'ee kee ramaddii ibsuu filachuun iddoo duwwaa mallattoo **(√)** saanduqan ka'ameerratti guuti.

1. Saala:- A Dhiira ☐ B Dhalaa ☐
2. Umurii:- A 18-25 ☐ B. 26-35 ☐ C 26-45 ☐ D 45 fi isaa ol ☐
3. Haala fudha fi heeruma A kan fudhe fi heerume ☐ B kan hin fuunne fi hin heerumne ☐
4. Sadarkaa barnoota: A. Barnoota sad. 1ffaa ☐ B. Barnoota Sad. 2ffaa ☐ C. Dipilooma ☐
   D. Digirii tokkoffaa ☐ E. Digirii 2ffaa fi isaa ol ☐
5. Hojii A) kan Mootummaa ☐ B) Kan dhunfaa ☐ C) Bisinesii kiyya ☐
6. Galii Ji'aa qarshii Itooyoophiyaatin A. 1000 gadi ☐ B. 1001-2500 ☐ C. 2501-5000 ☐
   D. 5001+ ☐
7. Miseensa baay'ina maatii :- A. 2 ☐ B. 2-4 ☐ C. 4-6 ☐ D. 6 fi isaa ol ☐

kutaa lammaffaa :- Gaafii Qorannoo bu'uuraa

1. Filannoo bu'aawwan omisha Annanii sadrkaa isaa filannoo xiqqaa irraa gara guddatti tartibaan .1. filannoo xiqqaa 2. Averejjii gadi 3. Averejjii 4. Averejjii ol 5. Filannoo guddaa

Bu'aawwan oomisha Annanii	Oomisha tartiban Xiqqaa irraa hanga filannoo guddatti mallattoo(x) yaa kaa'amu (1-5)				
	Filannoo guddaa (5)	Averejjii ol(4)	Averejjii (3)	Averejjii gadi (2)	filannoo xiqqaa (1)
Annaan					
Ayibii/baaduu					
Dhadhaa					
Itittuu					
Areera					

2. Bu'awwan oomisha Aannanii deddeebi'anii bituuf kan agarsiisu Gabatee keessatti mallattoo(x) kaa'uu

Bu'aawwan oomisha Annanii	Yeroo itti fayyadaman				
	Guyyadhan (1)	Torbeen (2)	Torbee lamaan (3)	Ji'aan (4)	Hoomaa hin fayyadamu (5)
Annaan					
Ayibii/baaduu					
Dhadhaa					
Itittuu					
Areera					

3. Bu'aawwan oomisha Aannanii beekamtii qaban kan akka waldalee fi Inteerpirayizii mayikiroo Xixxiqqaa ala filannoon jiraa? A. Eeyyee ☐ B. Hin argamu ☐

4. Gaafii 3ffaa irratti "Eeyyee" yoo ta'e eessaa----------

5. Gaafii 4ffaa irratti sababiin filannoo kana godhameef maaliif

A. Qulqullina ☐ B. Gatii ☐ C. Beeksiisa ☐ D. Kan biroo ☐

kutaa Saddaffaa:- Akaakuun oomishtoota adda baasuuf fayyadamtootni maamila kan ittiin murteessan ilaalchisee yaadota armaan gadii maamiltoota kan taasiisu bu'uura jedhamee kan yaadame wajjin wal qabsiisee yaada keessan gabatee armaan gadii keessatti kan ibsame lakk.qabate mallattoo ka'aa.

1. Baay'ee itti walii hingalu 2. itti walii hingalu 3.Giddugaleessa 4.ittwaliigala 5.baay'ee ittwaliigala.

Akaakuu	Yaada/ilaala	Sadarkaa ramaddii				
	A/ Gatii	1	2	3	4	5
P1	Gatiin filannoon bu'aawwan oomisha Aannanii sababa qabachuu isaati					
P2	Gatiin filannoon bu'aawwan oomisha Aannanii keenya qarshiin itti bahii ta'e gatii sirriidha.					
P3	Bu'aawwan oomisha Aannanii filannoon kiyya qarshii kan qusatu dha.					
P4	Bu'aawwan oomisha Aannanii filannoon kiyya gatiin itti bahe oomisha gaariidha					
P5	Gatiin baasuu danda'u Bu'aawwan oomisha Aannanii akaakuu dhiyaateef ani maamilaa dha					
	B) Qulqullina oomisha					
PQ1	Bu'aawwan oomisha Aannaniitiif filannoon kiyya seeran kan oomishameedha.					
PQ2	Bu'aawwan oomisha Aannanii filannoon kiyya fudhatamafi sadarkaa kan qabu ta'ee qulqullinni isaa kan eeggameedha.					
PQ3	Bu'aawwan oomisha Aannanii filannoon kiyya kan hin jijjiramnee fi sadarkaa qulqullinaa kan qabuudha.					
	C. Beeksiisa					
A1	Kan filanne bu'aawwan oomisha Aannanii beekamtii beeksiisa hojii uumuu kan bu'ureeffateedha.					
A2	Filannoon bu'aawwan oomisha Aannanii kiyya bu'uura beeksiisa hojii kan qabuu dha.					
A3	Kan filanne bu'aawwan oomisha Aannanii hojiin beeksiisaa bifa waldorgomtoota irra addadha					
A4	Haala walitti harkisuu fi kan yaadatamuun godhuun Filannoon maamiltoota kootiif bu'aawwan oomisha Aannanii kiyyaaf na gargaara.					
	D. Maqaa oomishaa hubachisuu					
BNA1	Ani Kan filadhe bu'aawwan oomisha Aannanii mallattoo fi Asxaa nan beeka.					
BNA2	Ani Kan filadhe bu'aawwan oomisha Aannanii akaakuun adda addaa oomishtoota irraa ariitiin uumama.					
BNA3	Ani kanan filadhe bu'aawwan oomisha Aannanii omishtoota biroo gidduutti haala adda ta'een ariitiin nan beeka.					
BNA4	Ani kanan filadhe bu'aawwan oomisha Aannani wajjin haala gaariin walbeekna.					
	E. Akaakuu oomishaa addaa Jiraachuu					
BA1	Ani kanan filadhe bu'aawwan oomisha Aannani bakka hundaatti fi					

	bal'inaan kan argamuudha.					
BA2	Akaakuun bu'aawwan oomisha Aannani bitadhu istoorii keessa kan jiru bifuma ilaala ta'een wal fakkaata					
BA3	Ani akaakuun bu'aawwan oomisha Aannani kanan filadhu istoorii keessaa iddoo biroo kan jiru akaakuu oomisha annanii nan bitadha.					
	F. Akaakuu oomishaa filannoo					
BP1	Ani akaakuu filannoowwan irra akaakuu waldorgomtoota hafan caalaa nan filadha					
BP2	Akaakuu filannoowan olitti ibsaman yeroo hunda filannoo jalqabaa kootidha.					

APPENDIX 1.

Frequency Table

Gender

sex	Frequency	Percent	Valid Percent	Cumulative Percent
Male	201	52.6	52.6	52.6
Female	181	47.4	47.4	100.0
Total	382	100.0	100.0	

Age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	28	7.3	7.3	7.3
26-35	94	24.6	24.6	31.9
36-45	158	41.4	41.4	73.3
Over 45	102	26.7	26.7	100.0
Total	382	100.0	100.0	

m.status

Marital status	Frequency	Percent	Valid Percent	Cumulative Percent
married	347	90.8	90.8	90.8
unmarried	35	9.2	9.2	100.0
Total	382	100.0	100.0	

Educational level of respondents

Education	Frequency	Percent	Valid Percent	Cumulative Percent
Primary School	133	34.8	34.8	34.8
Secondary school	64	16.8	16.8	51.6
Diploma	99	25.9	25.9	77.5
1st Degree	70	18.3	18.3	95.8
Master &above	16	4.2	4.2	100.0
Total	382	100.0	100.0	

O.status respondent

Occupation	Frequency	Percent	Valid Percent	Cumulative Percent
Gov't Job	143	37.4	37.4	37.4
Private Job	155	40.6	40.6	78.0
Own business	84	22.0	22.0	100.0
Total	382	100.0	100.0	

Income Eof respondents

Income (ETB)	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1000	122	31.9	31.9	31.9
1001-2500	119	31.2	31.2	63.1
2501-5000	67	17.5	17.5	80.6
> 5000	74	19.4	19.4	100.0
Total	382	100.0	100.0	

Nm.family respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Up to 2	40	10.5	10.5	10.5
2-4	122	31.9	31.9	42.4
5-6	136	35.6	35.6	78.0
Above 6	84	22.0	22.0	100.0
Total	382	100.0	100.0	

APPENDIX 1.2

Frequency Table of variable

price

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.40	4	1.0	1.0	1.0
	1.60	9	2.4	2.4	3.4
	1.80	18	4.7	4.7	8.1
	2.00	33	8.6	8.6	16.8
	2.20	42	11.0	11.0	27.7
	2.40	47	12.3	12.3	40.1
	2.60	56	14.7	14.7	54.7
	2.80	35	9.2	9.2	63.9
	3.00	39	10.2	10.2	74.1
	3.20	21	5.5	5.5	79.6
	3.40	20	5.2	5.2	84.8
	3.60	15	3.9	3.9	88.7
	3.80	11	2.9	2.9	91.6
	4.00	10	2.6	2.6	94.2
	4.20	8	2.1	2.1	96.3
	4.40	7	1.8	1.8	98.2
	4.60	4	1.0	1.0	99.2
	4.80	2	.5	.5	99.7
	5.00	1	.3	.3	100.0
	Total	382	100.0	100.0	

Product quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.33	10	2.6	2.6	2.6
	1.67	12	3.1	3.1	5.8
	2.00	22	5.8	5.8	11.5
	2.33	42	11.0	11.0	22.5
	2.67	37	9.7	9.7	32.2
	3.00	49	12.8	12.8	45.0
	3.33	45	11.8	11.8	56.8
	3.67	47	12.3	12.3	69.1
	4.00	46	12.0	12.0	81.2
	4.33	35	9.2	9.2	90.3
	4.67	22	5.8	5.8	96.1
	5.00	15	3.9	3.9	100.0
	Total	382	100.0	100.0	

Advertisement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	1	.3	.3	.3
	1.25	2	.5	.5	.8
	1.50	7	1.8	1.8	2.6
	1.75	7	1.8	1.8	4.5
	2.00	11	2.9	2.9	7.3
	2.25	28	7.3	7.3	14.7
	2.50	33	8.6	8.6	23.3
	2.75	36	9.4	9.4	32.7
	3.00	47	12.3	12.3	45.0
	3.25	44	11.5	11.5	56.5
	3.50	49	12.8	12.8	69.4
	3.75	29	7.6	7.6	77.0
	4.00	34	8.9	8.9	85.9
	4.25	26	6.8	6.8	92.7
	4.50	19	5.0	5.0	97.6
	4.75	6	1.6	1.6	99.2
	5.00	3	.8	.8	100.0
	Total	382	100.0	100.0	

Brand name awareness

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.25	10	2.6	2.6	2.6
	1.50	13	3.4	3.4	6.0
	1.75	18	4.7	4.7	10.7
	2.00	30	7.9	7.9	18.6
	2.25	26	6.8	6.8	25.4
	2.50	42	11.0	11.0	36.4
	2.75	27	7.1	7.1	43.5
	3.00	33	8.6	8.6	52.1
	3.25	36	9.4	9.4	61.5
	3.50	39	10.2	10.2	71.7
	3.75	39	10.2	10.2	81.9
	4.00	27	7.1	7.1	89.0
	4.25	19	5.0	5.0	94.0
	4.50	10	2.6	2.6	96.6
	4.75	9	2.4	2.4	99.0
	5.00	4	1.0	1.0	100.0
	Total	382	100.0	100.0	

Brand availability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.0	5	1.3	1.3	1.3
	1.3	5	1.3	1.3	2.6
	1.7	15	3.9	3.9	6.5
	2.0	27	7.1	7.1	13.6
	2.3	24	6.3	6.3	19.9
	2.7	38	9.9	9.9	29.8
	3.0	52	13.6	13.6	43.5
	3.3	46	12.0	12.0	55.5
	3.7	54	14.1	14.1	69.6
	4.0	44	11.5	11.5	81.2
	4.3	40	10.5	10.5	91.6
	4.7	13	3.4	3.4	95.0
	5.0	19	5.0	5.0	100.0
	Total	382	100.0	100.0	

Brandpreference

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	9	2.4	2.4	2.4
	1.50	20	5.2	5.2	7.6
	2.00	41	10.7	10.7	18.3
	2.50	45	11.8	11.8	30.1
	3.00	64	16.8	16.8	46.9
	3.50	72	18.8	18.8	65.7
	4.00	85	22.3	22.3	88.0
	4.50	28	7.3	7.3	95.3
	5.00	18	4.7	4.7	100.0
	Total	382	100.0	100.0	

APPENDIX 2

Descriptive Statistics

	Mean	Std. Deviation	N
p1	3.1780	1.35923	382
p2	3.0733	1.29601	382
p3	3.1518	1.30735	382
p4	3.3115	1.19922	382
p5	3.2618	1.38213	382
PQ1	3.1283	1.39996	382
PQ2	3.1623	1.36120	382
PQ3	3.2094	1.29530	382
A1	3.0052	1.29606	382
A2	3.0838	1.30346	382
A3	3.0000	1.31217	382
A4	3.3063	1.35271	382
BNA1	2.9293	1.34095	382
BNA2	3.0733	1.30409	382
BNA3	3.0288	1.25980	382
BNA4	3.2906	1.29682	382
BA1	3.0183	1.37552	382
BA2	2.9162	1.28521	382
BA3	2.8770	1.23511	382
BP1	3.1754	1.31741	382
BP2	3.3482	1.34447	382

Appendix 3

Correlation

Table 4:31: Correlation

Correlations

		Price	Product quality	Advertisement	Brand name awareness	Brand availability	Brand preference
price	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	382					
Product quality	Pearson Correlation	.190**	1				
	Sig. (2-tailed)	.000					
	N	382	382				
Advertisement	Pearson Correlation	.293**	.446**	1			
	Sig. (2-tailed)	.000	.000				
	N	382	382	382			
Brand Name awareness	Pearson Correlation	.189**	.486**	.530**	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	382	382	382	382		
Brand availability	Pearson Correlation	.242**	.498**	.548**	.584**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	382	382	382	382	382	
Brand preference	Pearson Correlation	.167**	.416**	.452**	.621**	.473**	1
	Sig. (2-tailed)	.001	.000	.000	.000	.000	
	N	382	382	382	382	382	382

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

Source: Survey data (2019)

APPENDIX 4

Multicollinearity test

Table 4.32: Multicollinearity test:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.603	.206		2.924	.004		
	price1	.011	.056	.008	.195	.845	.905	1.106
	productquality	.099	.050	.094	1.976	.049	.674	1.483
	Advert	.137	.062	.111	2.189	.029	.595	1.681
	Brandnameawerness	.496	.056	.459	8.821	.000	.567	1.763
	Brandavalibility	.099	.055	.095	1.790	.074	.544	1.838

a. Dependent Variable: Brandpreference

Source: Survey data (2019**)**

APPENDIX 5

Model Summary

Table 4:35: Model Summary

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.649[a]	.421	.414	.73512	1.874

a. Predictors: (Constant), Brand availability, price1, product quality, Adver, Brand name awareness

b. Dependent Variable: Brand preference

ANOVA[a]

Model		um of Squares	df	Mean Square	F	Sig.
1	Regression	148.014	5	29.603	54.779	.000[b]
	Residual	203.193	376	.540		
	Total	351.207	381			

a. Dependent Variable: Brand preference

b. Predictors: (Constant), Brand availability, price1, product quality, Adver, Brand name awerness

Appendix:6 Collinearity statistics

Table 4:36: Coefficient of variable of Dairy product / Collinearity statistics/

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std. Error	Beta			Zero-order	Partial	Part
1	(Constant)	.603	.206		2.924	.004			
	price1	.011	.056	.008	.195	.845	.167	.010	.008
	productquality	.099	.050	.094	1.976	.049	.416	.101	.078
	Advert	.137	.062	.111	2.189	.029	.452	.112	.086
	Brandnameawerness	.496	.056	.459	8.821	.000	.621	.414	.346
	Brandavalibility	.099	.055	.095	1.790	.074	.473	.092	.070

a. Dependent Variable: Brandpreference

Source: Survey result, 2019

APPENDIX 7: Normality test

Table 4.33: *Normality* test:

Descriptives

			Statistic	Std. Error
Brandpreference	Mean		3.2291	.04912
	95% Confidence Interval for Mean	Lower Bound	3.1325	
		Upper Bound	3.3256	
	5% Trimmed Mean		3.2414	
	Median		3.5000	
	Variance		.922	
	Std. Deviation		.96011	
	Minimum		1.00	
	Maximum		5.00	
	Range		4.00	
	Interquartile Range		1.50	
	Skewness		-.297	.125
	Kurtosis		-.551	.249

Source: Survey data (2019**)**

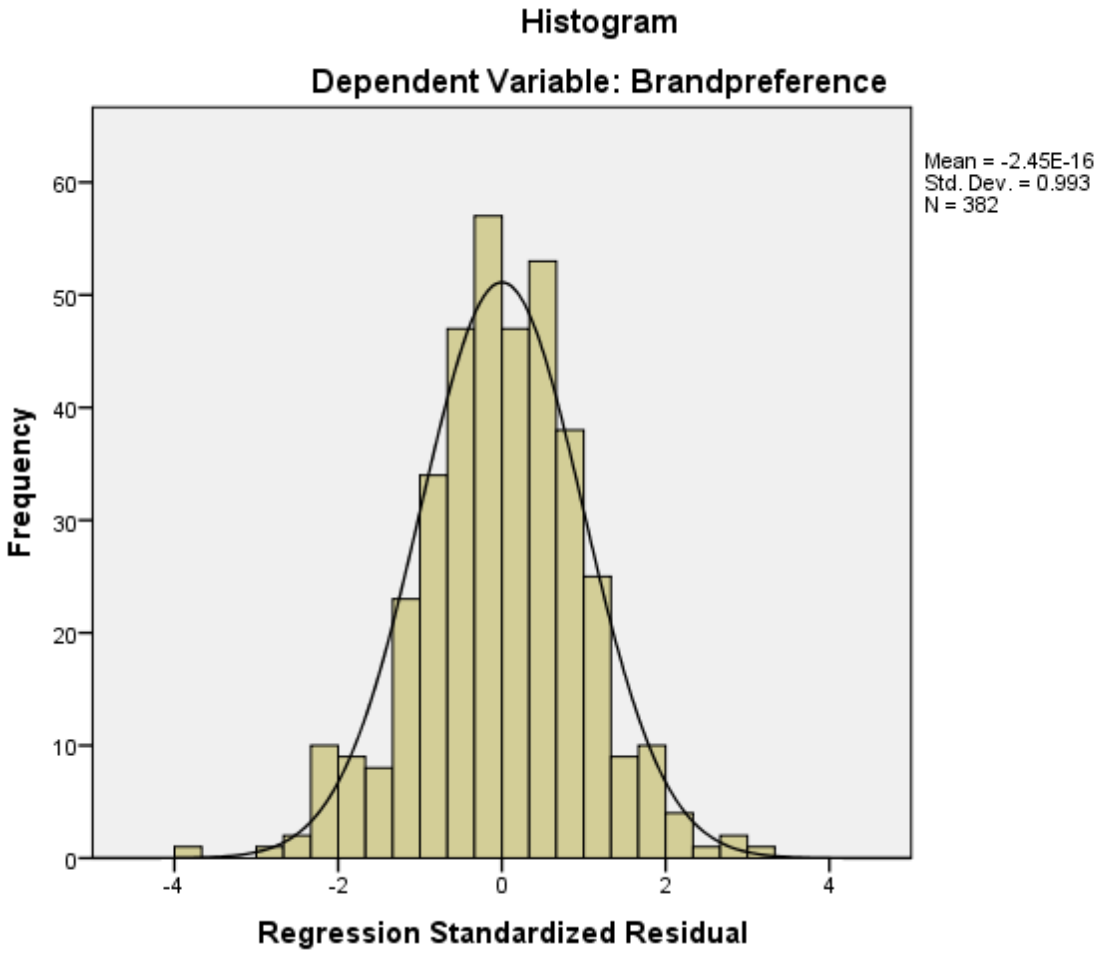
Table 4.34: *Normality* test

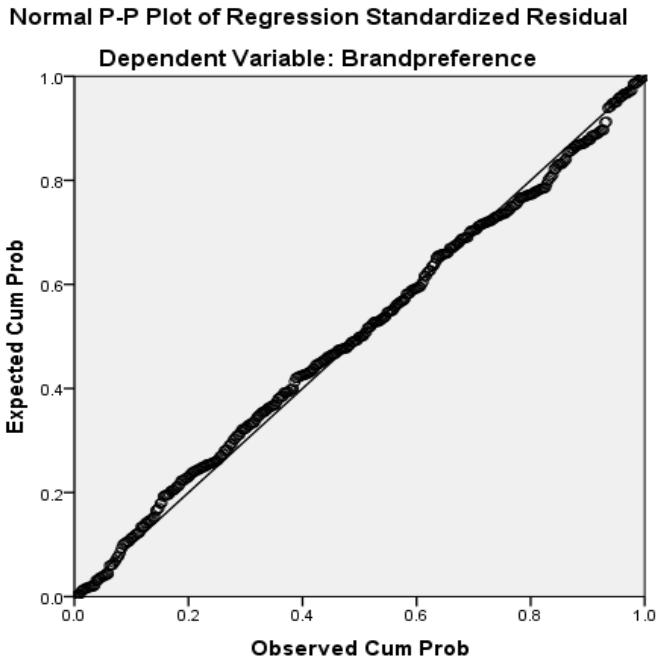
Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Brandpreference	.143	382	.000	.957	382	.000

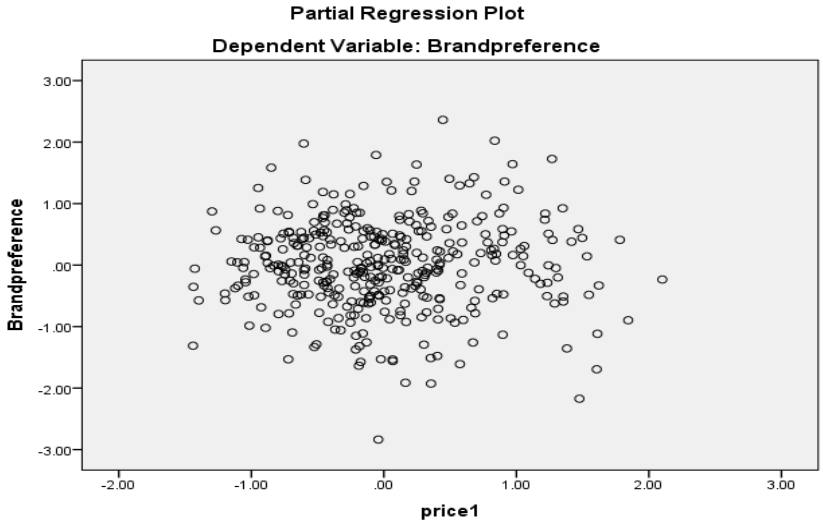
a. Lilliefors Significance Correction

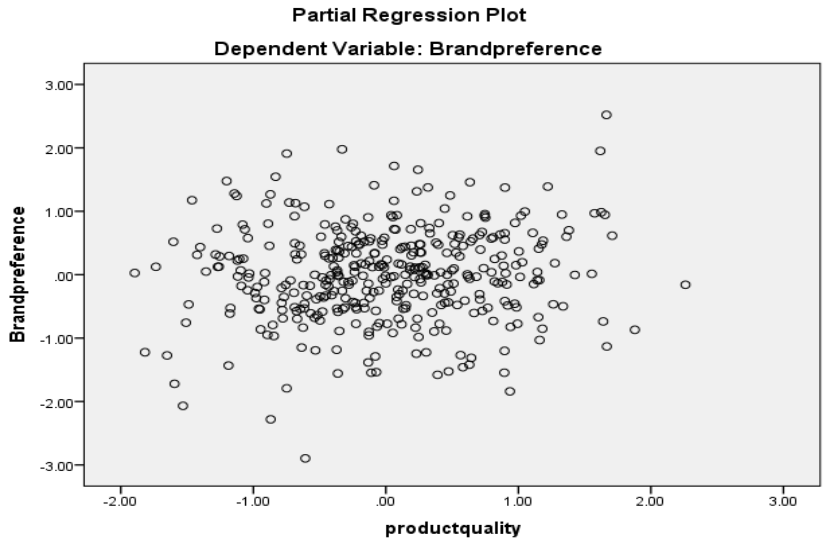
Source: Survey data (2019**)**





APPENDIX 8: Linearity test

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Brandpreference
productquality
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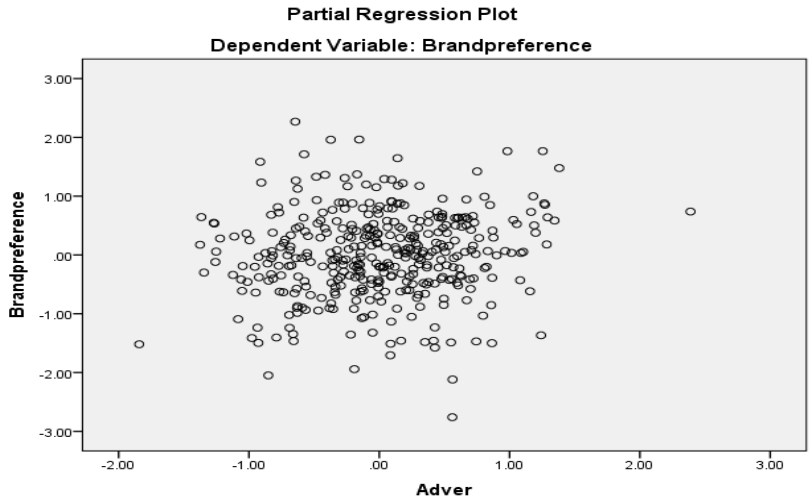
2.00
3.00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Dependent Variable: Brandpreference
Brandpreference
Adver
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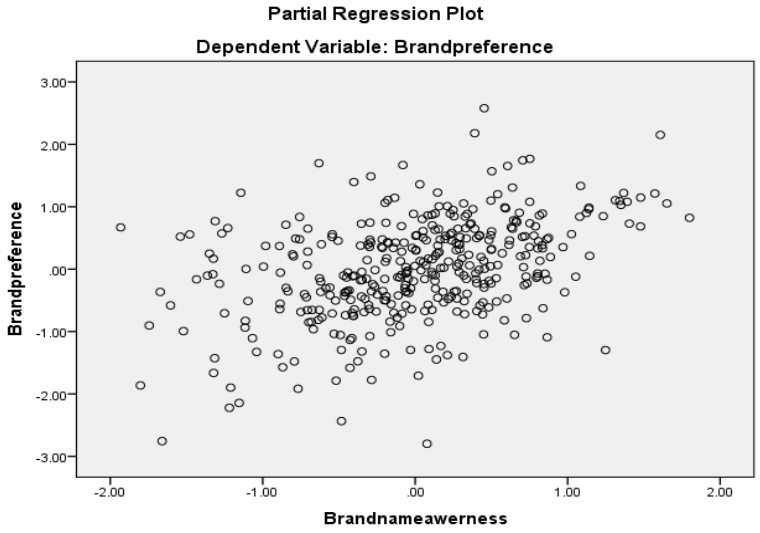
3.00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Dependent Variable: Brandpreference
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Brandnameawerness
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-2.00
-1.00
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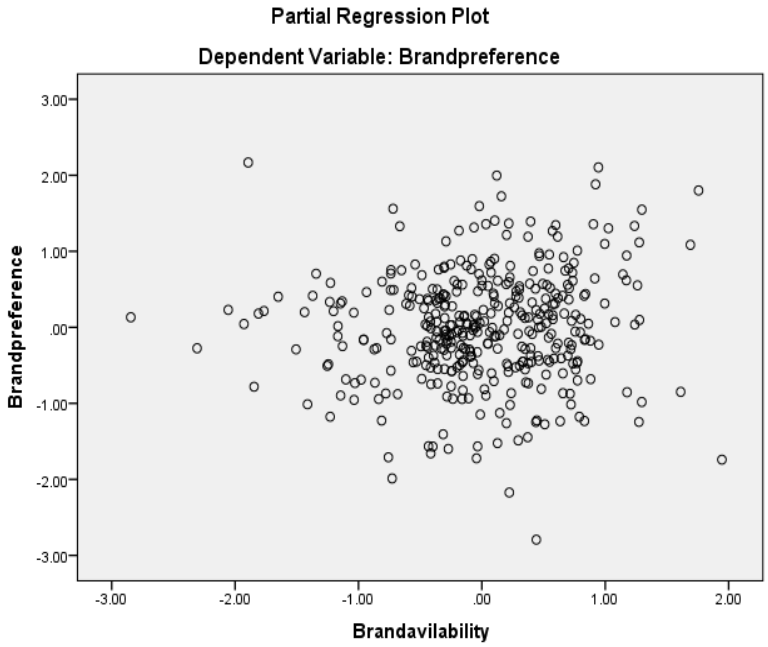
2.00



Appendix 9 : Homoscedasticity test