



**THE EFFECT OF BRAND IMAGE ON CONSUMER  
PREFERENCE: THE CASE OF AMBASSADOR GARMENT**



**A Thesis Submitted to the School of Commerce Department of Marketing  
Management, Addis Ababa University in Partial Fulfillment of the  
Requirements for the Masters of Arts in Marketing Management**

**By- Frewoini Adane**

**ID No-GSE/0642/07**

**Advisor: Dr. Getie Andualem**

**Addis Ababa.**

**June, 2017**

**ADDIS ABABA UNIVERSITY**

**SCHOOL OF COMMERCE**

**DEPARTMENT OF MARKETING MANAGEMENT**

**The Effect of Brand Image on Consumer Preference: The Case of Ambassador Garment**

**Thesis By:**

**Frewoini Adane**

**Advisor: Dr. Getie Andualem**

**Approved by the board of examiners:**

_____	_____	_____
<b>Advisor</b>	<b>Signature</b>	<b>Date</b>
_____	_____	_____
<b>Examiner</b>	<b>Signature</b>	<b>Date</b>
_____	_____	_____
<b>Examiner</b>	<b>Signature</b>	<b>Date</b>

## **Declaration**

This is to certify that Frewoini Adane carried out her thesis on the topic entitled “The Effect of Brand Image on Consumer Preference: The Case of Ambassador Garment”. This work is original in nature and suitable for submission for the award of Masters of Arts in Marketing Management.

---

Dr. Getie Andualem

(Advisor)

## **Declaration**

I declared that I carried out my thesis on the topic entitle “The effect of Brand image on consumer reference: the case of Ambassador Garment”. This work is original in nature and submitted for the award of Masters of Arts in Marketing Management.

---

Frewoini Adane.

## **Acknowledgement**

First and for most, I want to thank God, secondly I would be glad to extend my deepest gratitude and appreciations to my advisor Dr. Getie Andualem for his unreserved effort in providing all the necessary guidance and supervision at all steps of the work. His critical comment and encouragement have contributed a lot to the successful completion of the study. Thirdly I would like to thank my family for supporting me in every step of the way.

Finally, I would like to extend my sincerer indebtedness to my friends and those whose names are not mentioned but gave their time and effort for the success of the study.

## ***Abstract***

*Using a measurement method of brand image and consumer preference, this study aimed on investigate the effect of brand image on consumer preference; the case of Ambassador Garment. This study sought to investigate specifically, the influence of brand image on consumer preference. Moreover, all possible correlations between brand image dimension (Brand Value, Brand Characteristic and Brand Association) and consumer preference are also tested like Pearson's Correlation and normality test. Pearson's regression testing was made to indicate the influence of brand image on consumer preference. In the context of the study, the introduced model adopted from Aaker (1996) was tested by a questionnaire instrument with 19 items excluding the general information. The research used estimation method to select sample size of 422. A total of 364 completed copies of questionnaires were used for analysis were 58 responses remained in-appropriate responses. The research used stratified proportional sampling method with two strata's (self-owned outlets and agent owned outlets). Moreover the research used descriptive analysis (frequency of general responses, general information of respondents, mean & standard deviation), Pearson correlation analysis, normality test and multiple regressions to explore the relationship among variables. The results suggest that, brand image variables have statistically significant relationships with consumer preference. The findings of the study indicated positive correlations with all variables with high factor loadings. Brand image has significant impact on the overall preference of the consumer according to Pearson regression test.*

*Keywords: Brand Image, Consumer Preference.*

## **Acronyms/Abbreviations**

**ANOVA:** Analysis of Variance

**et. al:** and others

**n. d.:** no date

**PLC:** Private Limited Company

**SPSS:** Statistical Package for Social Sciences

**S. C.:** Share Company

## Table of Contents

Acknowledgment .....	i
Abstract .....	ii
Acronyms .....	iii
List of tables.....	vi
List of figures .....	vii
<b>CHAPTER ONE: INTRODUCTION</b>	
1.1 Background of the study .....	1
1.2 Back ground of the organization.....	3
1.3 Statement of the problem .....	5
1.4 Objectives of the study.....	6
1.4.1 General Objective of the study .....	6
1.4.2 Specific objectives of the study .....	6
1.5 Research hypothesis.....	6
1.6 Significance of the study.....	6
1.7 Scope and Limitation of the study .....	7
1.8 Organization of the study.....	7
1.9 Definition of Terms.....	7
1.9.1 Conceptual definition .....	7
1.9.2 Operational definition .....	8
<b>CHAPTER TWO: LITERATURE REVIEW</b>	
2.1. Introduction.....	9
2.2. Theoretical Review .....	9
2.3. Empirical Review.....	23
2.4. Conceptual framework.....	26
<b>CHAPTER THREE: RESEARCH DESIGN AND METHODOLOGY</b>	
3.1. Introduction.....	27
3.2. Research approach .....	27
3.3. Research Design.....	27
3.3.1. Target Population .....	27
3.3.2. Sample Size .....	28
3.4. Sampling Method.....	29

3.5. Data Collection methodology .....	30
3.6. Data analysis method .....	30
<b>CHAPTER FOUR: DATA ANALYSIS AND DISCUSSION OF RESULTS</b>	
4.1. Introduction.....	32
4.2. Reliability and validity test .....	32
4.3. Response Rate .....	34
4.4. General Information of Respondents .....	34
4.5. Descriptive Statistics Results .....	36
4.6. Normality test.....	40
4.7. Pearson Correlation Analysis.....	40
4.8. Multiple Regression Analysis .....	41
<b>CHAPTER FIVE: SUMMARY, CONCLUSIONS AND RECOMMENDATIONS</b>	
5.1. Summary .....	45
5.2. Conclusion .....	47
5.3. Recommendations.....	48
References.....	50
Appendix A.....	54
Appendix B.....	58

## **List of Tables**

Table 3.1- Location of Outlet shops in Addis Ababa .....	28
Table 4.1- Reliability of the instrument .....	33
Table 4.2- Reliability statistics of Overall Factor of the Likert Five Scale Questions .....	33
Table 4.3- Response Rate .....	34
Table 4.4- General Information of Respondents .....	34
Table 4.5- Mean and standard deviation of brand value .....	36
Table 4.6- Mean and standard deviation of brand characteristic .....	37
Table 4.7- Mean and standard deviation of brand association .....	38
Table 4.8- Mean and standard deviation of consumer preference .....	39
Table 4.9- Mean and standard deviation of variables .....	39
Table 4.10- Skewness and Kurtosis test for each variable.....	40
Table 4.11- Pearson Correlation analysis .....	41
Table 4.12- Multi Collinearity test.....	42
Table 4.13- Model Summary .....	42
Table 4.14- ANOVA Result for Brand Image dimensions and consumer preference.....	43
Table 4.15- Multiple regression analysis .....	43

## List of Figures

Figure 2.1-Conceptual Framework.....	26
--------------------------------------	----

# Chapter One

## Introduction

### 1.1-Background of the study

A broad variety of theories that attempt to describe the factors which influence consumers and their behavior when making purchasing decisions have been done. The goal of the investigation of consumer behavior is to discover patterns of consumers' attitudes in their decision to buy or to ignore a product (Matsatsinis, Samaras, 2000). Consumers' preferences for products or brands arise from the combination of many different factors. Some factors come from features of the product itself (e.g., price, durability), while others are attributes of consumers themselves (e.g., goals, attitudes, discretionary income), (Venkatraman, Clithero, Fitzsimons, and Huettel, 2012). Ge, Brigden and Häubl (2015) proposed that consumers often make choices in settings where some alternatives are known and additional alternatives can be unveiled through search. When making a choice from a set of alternatives, the manner in which each of these was discovered should be irrelevant from a normative stand point. Consumers must often decide between choosing among a set of previously discovered alternatives and searching to discover additional alternatives before making a choice. A substantial body of prior work examines consumer choice from pre-determined sets of alternatives. As a result, we know much about the influence of choice set composition and decision context on choice (Ge, Brigden, and Häubl, 2015).

Often, consumers will tend to choose a brand that they consider congruent with their self-image. In this particular way each consumer at an individual basis will try to reflect his or her own identity through choice. When part of a larger social group, consumer choices tend to converge to a certain pattern thus forming the basics of an individual social identity (Cătălin, Andreea, 2014).

According to MSG Experts (n. d) Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of **brand associations** within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception about the product. It is the manner in which a specific brand is positioned in the market. Brand image conveys emotional value and not just a mental image. Brand image is nothing but an organization's **brand character**. It is an accumulation of contact and observation by people external to an

organization. It should highlight an organization's mission and vision to all. The main elements of positive brand image are- unique logo reflecting organization's image, slogan describing organization's business in brief and brand identifier supporting the key values.

Brand image is the overall impression in consumers' mind that is formed from all sources. Consumers develop various associations with the brand. Based on these associations, they form brand image. An image is formed about the brand on the basis of subjective perceptions of associations' bundle that the consumers have about the brand.

The idea behind brand image is that the consumer is not purchasing just the product/service but also the image associated with that product/service. Brand images should be positive, unique and instant. Brand images can be strengthened using brand communications like advertising, packaging, word of mouth publicity, other promotional tools, etc.

Brand image develops and conveys the product's character in a unique manner different from its competitor's image. The brand image consists of various associations in consumers' mind - attributes, benefits and attributes. Brand attributes are the functional and mental connections with the brand that the customers have. They can be specific or conceptual. Benefits or **brand values** are the rationale for the purchase decision. There are three types of benefits: Functional benefits - what do you do better (than others), emotional benefits - how do you make me feel better (than others), and rational benefits/support - why do I believe you (more than others). Brand attributes are consumers overall assessment of a brand.

As brand image is the net extract from the brand this study tried to investigate the brand image position towards consumer preference of Ambassador Garment.

## **1.2-Back ground of the organization**

Ambassador Garment story starts from a single young man patching cloth in a remote part of the country using an ordinary machine in the early 1980`s. Due to his clear vision, great passion and commitment to work, such a small business grows remarkably and established as Ambassador Garment & Trade PLC in 1997. Within the past two decades, the company can ensure sustainable growth and become a leading men suit manufacturer in Ethiopia.

Now a day, it is able to expand its destination opening over 85 sales centers, create a job opportunity employing thousands and upgrade its manufacturing capacity to 600 men suites per a day. The company has more than 500 employees.

By enhancing the company`s production and sales performance, building up strong financial foundation and well-known brand, and then assuring continuous growth of the business, the company has a vision to export suits and other merchandise products to Eastern and Southern African countries besides satisfying the needs of the domestic market.

Ambassador Garment is mainly known for its quality and fashionable men`s suit. Besides men suit, it produce and deliver lady`s suit, on which it makes it pioneer to manufacture at factory level, kid's suit, trouser, coat, carport, merchandise products like shoe, shirt, necktie, sock, belt, scarf and other specialized knitwear-products keeping the track of the latest market-trends.

Ambassador Garment is also known for its Made-to-Measure service, on which the company serve its customers by measuring their actual body size and making as per. Such service helps to serve customers who have a special need, style or physical setup besides suits produced on a mass production.

Ambassador Garment`s potential customers are graduating students, bride grooms, best men`s, employees working under service giving institutions and any casual or dinner wear seekers. The company makes a strong commitment to consumers and strives to make a difference in workplace operating with the highest level of integrity and always finding new ways to improve business operations.

In today`s changing world, customers are looking for modern, stylish and fashionable products. The company mainly prefers to compete by producing quality products for different market segments through building its brand. To do so, besides selling quality suits with a reasonable price, provides exclusive products by opening premium selling outlets at major cities.

Ambassador Garment offers its products directly to the end users through 85 selling outlets opened throughout the country in different regions selling at the same price mainly categorized in two kinds of categories: - 1- Self-owned outlets and, 2- Agent owned outlets. Among these 85 outlets under self-owned outlet category there are 14 outlets, 9 are located in Addis Ababa and the remaining 5 are located in rural cities outside Addis Ababa, and under agent owned outlets there are 71 outlets, 14 are located in Addis Ababa and the remaining 57 are located in rural cities outside Addis Ababa.

### **1.3-Statement of the problem**

Every day consumers make purchase decisions by choosing among large sets of related products. Individual consumers may approach purchase decisions with different mind sets that can affect how they purchase.

Brand image has critical influences on consumer product/service preference. According to Keller, (1993) brand image as summation of brand associations in the memory of consumer which leads him towards brand perception and brand association including brand attributes, brand benefits and brand attitude. Therefore, a consumer might have difference in attitude towards the brand; if the consumer have positive attitude as well association to the specific brand then the probability of preferring that brand is quite big.

Researchers have been conducting studies regarding brand preference in Addis Ababa on different sectors as stated on the empirical literature review but to give highlights like dairy products a study entitled “factors affecting consumers brand preference of dairy products in Addis Ababa outlet shops” and concluded brand attributes (product price, quality, taste and brand familiarity), advertisement and sales promotion affect consumers brand preference on dairy products in Addis Ababa (**Aberra Adie 2015**), another study on mobile phones entitled “assessment of brand preference of international vs. local mobile phone brands (the case of Addis Ababa university school of commerce students) and concluded that students of Addis Ababa University, School of Commerce are influenced by brand equity dimensions in their brand preference of international mobile brands over the local ones rather than consumer attribute dimensions like new technology applications, product attributes and price (**Amdemichael Asaminew 2014**) also other researchers have been conducting studies (concluded in chapter two-empirical studies) on product/service like beer, footwear, heavy truck and banking sector. Furthermore, there are no significant researches one which could inform the effect of brand image on consumer preference in the garment industry in Addis Ababa, therefore this study is done in such a way that it might give insight to the major determinants that have an effect on consumer preference regarding brand image. This study also tried to measure different variables which determine consumer preference from brand image of Ambassador Garment products so that the company can have a clear understanding of the current brand image position.

## **1.4-Objectives of the study**

### **1.4.1-General Objective of the study**

The general objective of the research is to examine the effect of brand image on consumer preference: the case of Ambassador Garment.

### **1.4.2-Specific objectives of the study**

- 1- To identify the level of brand value of Ambassador Garment products on consumer preference,
- 2- To measure the level of brand characteristic of Ambassador Garment products on consumer preference,
- 3- To evaluate the level of brand association of Ambassador Garment products on consumer preference.

## **1.5-Research hypothesis**

H1: Brand value has significant positive influence on consumers' preference,

H2: Brand characteristic has significant positive influence on consumers' preference,

H3: Brand association has significant positive influence on consumers' preference.

## **1.6-Significance of the study**

This study aimed at identifying whether brand image affect consumer preference of Ambassador Garment products.

This study might help Ambassador Garment to identify and adopt the best ways to build brand image that insure consumer preference, having positive effect in improving the image of the garment company. This improved image will, in turn, increase demand for the garment products and increase premium income generation and contribution to the economy of the country. The study analyzed current brand image position and its effects on the consumer preference in Ambassador Garment. The establishment of the existence of a relationship among these two variables (brand image and consumer preference) was used to make appropriate recommendations to a goal oriented brand image generation that will ensure the double benefits of cost efficiency and customer preference in Ambassador Garment. Furthermore, this study might be used as a baseline and serve as a reference for those who want to conduct further investigation in this area.

## **1.7-Scope and Limitation of the study**

The study is based on Ambassador Garment in Addis Ababa. The research specifically investigated the company's brand image towards the effects on consumer preference; it tried to examine the effects of brand image on consumer preference in Ambassador Garment. This study is only based on Ambassador Garment products of the company through survey research methodology. The study included three operational variables (Brand Value, Brand Characteristic & Brand Association). This study used stratified proportional sampling method in regard with convenient sampling technique.

## **1.8- Organization of the paper**

The paper is organized into five chapters. Chapter One outlines the introduction of the thesis while the Chapter Two review the theoretical and empirical literatures. Chapter Three is about research design and methodology. Chapter Four focused on data analysis and discussion of findings finally, Chapter Five contains summary, conclusion and recommendations. Appendices are referred as an attachment.

## **1.9- Definition of Terms**

### **1.9.1-Conceptual definition**

**Brand Value**-Brand value is the contribution of the brand name and its related connotations to the consumer's valuation of the branded article as a whole (Riezebos et al, 2003).

**Brand Characteristic**-A distinguishing feature or attribute of a brand having physical, functional and operational category. Business Dictionary (2017).

**Brand Association**- Brand associations are the attributes of brand which come into consumers mind when the brand is talked about. It is related with the implicit and explicit meanings which a consumer relates/associates with a specific brand name. Brand association can also be defined as the degree to which a specific product/service is recognized within its product/service class/category. MSF Experts (n.d.)

### **1.9.2-Operational definition**

**Brand**-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 and to differentiate them from those of competition” (Lane Keller, 2008).

**Consumer**-the final user of the product. It can be an individual or an organization that finally used the product to satisfy a particular need or want.

## **Chapter Two**

### **Literature Review**

#### **2.1-Introduction**

In this chapter theoretical and empirical reviews of brand image and consumer preference are reviewed.

#### **2.2-Theoretical Review**

This sub topic consists of theoretical concepts of brand, brand image & consumer preference.

##### **2.2.1-Brand**

According to Nicholas Ind (1997), brand can be described as a feature of a plain idea of product or service, and it includes the definition or a view of the values that go deeper in the functional performance. In the other words, “A product is something that is made, in a factory; a brand is something that is bought by a customer.” Aaker (1991) noted that the brand signals the source of the product to consumers, and protects the customer, as well as, the producer from possible competitors who would attempt to provide products that appear to be identical. In relation to competitors, Nicholas Ind (1997) points out the following crucial notion: “A product can be copied by a competitor, a brand is unique.”

According to Aaker (1996) brand can be seen in four different perspectives.

- 1- Brand as a product
- 2- Brand as an organization
- 3- Brand as a person
- 4- Brand as a symbol

##### **1- Brand as a product**

Brand as a product deals with the brand associations attached to a product or service. It is closely linked to brand choice decisions and the experiences consumers have of its use. The core element is to recognize the product category the brand belongs to. The key idea is to connect the brand to the specific product group so that it is the first one the consumers recall when thinking of the group. The attributes that are related to brand as a product are quality, purpose of use, types of users and the origin of the product or service (Aaker, 1996).

##### **2- Brand as an organization**

Brand as an organization concentrates less on the product or service itself but primarily on attributes of the organization. These attributes (for example innovation and quality) are created

by the people, culture, values and programs of the company and are more resistant to competitive claims. This is because it is easy to copy a product and product features but duplicating an organization with unique people, values, and programs is almost impossible (Aaker 1996).

### **3- Brand as a person**

Brand as a person considers the brand as having human attributes such as fun, active, formal or youthful. A brand personality can improve the brand because a consumer could relate to it and express their own personality. In the same way as personalities influence human relationships, brand personality can be the basis of a relationship between the customer and the brand. Brand personality can also arbitrate certain images, functions and benefits of a product or service itself to a consumer (Aaker, 1996).

### **4- Brand as a symbol**

A strong symbol makes it easier for consumers to recognize and recall a brand. The absence of a symbol can be a real disadvantage to a brand. A symbol can be a visual imagery, metaphors and/or brand heritage that relates to a brand. The symbol is at its strongest when it relates to some extra value that the brand provides if purchased (Aaker 1996).

In another point of view according to Lisa W. (2000) brands are different from products in a way that brands are “what the consumers buy”, while products are “what concern/companies make”. Brand is an accumulation of emotional and functional associations. Brand is a promise that the product will perform as per customer’s expectations. It shapes customer’s expectations about the product. Brands usually have a trademark which protects them from use by others. A brand gives particular information about the organization, good or service, differentiating it from others in marketplace. Brand carries an assurance about the characteristics that make the product or service unique. A strong brand is a means of making people aware of what the company represents and what its offerings are.

**To a consumer, brand means and signifies:**

- Source of product
- Delegating responsibility to the manufacturer of product
- Lower risk
- Less search cost
- Quality symbol
- Deal or pact with the product manufacturer
- Symbolic device

Brands simplify consumers purchase decision. Over a period of time, consumers discover the brands which satisfy their need. If the consumers recognize a particular brand and have knowledge about it, they make quick purchase decision and save lot of time. Also, they save search costs for product. Consumers remain committed and loyal to a brand as long as they believe and have an implicit understanding that the brand will continue meeting their expectations and perform in the desired manner consistently. As long as the consumers get benefits and satisfaction from consumption of the product, they will more likely continue to buy that brand. Brands also play a crucial role in signifying certain product features to consumers.

**To a seller, brand means and signifies:**

- Basis of competitive advantage
- Way of bestowing products with unique associations
- Way of identification to easy handling
- Way of legal protection of products' unique traits/features
- Sign of quality to satisfied customer
- Means of financial returns

A brand, in short, can be defined as a seller's promise to provide consistently a unique set of characteristics, advantages, and services to the buyers/consumers. It is a name, term, sign, symbol or a combination of all these planned to differentiate the goods/services of one seller or group of sellers from those of competitors. A brand connects the four crucial elements of an enterprise- customers, employees, management and shareholders.

Brand is nothing but an assortment of memories in customers mind. Brand represents values, ideas and even personality. It is a set of functional, emotional and rational associations and benefits which have occupied target market's mind. Associations are nothing but the images and symbols associated with the brand or brand benefits.

### **2.2.2-Brand image**

Brand image is indispensable for marketing where customers infer the quality of products by the brand image and are further stirred up the behavior of purchasing. Ballantyne et al. (2005) defined brand image as the material property associated with the brand, such as the product name and the packing, which could make profits or sense for customers and help or increase describing the characteristics. Ballantyne, et al. (2005) proposed reducing conceptual model verification with the effects of brand image and brand attitude. Three routes, in the model, were proposed to connect to brand right directly through the brand image and the brand attitude, and indirectly from the brand attitude through the brand image. Dobni (1990) treated brand image as the brand concept that customers held; and, Robert and Patrick (2009) stated that most brand image was subjectively perceived image, which was interpreted from the rationality or the sensitivity of customers. In addition, brand image did not exist in the technology, the function, and the product but affected by relevant marketing programs, campaign context, and the characters of the accepters. Wu and Fu (2009) said that while referring to a brand image, the perception presented by the fact would be more important than the fact itself.

Keller, (1993) defined brand image as summation of brand associations in the memory of consumer which leads him towards brand perception and brand association including brand attributes, brand benefits and brand attitude. Hsieh, Pan, & Setiono (2004) argued, brand image helps consumer in recognizing their needs and satisfaction regarding the brand, it also distinguishes the brand from other rivals motivating customer to buy the brand. Kotler (2001) defined image as the attitude, thought and feelings of person for a particular thing or object. The essential part of company's marketing program is to sustain brand image (Roth, 1994) and strategy of the brand (Keller, 1993; Aaker, 1991). Image can create importance and it helps consumer in gathering information, distinguish the brand, creates reason to purchase, and also creates constructive feelings and provides basis for brand extension (Aaker, 1991).

Roth (1994) explained that brand image held by customers was the reactions mixed with marketing programs by the manufacturer. Magid and Cox (2006) also thought that brand image

included customer responses to brand name, sign, or impression and also represented the symbol of the product quality. Meanwhile, Magid and Cox (2006) considered brand image as a set of assets and liabilities linked with brand name and sign that the assets and liabilities increased or reduced the value by the enterprise providing products or services for customers. Brand image included the customer responses to the brand name, sign or impression, and also represented the symbol of the product quality.

Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. In short, it is nothing but the consumers' perception about the product. It is the manner in which a specific brand is positioned in the market. Brand image conveys emotional value and not just a mental image. Brand image is nothing but an organization's character. It is an accumulation of contact and observation by people external to an organization. It should highlight an organization's mission and vision to all. The main elements of positive brand image are- unique logo reflecting organization's image, slogan describing organization's business in brief and brand identifier supporting the key values.

Brand image is the overall impression in consumers' mind that is formed from all sources. Consumers develop various associations with the brand. Based on these associations, they form brand image. An image is formed about the brand on the basis of subjective perceptions of associations' bundle that the consumers have about the brand.

The idea behind brand image is that the consumer is not purchasing just the product/service but also the image associated with that product/service. Brand images should be positive, unique and instant. Brand images can be strengthened using brand communications like advertising, packaging, word of mouth publicity, other promotional tools, etc.

Brand image develops and conveys the product's character in a unique manner different from its competitor's image. The brand image consists of various associations in consumers' mind - attributes, benefits and attributes. Brand attributes are the functional and mental connections with the brand that the customers have. They can be specific or conceptual. Benefits are the rationale for the purchase decision.

There are three types of benefits: Functional benefits - what do you do better (than others), emotional benefits - how do you make me feel better (than others), and rational benefits/support - why do I believe you (more than others). Brand attributes are consumers overall assessment of a brand.

Brand image has not to be created, but is automatically formed. The brand image includes products' appeal, ease of use, functionality, fame, and overall value. Brand image is actually brand content. When the consumers purchase the product, they are also purchasing its image. Brand image is the objective and mental feedback of the consumers when they purchase a product. Positive brand image is exceeding the customers' expectations. Positive brand image enhances the goodwill and brand value of an organization. To sum up, "Brand image" is the customer's net extract from the brand. (MSF Experts n. d.)

Porter and Claycomb (1997) measured brand image from two dimensions, namely the symbol and the function. With adjectives to measure the two dimensions, the measuring items mainly focused on the utility of the brand regarding the function, while words like symbolic, reputable, status symbol, and identifiable were contained in terms of symbolic image. Positive and negative adjectives, such as simple, romantic, successful, common, ordinary, obedient, calm, and elegant, were utilized to describe the characteristics of users.

Aaker (1996) believed that brand image could be measured through three dimensions, including:

- (1)**Brand value**, in relation to functional benefits, also the basic condition required by the brand,
- (2)**Brand characteristics**, the connection between brand characteristics and customer perception that appeared differences;
- (3)**Brand associations**, the associations the customers presented to the brand that the customer would expand to other merchandise and service of the brand.

Graeff (1996) mentioned the method to measure brand image being that the customer made the evaluation with the scale which contained a series of languages with different meanings (Shahbaz et al. 2009). It combined the dimensions with personality characteristics to create a section with overall brand image, or made descriptive explanations on typical users' image to each brand. Biel (1992) considered three elements of brand image, namely the maker's image (enterprise image), the product image, and the image of competitor's brand. All of the three had great impact on customers' image of brand while brand image would then have influence on user image.

### **2.2.3-Conceptual Evolution of Brand Image**

Gardner and Levy (1955) were credited with the introduction of the construct in the 1950s, and described its social and psychological nature. The construct had its roots in the discipline of psychology that is why it captured its place in the consumer behavior research. It is based on different psychological variants which describe the consumer behavior (Gardner & Levy, 1955). With the development of the concept in its era of the 1960s and early 1970s, it was researched and conceptualized on the basis of a social psychological construct "attitude". Bird et al, 1970 defined it as "an attitude about a given brand". It soon found to be playing a vital role in marketing manager and captured the attention of marketing managers when empirical research supported its importance during purchase decisions (Dolich 1969). For instance, Gensch (1978) in his research on brand image, found a significant relationship between brand image and brand preference. Then in the 1980s, attitude-based image research dominated the research, and created more hype in linking the brand image with the consumer behavior and marketing management (Zinkhan and Hirschheim, 1992). The concept of semiotics was applied in 1988 by Noth. From this perspective, "objects of the marketplace are claimed to form semiotic systems, and commodities are studied as signs whose meaning is the consumer's brand image". Researchers continued to work in the same direction in the 1990s, and brand image became the key component of brand equity (Hsieh, 2004). Different meanings are always assigned to the construct based on varying research focus (Reynolds & Gutman, 1984). Researchers sometimes use interchangeable words and terminology for the construct, for instance brand identity, perceived image, and brand personality. Aaker (1996) warned against a "brand image trap" in the literature. He cleared and explained the significant difference between brand image and brand identity. However, both have roots in associative network theory.

He defined that "Brand identity is a unique set of brand associations that the brand strategist aspires to create or maintain" (Aaker, 1996), it comes from the organization, whereas brand image is "how a brand is perceived by consumers" (Aaker, 1996), it has its origin in the minds of consumers. Images are the interpretation of their beliefs and values.

Fishbein and Ajzen (1975) gave the classification of human beliefs as (i) descriptive, (ii) informational and (iii) inferential. Descriptive beliefs are drawn from direct experiences consumer have with the product. Informational are the ones that are predisposed by outside stimuli and sources such as society, ads and communities. Inferential beliefs are the ones that are

the result of interpretations on the basis of past experiences with the product. Discussed levels of beliefs held understanding the diversity of images that can be formed on the basis of these beliefs. While conducting his research on hospital brand image, Kim (2008) explained that “brand image is not absolute; it is relative to brand images of competing brand”. He described that brand image is also formed on the basis of direct experience with the brand (Kim et al., 2008). In addition, brand image acquires a strategic function for the marketers. They can manage the marketing activities in creating positive brand image and differentiate it from the competitors (Javalgi et al., 1992). Another important milestone in the evolution of brand image is the theory behind the concept of positioning. The word positioning was coined in 1972 by Al Ries and Jack Trout in the article series “The Positioning Era” published in a business magazine Advertising Age. Ries and Trout (1981) later argued that positioning is not something you do with the product itself; instead, it is about the target group. The marketers’ aim is to put the product into the mind of the customers. Hence, when outlaying the positioning strategy, it does not change anything about the core product but instead concentrates on the surrounding elements of the product. For instance, a company could choose to make alterations to the price strategy, product name, or the package. All these changes are external to the product and are made to ensure the desired position in the customers’ mind. Following Ries and Trout’s theory, positioning has soon become a strategy that gained in popularity, especially among advertising agencies. Instead of only using commercials and slogans including words “first,” “best,” “the most beautiful,” etc., companies now tried to find other innovative ways to reach the customers by putting emphasis on better-thought-out campaigns to evoke stronger reactions. As globalization has accelerated (e.g. Levitt, 1983; Yip, 1989; Szymanski, Bharadwaj, Varadarajan, 1993) consumers have various choices in the market where they can choose from numerous local and foreign brands. It has raises the issue that different consumers perceive the products differently and it will affect the purchasing choices differently. Therefore, a business competing in the international markets must position its brands according to consumer’s perceptions (Hseih, 2002).

#### **2.2.4-Significance of Brand Image**

Since the inception of the concept, its practical significance has been of importance. Its impact on the purchasing behavior of the consumer has been evident through its use and relevance in “technical and casual applications” (Fishbein 1967; Johnson and Puto 1987). Brand image is proved to have its strategic role in marketing management (Srivastava and Shocker 1991; Keller 1993; Park and Srinivasan 1994; Aaker 1996) and brand image management is a distinct component in designing the marketing mix for the product. Its communication in an effective manner helps consumers identify the needs the product can satisfy of its users (Park, Jaworski, and MacInnis 1986). It can be communicated in a way which can make it stand different from the competitors in the market (DiMingo 1988; Reynolds and Gutman 1984). Roth (1995) described it as a key to product’s success.

#### **2.2.5-Brand Value, Brand Characteristic and Brand Association**

This sub topic will try to go through dimensions of brand image: brand value, brand characteristic and brand association.

##### **Brand Value**

Branding has emerged as a corporate strategy in the recent times. All business organizations in all sectors have embraced the strategy of building their identity through their corporate brands besides the product related brands. Branding is definitely a marketing strategy. However the strategy of investing into brand building and managing the reputation of the corporate brand goes beyond marketing. Branding is considered to be a strategy that is driven and managed by the CEO or the organization along with the senior management as well as marketing heads. Over the recent years, we see new concepts of brand value, brand power and brand equity etc. being coined and measured (Caroline T, 2012).

If marketing professionals found it difficult to justify and obtain sanctions for the brand promotional activity, today they no longer need to worry. Brand value and expenses towards brand building have become an accepted part of the balance sheet. Capitalizing the brand value and the expenses towards meeting the brand promotion are budgeted and accounted for in the balance sheets and in many cases the ROI of a brand is also calculated to reflect the brand value status over time.

Brand management has gained prominence in recent times. The fact that we have global brands that have been well established for over fifty years goes on to prove the fact that brands certainly have the power to make or break in the markets.

Marketers have realized the growing power of brands and have begun to nurture the brand image and cultivate value through brand ambassadors. Most of the lifestyle and luxury brands globally and locally have well-known actors and sports persons etc as brand ambassadors. Through the persona of the brand ambassadors, the marketers derive the power to connect with the consumers and build brand loyalty. Realizing the brand power also calls for working on the product quality and continuous modification both in the product as well as in the promotion of brand ambassadors. Building and growing strong brand at a global level calls for the entire organization to be brand oriented.

As much as the corporate strategy has got to account for the branding strategy, the marketing has also to ensure that they work on the different aspects of the brand packaging, design, etc and keep working on the brand so that it is consistent with the changing times, markets, consumer expectations and taste etc. (Caroline T, 2012).

The brands have their own value. The market leadership and profitability of a certain product or business is realized through the brand value. Growing the brand power and using the brand value as a driver to increase profitability as well as the market calls for expert management of branding. Maintaining the leadership of a brand calls for strategic planning in the long term perspective.

### **Brand Characteristics/Identity**

Brand Identity/characteristics can be best described by the physical appearance of the brand. Symbols, logos or trademarks can best describe the character of a given brand.

**SYMBOLS-** Symbols help customers memorize organization's products and services. They help us correlate positive attributes that bring us closer and make it convenient for us to purchase those products and services. Symbols emphasize our brand expectations and shape corporate

images. Symbols become a key component of brand equity and help in differentiating the brand characteristics. Symbols are easier to memorize than the brand names as they are visual images. These can include logos, people, geometric shapes, cartoon images, anything. Brand symbols are strong means to attract attention and enhance brand personalities by making customers like them. It is feasible to learn the relationship between symbol and brand if the symbol is reflective/representative of the brand (Maurice p & Lisa O, 2006).

**LOGOS-** A logo is a unique graphic or symbol that represents a company, product, service, or other entity. It represents an organization very well and makes the customers well-acquainted with the company. It is due to logo that customers form an image for the product/service in mind.

The elements of a logo are:

1. Logotype - It can be a simple or expanded name.
2. Icon - It is a name or visual symbol that communicates a market position.
3. Slogan - It is best way of conveying company's message to the consumers.

**TRADEMARKS-** Trademark is a unique symbol, design, or any form of identification that helps people recognize a brand. A renowned brand has a popular trademark and that helps consumers purchase quality products. The goodwill of the dealer/maker of the product also enhances by use of trademark. Trademark totally indicates the commercial source of product/service. Trademark contributes in brand equity formation of a brand. Trademark name should be original.

Registration of trademark is essential in some countries to give exclusive rights to it. Without adequate trademark protection, brand names can become legally declared generic.

Brand characteristic develops from the source or the company. Brand message is tied together in terms of brand identity. The general meaning of brand identity is “who you really are?” and its nature is that it is substance oriented or strategic symbolizing firms' reality representing desire and enduring. Characteristic is looking ahead actively signifying “where you want to be” promising that a company makes to consumers. While brand image is perceived by the receiver

or the consumer. Brand message is untied by the consumer in the form of brand image. The general meaning of brand image is “How market perceives you?” and its nature is that it is appearance oriented or tactical symbolizing perception of consumers representing “others view” and superficial. Brand Image looks back. Passively signifying “what you have got”. It is total consumers’ perception about the brand (Maurice p & Lisa O, 2006).

### **Brand Association**

According to MSF Experts, n. d, Brand Associations are not benefits, but are images and symbols associated with a brand or a brand benefit. Associations are not “reasons-to-buy” but provide acquaintance and differentiation that’s not replicable. It is relating perceived qualities of a brand to a known entity. Brand association is anything which is deep seated in customer’s mind about the brand. Brand should be associated with something positive so that the customers relate your brand to being positive. Brand associations are the attributes of brand which come into consumers mind when the brand is talked about. It is related with the implicit and explicit meanings which a consumer relates/associates with a specific brand name. Brand association can also be defined as the degree to which a specific product/service is recognized within its product/service class/category. While choosing a brand name, it is essential that the name chosen should reinforce an important attribute or benefit association that forms its product positioning.

Brand associations are formed on the following basis:

- Customers contact with the organization and its employees;
- Advertisements;
- Word of mouth publicity;
- Price at which the brand is sold;
- Celebrity/big entity association;
- Quality of the product;
- Products and schemes offered by competitors;
- Product class/category to which the brand belongs;
- POP ( Point of purchase) displays; etc

Positive brand associations are developed if the product which the brand depicts is durable, marketable and desirable. The customers must be persuaded that the brand possess the features and attributes satisfying their needs. This will lead to customers having a positive impression about the product. Positive brand association helps an organization to gain goodwill, and obstructs the competitor's entry into the market.

### **2.2.6-Consumer Preference**

A broad variety of theories that attempt to describe the factors which influence consumers and their behavior when making purchasing decisions have been done. The goal of the investigation of consumer behavior is to discover patterns of consumers' attitudes in their decision to buy or to ignore a product (Matsatsinis, Samaras, 2000). Consumers' preferences for products or brands arise from the combination of many different factors. Some factors come from features of the product itself (e.g., price, durability), while others are attributes of consumers themselves (e.g., goals, attitudes, discretionary income), (Venkatraman, Clithero, Fitzsimons, and Huettel, 2012). Ge, Brigden and Häubl (2015) proposed that consumers often make choices in settings where some alternatives are known and additional alternatives can be unveiled through search. When making a choice from a set of alternatives, the manner in which each of these was discovered should be irrelevant from a normative standpoint. Consumers must often decide between choosing among a set of previously discovered alternatives and searching to discover additional alternatives before making a choice. A substantial body of prior work examines consumer choice from pre-determined sets of alternatives. As a result, we know much about the influence of choice set composition and decision context on choice (Ge, Brigden, and Häubl, 2015). Additionally, consumer characteristics such as patriotism, protectionism and social economic conservatism are affecting their choices (Spillan&Harcar, 2010).

### **2.2.7-Brand vs. Consumer preference**

Often, consumers will tend to choose a brand that they consider congruent with their self-image. In this particular way each consumer at an individual basis will try to reflect his or her own identity through choice. When part of a larger social group, consumer choices tend to converge to a certain pattern thus forming the basics of an individual social identity (Cătălin, Andreea, 2014).

Brand preference is regarded as a key step in consumer decision making, involving elements of choice. In establishing brand preference, consumers compare and rank different brands by

focusing on their uniqueness defined brand preference as “the extent to which the customer favors the designed service provided by his or her present company, in comparison to the designated service provided by other companies in his or her consideration set,” with a consideration set referring to brands that a consumer would consider buying in the near future (Jin & Weber, 2013). Also, customer’s advisory has a positive effect on establishing a positive effect on brand and consumer preferences (Güngör & Bilgin, 2011).

### **2.3-Empirical Studies**

In this sub topic previous empirical studies related with brand image and consumer preference will be lightened.

**R. Serenmadevi, M. G. Saravananaraj and M. Lathe Natajan (2011)**, conducted a study on the insurance product pattern and consumer preference for ULIP Life Insurance Product with reference to Delhi City to find out how much the consumer in Delhi city prefer for ULIP Life Insurance. The collected data were analyzed by using simple percentage analysis, weighted average method, ranking method, Analysis of variance, chi-square, F-test and correlation and it is found that most of the customer are satisfied with ULIP and enjoys an excellent perception of brand value.

**AmandeepKaur and Dr. Garima Malik (2015)** studied a research entitled “A Study of Consumers' Preferences in Choosing International Apparel Brand in Delhi” investigating factors affecting consumer preference towards International Brand Apparel. The study used descriptive analysis for frequency and percentage to examine the profile of the respondents. Independent sample t-test, one way Anova, Test of Pearson moment correlation, Two way Anova, Multiple Linear Regression. The study concluded Advertisement is strongest predictor towards international brand preference quality is also considered as one of the strong impact on consumer preferences towards international branded apparel.

**Eurasian Journal of Business and Economics (2015)**, a study entitled “Effects of Brand on Consumer Preferences: A study in Turkmenistan” investigated the relationship between brand and consumer preference with Structural Equation Model in Turkmenistan. And concluded that brand image has positive and significant impact on consumer preferences.

**Yi Zhang (2015)**, reviewed a literature entitled “The Impact of Brand Image on Consumer Behavior” argued that the concept “brand image” has drawn significant attention from academics and practitioners since it was put forward, because it played an important role in marketing activities. Although brand image was recognized as the driving force of brand asset and brand performance, few studies have elaborated on the relationship between brand image and brand equity. Based on the brand image theories, this study reviewed existing studies about the impact of brand image on consumer from perspective of customer equity. It also presented the short comings of current research and pointed out the trends for future study.

**Aberra Adie (2015)** conducted a thesis entitled “factors affecting consumers brand preference of dairy products in Addis Ababa outlet shops”. The study was done due to the fact to inform how to design and update marketing and branding of dairy products. The study used descriptive analysis method to analyze the quantitative data gathered in the outlets. The researcher concluded the study brand attributes (product price, quality, taste and brand familiarity), advertisement and sales promotion affect consumers brand preference on dairy products in Addis Ababa.

**Amdemichael Asaminew (2014)** conducted a study entitled “assessment of brand preference of international vs. local mobile phone brands (the case of Addis Ababa university school of commerce students). The study aims to fill the lack of publication on brand preference of university students particularly in Addis Ababa. The researcher used one way ANOVA analysis and independent sample t-test. The conclusion of the research outlines that students of Addis Ababa University School of Commerce are influenced by brand equity dimensions in their brand preference of international mobile brands over the local ones rather than consumer attribute dimensions like new technology applications, product attributes and price.

**Kassahun Hailesilassie (2014)** conducted a study entitled “determinants of beer brand preference the case of Addis Ababa beer market”. The major theoretical gap to fill by conducting the study was identifying determinant of beer brand preference, which actually fill the understanding gap on determinants of brand preference, to all breweries in Ethiopia. The study was analyzed through descriptive statistic also factor analysis was used along with exploratory factor analysis and multiple regressions. The study concluded the finding in perception of beer consumer regarding the brand quality is important factor in shaping preference. Also price and normative influence are insignificant predictors of consumer beer brand preference.

**Mohammed Seid (2015)** conducted a study in “the impact of branding on consumer buying decision behavior of local leather footwear products”. The researcher aimed on manufacturers and distributors of local footwear products understand the impacts of branding the consumer buying decision behaviors of local leather footwear products. The study used descriptive and inferential statistics methods. The research was concluded on brand name and brand logo has significant impact on consumer buying decision behavior.

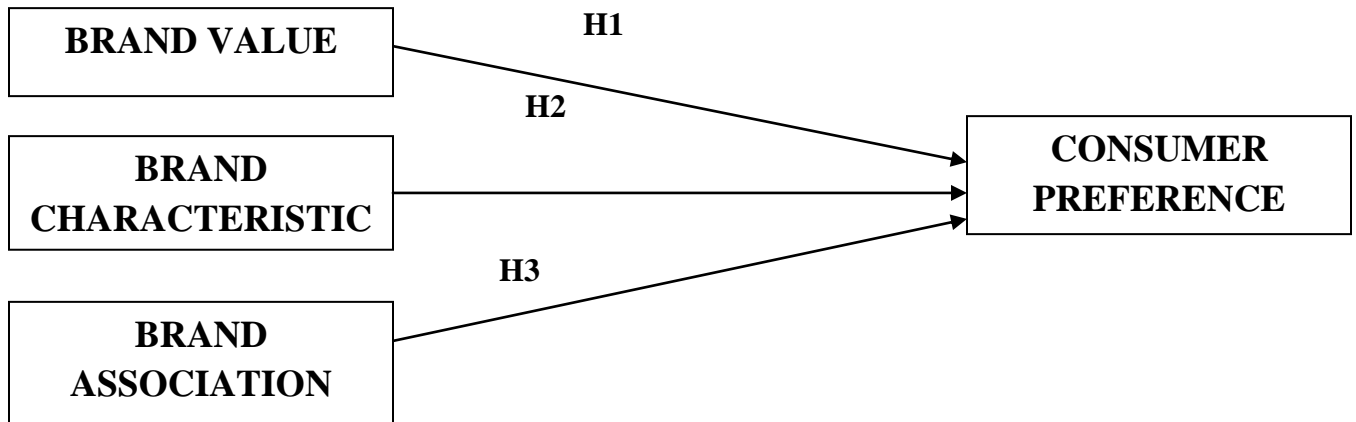
**Metshet Araya (2014)** conducted a study entitled “an assessment of brand preference in relation to product attribute and business buyers’ behavior: a case of heavy truck tyre in Addis Ababa”. The major aim of the study was to identify the relationship of brand preference with product attribute or else business buyers’ behavior in Addis Ababa market. The researcher used descriptive analysis and chi-square test to analyze the data collected. The conclusion of the study indicated that the brands are highly monetary valued and has high performance in the market due to the preferrability by the consumer in regard with the product attribute.

**Nuredin Negash Awel (2015)** conducted a study entitled “the effect of brand equity upon customers’ service choices: the case of Dashen Bank S.C. in Addis Ababa”. The researcher believes that the study gave important insight to the managers or policy makers on the part of the bank about the effect of brand equity upon customers’ service choices. The study was analyzed through descriptive statistics. The study concluded that to satisfy and affect customers’ service choices, every organization have strong brand equity and deliver value upon which consumers can rely to be consistent over long period of time.

## 2.4-Conceptual Framework

Independent Variables

Dependent Variable



Source: Aaker (1996)

**Figure 2.1: Conceptual framework adopted from literature reviewed on the effect of brand image on consumer preference.**

## **Chapter Three**

### **Research Design and Methodology**

#### **3.1-Introduction**

There are several methods and procedures that are used in this study which exist under the following subheading: research approach, research design (population and sample size), sampling method, data collection methodology and data analysis method.

#### **3.2-Research approach**

The researcher used quantitative type of research and deductive in nature trying to test the credibility of the conceptual model in Ethiopian context. Besides, the study tried to test the hypothesis developed based on literature also the targeted population are the consumer of the brand so, self-constructed questionnaires are used to collect primary data therefore quantitative research is reliable in this regard. The Data was collected from sample survey through questionnaire that describes numerical figures which were distributed to the end user of Ambassador Garment.

#### **3.3- Research design**

Explanatory research method was used to analyze the data collected from consumers about brand image variables. This study used explanatory study design, for explaining, understanding and predicting the relationship between variables. The study was also cross sectional in the sense that relevant data was collected at one point of time at Ambassador Garment outlets in Addis Ababa.

##### **3.3.1-Target Population**

Ambassador Garment is selected because it's a reputable company with 85 outlet shops throughout Ethiopia which makes it monopole Garment factory which have large amount of outlets and products. The targeted population for the study was the consumers of Ambassador Garment in Addis Ababa outlet shops both in self-owned and agent owned outlets. Please see the below table:

**Table 3.1- Location of Outlet shops in Addis Ababa**

<b>Strata</b>			
<b>No</b>	<b>Self-owned</b>	<b>No</b>	<b>Agent Owned</b>
<b>1</b>	Bole medhaniyalem	<b>1</b>	Golagul Bldg (Hayahulet)
<b>2</b>	Gerji (Jackross)	<b>2</b>	Bethelhem Bldg (Megenagna)
<b>3</b>	Zefmesh Mall (Megenagna)	<b>3</b>	Kazanchis (Around Hilton Hotel)
<b>4</b>	Arat Kilo	<b>4</b>	Kazanchis (Around Total Gas Station)
<b>5</b>	Piassa	<b>5</b>	Piassa
<b>6</b>	Gojjam Berenda	<b>6</b>	Merkato
<b>7</b>	Merkato	<b>7</b>	Addisu Gebeya
<b>8</b>	Legehar 1	<b>8</b>	Jemo
<b>9</b>	Yeha City Center (Legehar 2)	<b>9</b>	Bole Michael
		<b>10</b>	Gerji
		<b>11</b>	Ayer Tena
		<b>12</b>	Saris
		<b>13</b>	Kaliti
		<b>14</b>	Kera

### 3.3.2-Sample size

Due to the unknown number of consumer and no data concerning consumer of Ambassador Garment the sample size is calculated based on estimation method given by (Krejcie and Morgan 1970).

The number of consumers estimated by taking a confidence level of 95% ( $Z^{\alpha/2}=1.96$ ), P value of 50% to obtain the largest possible sample size and margin of error (D) of 5%.

$$N = \frac{(Z^{\alpha/2})^2 * P(1-P)}{D^2} = \frac{(1.96)^2 * (0.5)*(1-0.5)}{(0.05)^2} = 384$$

In order to accommodate for possible non-response and inappropriate responses, 10% was added to the calculated sample size. This gives a total of 422 consumers as study participants.

### **3.4-Sampling Method**

Due to financial and time constraint this research used stratified proportional sampling method to distribute the self-constructed questionnaire to the target population. This study used two categories of strata; self-owned outlets and agent owned outlets. The self-constructed questionnaires were distributed to each category proportionally based on the numbers of branches which the self-owned outlets consists 9 outlets and the agent owned outlets consists 14 outlet shops in Addis Ababa. From the total sample size the questionnaire were distributed proportionally according to the strata's number of outlets i.e.

Total outlets in Addis Ababa=23,

Self-owned outlets in Addis Ababa=9

$9/23=0.39$  therefore 39% of the total sample size were distributed to the self-owned outlets which constitute 165 questionnaires.

Agent owned outlets in Addis Ababa=14

$14/23=0.61$  therefore 61% of the total sample size were distributed to the agent owned outlets which constitute 257 questionnaires.

The questionnaires were distributed conveniently in the outlet shops because there is no data implying the exact numbers of consumers therefore; the researcher distributed the self-constructed questionnaire based on convenient sampling method.

### **3.5- Data Collection methodology**

Documentation was used to collect secondary data. It includes scientific journals, brochures, company reports and websites (web pages). Finally and most importantly, self-constructed questionnaire was used to collect primary data.

For the proper achievement of the objectives of the study; the researcher used primary data source. Primary data was collected using questionnaires. Questionnaires were distributed to the consumers of Ambassador Garment in Addis Ababa.

The self-constructed questionnaire was distributed containing two parts. The first part contains the general information of the respondents.

The second part contains determinants of brand image, which consist of questions related with brand image and consumer preference. It was developed in a five point Likert Scale format ranging from strongly disagree to strongly agree. The values assigned **1-Strongly Disagree**, **2-Disagree**, **3-Neutral**, **4-Agree** and **5-Strongly Agree**.

### **3.6- Data analysis method**

Descriptive analysis (frequency of general information, mean & standard deviation of variables), Pearson's Correlation analysis and Multiple Regression Analysis were used for the dependent and independent variables, employed to analyze the data through SPSS 20.0.

#### **Descriptive analysis**

The descriptive statistical results were presented by tables, frequency distributions and percentages to analyze the data. This was achieved through summary statistics, which includes the mean values and standard deviation which were computed for each variable in this study.

#### **Pearson Correlation analysis**

In this study Pearson's correlation coefficient was used to determine the relationships between independent variables (brand value, brand characteristic and brand association) and the dependent variable consumer preference.

## **Multiple Regression Analysis**

Multiple regression analysis was used to examine the effect of the independent variables (brand value, brand characteristic and brand association) on consumer preference.

### **Regression equation:**

$$\mathbf{CP = a + (B1) BV + (B2) BC + (B3) BA}$$

Where;

**CP**= consumer preference,

**BV**= brand value,

**BC**= brand characteristic,

**BA**= brand association,

**a**= constant and

**B1, B2, B3**= beta coefficients.

### **Regression functions**

The equation of multiple regressions on this study was generally built around two sets of variable, namely dependent variable and independent variables. The basic objective of using regression equation on this study was to make the researcher more effective at describing, understanding, predicting, and controlling the stated variables.

## **Chapter Four**

### **Data Analysis and Discussion of Results**

#### **4.1- Introduction**

In this chapter data was presented and discussed to address the research questions and objectives. The following are the main headings: reliability and validity test, response rate, respondents' general information, descriptive statistics results, normality test, Pearson correlation analysis and multiple regression analysis but before the main data collection pilot test was performed to check/pre-tested the reliability of the questionnaire developed.

#### **4.2- Reliability and Validity Test**

Validity and reliability are the two important characteristics of every measure of materials such as questionnaire. Reliability is fundamentally concerned with issues of consistency of measures whereas validity is the degree to which an instrument measures what it is supposed to measure. (Bryman and Bell, 2003). So before analyzing the collected data the reliability of the main items of the questionnaire was tested using Cronbach's alpha and validity of the instrument for the present study was ensured as the independent variables and items are identified from the literature and were reviewed by other academicians and by my advisor. Pilot tests were then conducted with twenty consumers who were seen as similar to the population for the study. The purpose of the pre-testing was to refine the questionnaire and to assess the validity of measures in Ethiopian context. First reliability of the independent variables (brand value, brand characteristics, and brand association) and the dependent variable (consumer preference) was checked then overall reliability for all items which were important for the research was performed by using SPSS.

**Table 4.1- Reliability of the instrument**

No	Dimension	Number of items	Alpha Value
1	Brand Value	Six	.805
2	Brand Characteristics	Six	.728
3	Brand Association	Six	.710
4	Consumer Preference	One	.935

**Source:** - Own survey result, 2017

According to Hair, et al., (2010), if  $\alpha$  is greater than 0.7, it means that it has high reliability and if  $\alpha$  is smaller than 0.3, then it implies that there is low reliability. To meet consistency reliability, the questionnaire was distributed to twenty consumers who are similar to the population of the study. In this study, all the independent variables and dependent variable, met the above requirement. The alpha value is identified and summarized in the above table.

**Table 4.2- Reliability statistics of Overall Factor of the Likert Five Scale Questions**

Cronbach's Alpha	N of items
.919	19

**Source:** - Own survey result, 2017

Therefore, the reliability of 19 items that are critical to determine the effect of brand image on consumer preference has been tested using Cronbach's alpha. According to Hair et al. (2006) the reliability coefficient which is more than or equal to 70 % ( $A > 0.7$ ) is acceptable. So, reliability of the question was evaluated and the result (Cronbach's Alpha) was used to test the reliability of the material used in this research. Thus, the reliability coefficient of the above items is greater than 70% and the overall reliability test for the 19 items is 91.9%. This implies that the items was reliable and understandable to the respondents.

#### 4.3- Response Rate

A total of 422 questionnaires were distributed and the response rate was indicated in the table below.

**Table 4.3- Response Rate**

Items	Response Rate	
	No.	Percent
Sample Size	422	100%
Collected	364	86.26%
Remain Uncollected	58	13.74%

**Source:** - Own survey result, 2017

From the above table, out of 422 distributed questionnaire 364 (86.26%) were collected while 58 (13.74%) of the questionnaire remained uncollected. Therefore, analysis was made based on the responses obtained from 364 questionnaires i.e. (86.26%).

#### 4.4- General Information of Respondents

The general information of the respondents include: gender, age, marital status, highest level of education, occupation and purchased product.

This aspect of the analysis deals with the personal data on the respondents of the questionnaires given to them. The table below shows the details of general information of the respondents.

**Table 4.4- General Information of Respondents**

Variable	Category	No.	Percentage
Gender	Male	239	65.7%
	Female	125	34.3%
Age	<30	96	26.4%
	31-45	142	39%
	46-60	103	28.3%
	>60	23	6.3%
Marital Status	Married	167	45.9%
	Single	197	54.1%

<b>Highest Level of Education</b>	Primary Education	4	1.1%
	High school	9	2.5%
	Certificate	10	2.7%
	Diploma	72	19.8%
	Degree	97	26.6%
	Masters and above	172	47.3%
<b>Occupation</b>	Salaried	88	24.2%
	Self-employment	180	49.5%
	Retired	7	1.9%
	Student	89	24.5%
<b>Purchased Product</b>	Ready-made cloth	200	54.9%
	Scarf	12	3.3%
	Tie	21	5.8%
	Shirt	38	10.5%
	Shoe	26	7.1%
	Sock	10	2.8%
	Belt	35	9.6%
	Knitwear	22	6%

**Source:** - Own survey result, 2017

The general information of the respondents of Ambassador Garment consumers is presented in the above table. Gender of respondents is 65.7% of them are males and 34.3% are females. In terms of age, 26.4% of the respondents are below 30 years, 39% between 31 and 45 years, 28.3% between 46-60, and 6.3% were above 60 years, the majority of them are between 31-45 years of age. In terms of marital status 45.9% of the respondents are married and 54.1% are single. The respondents have an educational background of which 1.1% primary education, 2.5% high school, 2.7% certificate, 19.8% diploma, 26.6% degree and 47.3% masters and above. With regard to occupation 24.2% are salaried, 49.5% are engaged in self-employment, 1.9% are retired and 24.5% are students. The respondents purchased ready-made suit 54.9%, scarf 3.3%, tie 5.8%, shirt 10.5%, shoe 7.1%, sock 2.8%, belt 9.6% and knitwear 6%

#### 4.5- Descriptive Statistics Results

**Table 4.5- Mean and standard deviation of Brand Value**

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
<b>Ambassador Garment satisfies my desire for cloth</b>	364	4.07	.046	.882
<b>Ambassador Garment charges fair price</b>	364	4.15	.034	.654
<b>Ambassador Garment is available any time</b>	364	4.41	.040	.767
<b>Ambassador Garment's cloth is comforting</b>	364	4.37	.033	.627
<b>Ambassador Garment's cloth has long life time</b>	364	4.48	.026	.500
<b>Ambassador Garment provide a sense of self-esteem</b>	364	4.68	.037	.714
<b>Valid N (listwise)</b>	364			

**Source:** - Own survey result, 2017

The above table represents the mean and standard deviation of brand value indicators which are satisfying desire, charging fair price, availability, comfort, life time and self-esteem. As shown in the above table among the brand value indicators consumers was mostly satisfied with the self-esteem that Ambassador Garment products provide. Consequently consumers of Ambassador Garment agreed that the products have long life time, available any time, comforting and charges fair price. Among the brand value indicators consumer of Ambassador Garment were least satisfied with the products regarding satisfying desire.

**Table 4.6- Mean and standard deviation of Brand Characteristic**

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
<b>Ambassador Garment's logo is attractive</b>	364	4.62	.032	.602
<b>Ambassador Garment use quality material</b>	364	4.78	.022	.413
<b>Ambassador Garment's cloth is fashionable</b>	364	4.29	.024	.455
<b>Ambassador Garment have good word of mouth publicity</b>	364	4.76	.022	.427
<b>Ambassador Garment have a good brand name</b>	364	4.58	.026	.495
<b>Ambassador Garment's advert is attractive</b>	364	4.61	.026	.488
<b>Valid N (listwise)</b>	364			

**Source:** - Own survey result, 2017

The above table represents the mean and standard deviation of brand characteristic indicators which are attractiveness of the logo, usage of quality material, fashion ability, good word of mouth publicity, good brand name and advert attractiveness. As shown in the above table among the brand characteristic indicators consumers was mostly satisfied with the usage of quality materials that Ambassador Garment products use. Consequently consumers of Ambassador Garment agreed that the products have good word of mouth publicity, attractive logo, attractive advert and good brand name. Among the brand characteristic indicators consumer of Ambassador Garment were least satisfied with the products fashion ability.

**Table 4.7- Mean and standard deviation of Brand Association**

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
<b>Ambassador Garment have good memory recall</b>	364	4.43	.027	.517
<b>Ambassador Garment reminds of special events</b>	364	4.50	.026	.501
<b>Ambassador Garment is different among others</b>	364	4.76	.023	.430
<b>Ambassador Garment product have a sensational feeling</b>	364	4.59	.027	.510
<b>Ambassador Garment makes me feel very attached</b>	364	4.69	.024	.464
<b>Ambassador Garment is obsessive</b>	364	4.40	.040	.767
<b>Valid N (listwise)</b>	364			

**Source:** - Own survey result, 2017

The above table represents the mean and standard deviation of brand association indicators which are good memory recall, reminding special events, different among others, sensational feeling, attachment and obsessive. As shown in the above table among the brand association indicators consumers was mostly satisfied with Ambassador Garment being different among others. Consequently consumers of Ambassador Garment agreed that the products have a feeling of attachment, feeling of sensation, reminds of special events and good memory recall. Among the brand characteristic indicators consumer of Ambassador Garment were least satisfied with the products obsess.

**Table 4.8- Mean and standard deviation of Consumer Preference**

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
<b>consumer preference</b>	364	4.46	.026	.499
<b>Valid N (listwise)</b>	364			

The above table represents the mean and standard deviation of the independent variable (Consumer Preference). As shown in the table consumers of Ambassador Garment chose agree from the likert five scale measurements with high loading factor.

**Table 4.9- Mean and standard deviation of variables**

	N	Mean	Standard Deviation
<b>Brand Value</b>	364	4.3594	.44845
<b>Brand Characteristics</b>	364	4.6081	.27759
<b>Brand Association</b>	364	4.5595	.30146
<b>Consumer Preference</b>	364	4.46	.499
<b>Valid N</b>	364		

**Source:** - Own survey result, 2017

As indicated in the above table consumers mean values show that the consumers' chose more agree among the alternatives of the Likert scale for all dimensions which are the brand image dimensions i.e. independent variables (brand value mean=4.3594, std.deviation=0.44845), (brand characteristics mean=4.6081, std.deviation=0.27759) and (brand association mean=4.5595, std. deviation =0.30146)as well as the dependent variable which is (consumer preference mean=4.46, std..deviation=0.499).From all brand image dimensions brand characteristics have the highest mean value and brand value holds the lowest mean value.

#### 4.6- Normality test

Normality test is used to determine whether sample data has been drawn from a normally distributed population or the population from which the data came is normally distributed. Normality was checked by two terms i.e. kurtosis and skewness using SPSS so there exist normal values for kurtosis as well as skewness. For kurtosis the normal value is less than 3 whereas for skewness the normal value is supposed to be less than 6 (Asghar and Saleh 2012)

**Table 4.10- Skewness and Kurtosis test for each variable**

		<b>Brand Value</b>	<b>Brand Characteristics</b>	<b>Brand Association</b>	<b>Consumer Preference</b>
<b>N</b>	<b>Valid</b>	364	364	364	364
	<b>Missing</b>	0	0	0	0
<b>Skewness</b>		.418	.293	.407	.166
<b>Std. Error of Skewness</b>		.128	.128	.128	.128
<b>Kurtosis</b>		-1.400	-1.238	-1.125	-1.938
<b>Std. Error of Kurtosis</b>		.255	.255	.255	.255

**Source:** - Own survey result, 2017

The values from above table shows that skewness values are all under three for all independent variables (brand value, brand characteristics and brand association) and dependent variable (consumer preference) and the same thing exists for kurtosis values which are under six for the existing variables independent and dependent variable listed above. Therefore, from the results shown above we can say that the data was normally distributed among the sample population.

#### 4.7- Pearson Correlation Analysis

To determine the relationship between brand image dimensions (brand value, brand characteristics and brand association) and consumer preference, Pearson correlation was computed. The below table represents the results of Pearson correlation on the relationship between brand image dimensions (brand value, brand characteristics and brand association) and consumer preference.

**Table 4.11- Pearson Correlation analysis**

		<b>Consumer Preference</b>
<b>Brand Value</b>	Pearson Correlation	.426**
	Sig. (2-tailed)	.000
	N	364
<b>Brand Characteristics</b>	Pearson Correlation	.546**
	Sig. (2-tailed)	.000
	N	364
<b>Brand Association</b>	Pearson Correlation	.654**
	Sig. (2-tailed)	.000
	N	364
<b>Consumer Preference</b>	Pearson Correlation	1
	Sig. (2-tailed)	
	N	364

**Source:** - Own survey result, 2017

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

This study employs the correlation analysis, which investigates the strength of 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 to +1.0). Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, et al., 2005). As per Marczyk, et al., (2005) general guidelines correlations of .01 to .30 are considered small, correlations of .30 to .70 are considered moderate, correlations of .70 to .90 are considered large, and correlations of .90 to 1.00 are considered very large.

As can be seen from the above table there was a significant positive correlation between the three independent variables (brand value, brand characteristics and brand association) and dependent variable (consumer preference). And the result was found to be statistically significant at (P<0.01) for each variables. This shows that the factors have moderate correlation and have an impact on consumer preference.

#### **4.8- Multiple Regression Analysis**

Multiple regression analysis was employed to examine the effect of brand image dimensions on consumer preference. The following subsections present the results of multiple regressions analysis. Multi collinearity Test: in multiple regression analysis, multi collinearity refers to the correlation among the independent variables (Kline, 1998).

According to (Kline, 1998) multi collinearity is not a threat if a correlation value is less than 80%. Before conducting the multiple regression analysis, the researcher examined the result of multiple correlations among the independent variables and found out that, the pair wise correlation between the independent variables is less than 80%, as shown in the below table. VIF (Variance Inflation Factor) is another factor for diagnosis of collinearity so it is supposed to be less than five which indicates no multi collinearity problem exists among the independent variables. The following subsections present the results of multiple regression analysis.

**Table 4.12- Multi Collinearity test**

Independent Variables	Collinearity Statistics	
	Tolerance	VIF
Brand Value	.154	4.506
Brand Characteristics	.380	2.628
Brand Association	.221	4.519

**Source:** - Own survey result, 2017

As seen in the above table VIF results of the independent variables are less than five which indicates there is no multi collinearity among them.

**Table 4.13- Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.825 <sup>a</sup>	.680	.678	.283	.680	255.248	3	360	.000

**Source:** - Own survey result, 2017

Predictors: (Constant), Brand Value, Brand Characteristics, Brand Association

The above table represents the analysis of multiple regression models for the beta coefficients of each brand image dimensions. Independent variable accounted for 68% of the variance in consumer preference ( $R^2= 0.680$ ). Thus, 68% of the variation in consumer preference could be explained by the three brand image dimensions (brand value, brand characteristics and brand association) and other unexplored variables may explain the variation in consumer preference which accounts for about 32%, shown in the above table.

**Table 4.14- ANOVA Result for Brand Image dimensions and consumer preference**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	61.479	3	20.493	255.248	.000 <sup>b</sup>
	Residual	28.903	360	.080		
	Total	90.382	363			

Source: - Own survey result, 2017

As indicated in table 4.14 there is statistically significant effect between independent variable (brand image) and dependent variable (consumer preference) where, (F) value was (255.248) at 0.000 which states that there is significant effect of brand image on consumer preference.

**Table 4.15- Multiple regression analysis**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.720	.343		13.757	.000
	Brand Value	1.364	.085	1.226	16.129	.000
	Brand Characteristics	1.130	.087	.629	13.016	.000
	Brand Association	2.175	.105	1.314	20.739	.000

Source: - Own survey result, 2017

R<sup>2</sup>= .680, p<0.001

**The linear regression equation**

$$CP = a + (B1) BV + (B2) BC + (B3) BA$$

Where, CP=Consumer preference

- BV=Brand value
- BC=Brand characteristics
- BA=Brand Association
- a= constant and
- B1, B2, B3= beta coefficients.

$$CP = 4.720 + 1.364BV + 1.130 BC + 2.175BA$$

Hypothesis testing is based on standardized coefficients beta and P-value to test whether the hypotheses are rejected or not.

### **Hypothesis 1**

H1: Brand value has significant influence on consumer preference. The results of multiple regressions, as presented in table 4.11 above, revealed that brand value has a positive and significant effect on consumer preference with a beta value (beta = 1.226), p value ( $p < 0.01$ ). Therefore; the researcher failed to reject this hypothesis.

### **Hypothesis 2**

H2: Brand characteristics have significant positive influence on consumer preference. The results of table 4.11 showed that the standardized coefficient beta and p value of brand characteristics were positive and significant (beta = 0.629,  $p < 0.01$ ). Therefore; the researcher failed to reject this hypothesis, has a positive and significant effect on consumer preference

### **Hypothesis 3**

H3: Brand association has significant positive influence on consumer preference. The results of table 4.11 showed that the standardized coefficient beta and p value of brand association were positive and significant (beta = 1.314,  $p < 0.01$ ). Thus, the researcher failed to reject the hypothesis that, brand association has a positive and significant effect on consumer preference.

In overall, the results revealed that all independent variables accounted for 68% of the variance in consumer preference ( $R^2 = 0.680$ ). Thus, 68% of the variation in consumer preference could be explained by the three brand image dimensions and other unexplored variables may explain the variation in consumer preference which accounts for about 32%, shown in table 4.13.

Moreover, from the findings of this study, the researcher found out that all the three brand image dimensions (brand value, brand characteristics, brand association) have positive effects on consumer preference. The findings of this study also indicated that brand association was the most important factor to have positive and significant effect on consumer preference followed by brand value and brand characteristics respectively.

## Chapter Five

### Summary, Conclusions and Recommendations

#### 5.1- Summary

The study was intended to investigate the effect of brand image on consumer preference the case of Ambassador Garment based on the questionnaire consisting of 364 randomly selected consumers by using convenient selection i.e. conveniently distribute the questionnaires at the outlet shops. The results of background information of respondents indicated that majority of the total respondents (65.7%) are male, majority of the respondents aged in the range of 31-45 years which is (39%), (45.9%) were married whereas the others were single, (47.3%) of the respondents are masters and above holders, and (49.5%) of the respondents were self-employed and most of the consumers (54.9%) purchase ready-made clothes. The results of the descriptive statistical analysis also indicated that, consumers mostly chose agree among the alternatives on the Likert scale.

The descriptive results show that among the indicators of the brand value dimension Ambassador Garment provide a sense of self-esteem takes the highest mean value of 4.68 and Ambassador Garment satisfies my desire for cloth takes the lowest mean value of 4.07. As for brand characteristic indicators Ambassador Garment use quality material takes the highest mean value of 4.78 and Ambassador Garment's cloth is fashionable takes the lowest mean value of 4.29. For brand association indicators Ambassador Garment is different among others takes the highest value of 4.76 and Ambassador Garment is obsessive takes the lowest mean value of 4.40. The consumer preference indicator show a mean value of 4.46 which implies a high loading factor of agree.

The correlation result shows that there is a positive and significant relationship between brand value and consumer preference, brand characteristics and consumer preference, brand association and consumer preference. The finding also indicates that the highest relationship was found between brand association and consumer preference.

Furthermore, the multiple regression results showed that the all brand image dimensions (brand value, brand characteristics and brand association) have positive and significant effect on consumer preference where brand association holds the highest value and brand characteristic holds the lowest value. Also the multi-collinearity result shows there is no collinearity among the independent variable (brand value, brand characteristic and brand association). The findings of this study also indicated that brand association was the most important factor to have positive and significant effect on consumer preference followed by brand value and brand characteristics respectively. The R square value of 0.680, demonstrates that 68% of variation in consumer preference can be accounted by the explored brand image dimensions (brand value, brand characteristics and brand association) and the remaining 32% could be explained by other unexplored variables.

## **5.2- Conclusions**

The study was conducted to examine the effect of brand image on consumer preference the case of Ambassador Garment. The finding of the study indicates that among the three brand image dimensions which are brand value, brand characteristics and brand association consumers of Ambassador Garment were satisfied with brand characteristics, brand association and brand value dimensions respectively.

The descriptive result shows a high loading factor of agree for all the independent (brand value, brand characteristic and brand association) and dependent variables (consumer preference) as well.

The correlation result shows that, the three brand image dimensions (brand value, brand characteristics and brand association) are positively and significantly related with consumer preference.

The regression analysis shows that there is no collinearity among variables and 68% of the explored variables explained the dependent variable where 32% remained unexplored.

In terms of the stated research hypotheses the following specific empirical findings emerged from the investigation: The three brand image dimensions brand value, brand characteristics and brand association have positive and significant effect on consumer preference. Where the researcher failed to reject the entire tested hypothesis.

### **5.3- Recommendations**

Based on the findings and conclusions of the study, the researcher forwards the following recommendations to the management of the Garment Company and suggestion for other researchers.

The finding of the study indicates that among the three brand image dimensions which are brand value, brand characteristics and brand association consumers of Ambassador Garment were satisfied by all three dimensions and there is a high factor relationship between brand image and consumer preference also as per the descriptive results consumers were satisfied with all dimension therefore, the company should maintain the following in order to have persistent consumer in today's world. Ambassador Garment should keep and innovate brand value by satisfying desire of consumers, charging fair price, being available, providing comfort, durability and self-esteem. Brand characteristic of the company by keeping and innovating the logo of the company, usage quality raw materials, fashion ability of cloths, word of mouth publicity, good brand name and attractive advertisement. In order to have a sustainable association the company should be strong in maintaining to work on that the consumer have a good memory recall, reminding of special events, being different among others, having sensational feeling, being attached and obsessive. All this qualities should be consistent by using different managerial tools and the management should work on how to preserve the good brand image of the company so that way loyal consumer shall arise.

There might be other factors other than the brand image dimensions that affect consumer preference so the garment company should be able to identify what other factors affect brand image.

### **Direction for Future Research**

This study was conducted to examine the effect of brand image on consumer preference the case of Ambassador Garment. The sample was drawn from only Ambassador Garment; thus this study may be limited in its generalizability of the findings to other garments. So, future research should have to draw sample of respondents on more number of Garment companies for the sake generalizing the results of the study.

This study included only three factors, there could be some other relevant factors that may be perceived as important by consumers. Future researches, therefore, may consider more factors which can influence consumer preference.

## References

- Aaker, D., 1991, *The Free Press: Manage Brand Equity*, New York.
- Aaker, D., 1996, *Measuring Brand Equity Across Products and Markets*.
- Asghar, G. & Saleh, Z., 2012, Normality tests For Statistical Analysis: A Guide For Non-Statisticians, *Int J Endocrinol Metab*.
- Ayesha, A., Amir, G., Fahid, B. S. & Salman, N. A 2011, IMPACT OF BRAND IMAGE, TRUST AND AFFECT ON CONSUMER BRAND EXTENSION ATTITUDE: THE MEDIATING ROLE OF BRAND LOYALTY.
- Ballantyne, R., Warren, A. & Nobbs, K. 2005,. *The evolution of brand choice*. *Brand Manage*.
- Biel, A. L. 1992, How Brand Image Drives Brand Equity. *J. Advertising Res*.
- Blogger n. d., my marketing note book from <http://mymarketingnotebook.blogspot.com>.
- Brand dictionary, 2017 from <http://www.businessdictionary.com/definition>
- Bryman,, A. & Bell, E., 2003,. *Oxford University Press Inc: Business Research Methods*, New York.
- Cătălin, M. C., & Andreea, P. 2014, .Brands as a Mean of Consumer Self-expression and Desired Personal Lifestyle. *Procedia - Social and Behavioral Sciences* from <http://dx.doi.org/10.1016/j.sbspro.2013.12.427>.
- Caroline, T. 2012,. *The value of brand values: An empirical research study about how brands can generate value for consumers: Gothenburg, Sweden*.
- Di, M. E., 1988, *The Fine Art of Positioning* *Journal of Business Strategy*.
- Dobni, D., 1990, *In Search of Brand Image: A Foundation Analysis*, *Adv. Consumer*.
- Fishbein, M., 1967, *Attitude and the prediction of behavior*, in Fishbein, M. (Ed.), *Attitude Theory and Measurement*, John Wiley & Sons, New York.
- Gardner, B. & Levy, S. 1955, "The product and the brand", *Harvard Business Review*.
- Ge, X., Brigden, N., & Häubl, G. (2015).The Preference-Signaling Effect of Search.*Journal of Consumer Psychology*, 25(2), 245-256. <http://dx.doi.org/10.1016/j.jcps.2014.09.003>.
- Geoffrey, R., Marczyk, D. D. & David, F. 2005, *Essentials of Research Design and Methodology*, New Jersey.

- Güngör, M. Ö. & Bilgin, F. Z. 2011. Customer's Advisory, Organizational Openness and Capability: the Locus of Value Creation. *Eurasian Journal of Business and Economics*.
- Hsieh, M. H. 2002, Identifying brand image dimensionality and measuring the degree of brand globalization: a cross-national study, *Journal of International Marketing*, Vol. 10 No.
- Hsieh, M. H., Pan, S.L. & Setiono, R. 2004, Product-, corporate-, and country-image dimensions and purchase behavior: a multicountry analysis, *Academy of Marketing Science*, Vol. 32 No. 3.
- Ind Nicholas, 2003, *Beyond Branding: How the New Values of Transparency and Integrity are changing the World of Brands*, Kogan Page: London.
- Jin, X. & Weber, K. 2013, Developing and Testing a Model of Exhibition Brand Preference: The Exhibitors' Perspective from <http://dx.doi.org/10.1016/j.tourman.2013.02.018>.
- Keller, K. L. 1993, Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57 (January).
- Kline, R. 1998, *Principles and practice of structural equation modeling*. Guilford Press, New York.
- Lane, K. K. 2008, *Strategic brand management*. 3<sup>rd</sup> edition. Pearson Education: New Jersey.
- Lin, C. H. 2011, A study on the relations between the brand image and customer satisfaction in catering businesses.
- Lisa, W. 2000, *Management decision* Sheffield hallam university: UK.
- Magid, J. M., Anthony, D. & Dena, S. 2006, *Quantifying Brand Image: Empirical Evidence of Trademark Dilution*.
- Matsatsinis, N. F. & Samaras, A. P. 2000, Brand Choice Model Selection Based on Consumers' Multicriteria Preferences and Experts' Knowledge. *Computers & Operations Research* from [http://dx.doi.org/10.1016/S0305-0548\(99\)00114-8](http://dx.doi.org/10.1016/S0305-0548(99)00114-8).
- Maurice, p & Lisa, O. 2006, 'Brand, consumers and relationships: A review.'
- MSF Experts n. d., *Management study guide*, viewed 13 June 2017, from <http://www.managementstudyguide.com/>
- Muhammad, E. M., Basharat, N. & Madiha, M. 2012, *Brand Image: Past, Present and Future*.
- Park, C., Jaworski, B. & MacInnis, D. 1986, *Strategic Brand Concept-Image Management*. *Journal of Marketing*.

- Park, C. & Srinivasan, V. 1994, A survey-based method for measuring and understanding brand equity and its extendibility, *Journal of Marketing Research*, Vol. 31 No. 2.
- Porter, S. S. & Cindy, C. 1997, The Influence of Brand Recognition on Retail Store Image. *J. Prod. Brand Manage.*
- Reynolds, T. & Gutman, J. 1988, Laddering Theory, Method, Analysis, And Interpretation. *Journal of Advertising Research.*
- Riezebos, Rik., Kist, B. & Kootstra, G. 2003, Brand management. English edition. Pearson Education.
- Robert, A. O. & Patrick, A 2009, The preference gap: Ghanaian consumers' attitudes toward local and imported products.
- Roth, M. 1994, Innovations in Defining and Measuring Brand Equity Provo, UT: Association for Consumer Research.
- Shahbaz, S., Hans, R. K., Israr, A. & Imran, M. Q. 2009, Cause related marketing campaigns and consumer purchase intentions: The mediating role of brand awareness and corporate image.
- Spillan, J. E. & Harcar, T. 2013, A Comparative Study of Patriotism, Protectionism, Social Economic Conservatism between Indian and Vietnamese Consumers: The Effects of these Constructs on Buying Inclinations. *Eurasian Journal of Business and Economics.*
- Srivastava, R. K. & Allan, D. S. 1991, Brand Equity: A Prospective on Its Meaning and Measurement Working Paper No. 91-124. Marketing Science Institute, Cambridge, MA. St. George's 80<sup>th</sup> anniversary issue, 1995 E.C.
- Venkatraman, V., Clithero, J. A., Fitzsimons, G. J. & Huettel, S. A. 2012, New Scanner Data for Brand Marketers: How Neuroscience Can Help Better Understand Differences in Brand Preferences from <http://dx.doi.org/10.1016/j.jcps.2011.11.008>.
- Wu, W. Y. & Fu, C. S. 2009, Services officer cognitions toward marketing planning: A hierarchical cognition of marketing audit model.

# APPENDICES



## Part II: Determinants of Brand Image

**Direction:** Please encircle your choice

1- Strongly Disagree 2- Disagree 3- Neutral 4- Agree 5-Strongly Agree

No.	Question	Choice				
<b>I- BRAND VALUE</b>						
1	Ambassador Garment satisfies my desire for cloth	1	2	3	4	5
2	Ambassador Garment charges fair price	1	2	3	4	5
3	Ambassador Garment is available any time	1	2	3	4	5
4	Ambassador Garment's cloth is comforting	1	2	3	4	5
5	Ambassador Garment's cloth has long life time	1	2	3	4	5
6	Ambassador Garment provide a sense of self-esteem	1	2	3	4	5
<b>II- BRAND CHARACTERISTIC</b>						
7	Ambassador Garment's logo is attractive	1	2	3	4	5
8	Ambassador Garment use quality material	1	2	3	4	5
9	Ambassador Garment's cloth is fashionable	1	2	3	4	5
10	Ambassador Garment have good word of mouth publicity	1	2	3	4	5
11	Ambassador Garment have a good brand name	1	2	3	4	5
12	Ambassador Garment's advert is attractive	1	2	3	4	5
<b>III- BRAND ASSOCIATION</b>						
13	Ambassador Garment have good memory recall	1	2	3	4	5
14	Ambassador Garment reminds of special events	1	2	3	4	5
15	Ambassador Garment is unique	1	2	3	4	5
16	Ambassador Garment product have a sensational feeling	1	2	3	4	5
17	Ambassador Garment makes me feel very attached	1	2	3	4	5
18	Ambassador Garment is obsessive	1	2	3	4	5
<b>IV- CONSUMER PREFERENCE</b>						
19	Overall, Brand Value, Brand Characteristic and Brand Association strongly influence consumer preference.	1	2	3	4	5

# አባሪዎች

## አባሪ ሀ

### የስያሜ ምክል ጥናት

(የአምባሳደር ልብስ ስፌት ከባንያ ደንበኞች የማህለት መጠይቅ)

ወድ መልስ ሰጪዎች የዚህ መጠይቅ አላማ "የስያሜ ምክል በደንበኞች ላይ የሚጥረው ተፅዕኖ፣ በአምባሳደር የልብስ ስፌት ከባንያ አንፃር" የሚለውን የጥናት ርዕስ በአዲስ አበባ ዩንቨርሲቲ የንግድ ስራ ት/ቤት ለመሰጠው የሁለተኛ ዲግሪ (ማኅተርስ) ማሟላት የሚሆን የመጀመሪያ ደረጃ መረጃ ለመስጠት ነው። አስተማሪዎች የሆኑ መረጃ እንዲሰጡ በትህትና እጠይቀለሁ። የሚሰጡት መረጃ በማኅተር የሚዘሰብ ሲሆን ጥናቱን ለመተንተን እንጂ ለሌላ ምንም አላማ የሚውል አይደለም።

ለትብብር በቅድሚያ አመሰግናለሁ!

ማስታወሻ፡ -

- ስምዎን መግፍ አያስፈልግዎትም፤
- እባክዎ ሁሉንም የጥናቱን ክፍሎች በጥንቃቄ፣ በታማኝነትና በትኩረት ይጨሰቱ፤
- ለማስጠት አስተያየት ትክክለኛ ምላሽ ነው ብለው የሚያስቡትን ያክብብቱ።

### ክፍል አንድ፡ ጠቅላላ መረጃ

1. ያታ 1- ወንድ 2 -ሴት
2. ዕድሜ 1- ከ30 በታች 2- ከ31 እስከ 45 3- ከ46 እስከ 60 4-ከ60 በላይ
3. የጋብቻ ሁኔታ 1 -ያገባ 2 - ያላገባ
4. የትምህርት ክፍተኛ ደረጃ 1-የ1ኛ ደረጃ ት/ቤት 2-2ኛ ደረጃ ት/ቤት 3-ሰርቴፊኬት  
4-ዲፒሎማ 5- የመጀመሪያ ዲግሪ 6- ማኅተርስና በላይ
5. የስራ ሁኔታ 1 -ደግዘተኛ 2 -የግል ስራ 3- ጠረተኛ 4- ተመራ
6. ከአምባሳደር የልብስ ስፌት ከባንያ አዘወትረው የሚዘዙት ምርት ምን ዓይነት ነው?  
1- የተዘጋጁ ልብሶች 2 - የሀገር ልብስ 3- ክራቫት 4 - ሸማዝ  
5 - ጫግ 6- ካልሲ 7- ቀበቶ 8 - ሹራብ

**ክፍል ሁለት፡ የስያሜ ምክል መወሰኛ ነጥቦች**

**መሠሪያ :** እባክዎ ምርጫዎን ያክብቡ 1- በፍፁም አልሰማም 2- አልሰማም

3- ምንም አይመስለኝም 4- አስማለሁ 5- በጣም እስማለሁ

ቁጥር	ጥያቄ	ምርጫ				
<b>I- የምርት ዋጋ</b>						
1	የአምሳዳደር ልብስ ስፊት ድርጅት የልብስ ምርጫን ያረካልኛል	1	2	3	4	5
2	የአምሳዳደር ልብስ ስፊት ድርጅት ዋጋው ተመገብኝ ነው	1	2	3	4	5
3	አምሳዳደር ልብስ ስፊት በማንኛውም ሰዓት ይገኛል	1	2	3	4	5
4	የአምሳዳደር ልብስ ስፊት ልብሶች ምቹ ናቸው	1	2	3	4	5
5	የአምሳዳደር ልብስ ስፊት ልብሶች ይበረክታሉ	1	2	3	4	5
6	የአምሳዳደር ልብስ ስፊት የግል ክብር ይሰጣል	1	2	3	4	5
<b>II- የምርት ባህሪያት</b>						
7	አምሳዳደር ልብስ ስፊት አርማ ሳቢ ነው	1	2	3	4	5
8	አምሳዳደር ልብስ ስፊት ጥራት ያላቸው ጥሬ ዕቃዎች ይጠቀማሉ	1	2	3	4	5
9	አምሳዳደር ልብስ ስፊት ልብሶች ፋሽንን የተከተሉ ናቸው	1	2	3	4	5
10	አምሳዳደር ልብስ ስፊት ጥሩ ዝና አለው	1	2	3	4	5
11	አምሳዳደር ልብስ ስፊት ጥሩ የምርት ስም አለው	1	2	3	4	5
12	አምሳዳደር ልብስ ስፊት ማስታወቂያ ማህኪ ነው	1	2	3	4	5
<b>III- የምርት ዝምድና</b>						
13	አምሳዳደር ልብስ ስፊት ጥሩ ትወስታ አለው	1	2	3	4	5
14	አምሳዳደር ልብስ ስፊት ልዩ ድርጊቶችን ያስታወሳል	1	2	3	4	5
15	አምሳዳደር ልብስ ስፊት እጅግ የተለየ ነው	1	2	3	4	5
16	የአምሳዳደር ልብስ ስፊት ምርቶች ልዩ ስሜት ይቀሰቅሳሉ	1	2	3	4	5
17	አምሳዳደር ልብስ ስፊት ልዩ የትሰስር ስሜት ይፈጥርብኛል	1	2	3	4	5
18	የአምሳዳደር ልብስ ስፊት ስሜት መሳጭ ነው	1	2	3	4	5
<b>IV- የተጠቃሚ ምርጫ</b>						
19	በጠቅላላው የምርት ዋጋ፣ የምርት ባህሪ እና የምርት ዝምድና የተጠቃሚ ምርጫ ላይ ጥብቅ ተፅዕኖ ያሳድራል	1	2	3	4	5

## Appendix B

### SPSS Results

#### 1- Reliability Test

##### Brand Value

###### Reliability Statistics

Cronbach's Alpha	N of Items
.805	6

##### Brand Characteristic

###### Reliability Statistics

Cronbach's Alpha	N of Items
.728	6

##### Brand Association

###### Reliability Statistics

Cronbach's Alpha	N of Items
.710	6

##### Consumer Preference

###### Reliability Statistics

Cronbach's Alpha	N of Items
.935	1

**Over all reliability**

**Reliability Statistics**

Cronbach's Alpha	N of Items
.919	19

**2- Descriptive Results**

**gender of the respondent**

	Frequency	Percent	Valid Percent	Cumulative Percent
M	239	65.7	65.7	65.7
Valid F	125	34.3	34.3	100.0
Total	364	100.0	100.0	

**age of the respondent**

	Frequency	Percent	Valid Percent	Cumulative Percent
<30	96	26.4	26.4	26.4
31-45	142	39.0	39.0	65.4
Valid 46-60	103	28.3	28.3	93.7
>60	23	6.3	6.3	100.0
Total	364	100.0	100.0	

**marital status of the respondent**

	Frequency	Percent	Valid Percent	Cumulative Percent
Married	167	45.9	45.9	45.9
Valid Single	197	54.1	54.1	100.0
Total	364	100.0	100.0	

**highest level of education of respondent**

	Frequency	Percent	Valid Percent	Cumulative Percent
primary education	4	1.1	1.1	1.1
Highschool	9	2.5	2.5	3.6
Certificate	10	2.7	2.7	6.3
Diploma	72	19.8	19.8	26.1
Degree	97	26.6	26.6	52.7
masters and above	172	47.3	47.3	100.0
Total	364	100.0	100.0	

**purchased product of the respondent**

	Frequency	Percent	Valid Percent	Cumulative Percent
ready made cloth	200	54.9	54.9	54.9
Scarf	12	3.3	3.3	58.2
Tie	21	5.8	5.8	64.0
Shirt	38	10.4	10.4	74.5
Shoe	26	7.1	7.1	81.6
Sock	10	2.7	2.7	84.3
Belt	35	9.6	9.6	94.0
Knitwear	22	6.0	6.0	100.0
Total	364	100.0	100.0	

### 3- Mean and Standard Deviation of variables

#### Brand Value

#### Descriptive Statistics

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
Ambassador Garment satisfies my desire for cloth	364	4.07	.046	.882
Ambassador Garment charges fair price	364	4.15	.034	.654
Ambassador Garment is available any time	364	4.41	.040	.767
Ambassador Garment's cloth is comforting	364	4.37	.033	.627
Ambassador Garment's cloth has long life time	364	4.48	.026	.500
Ambassador Garment provide a sense of self-esteem	364	4.68	.037	.714
Valid N (listwise)	364			

## Brand Characteristics

### Descriptive Statistics

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
Ambassador Garment's logo is attractive	364	4.62	.032	.602
Ambassador Garment use quality material	364	4.78	.022	.413
Ambassador Garment's cloth is fashionable	364	4.29	.024	.455
Ambassador Garment have good word of mouth publicity	364	4.76	.022	.427
Ambassador Garment have a good brand name	364	4.58	.026	.495
Ambassador Garment's advert is attractive	364	4.61	.026	.488
Valid N (listwise)	364			

## Brand Association

### Descriptive Statistics

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
Ambassador Garment have good memory recall	364	4.43	.027	.517
Ambassador Garment reminds of special events	364	4.50	.026	.501
Ambassador Garment is different among others	364	4.76	.023	.430
Ambassador Garment product have a sensational feeling	364	4.59	.027	.510
Ambassador Garment makes me feel very attached	364	4.69	.024	.464
Ambassador Garment is obsessive	364	4.40	.040	.767
Valid N (listwise)	364			

## Consumer Preference

### Descriptive Statistics

	N	Mean		Std. Deviation
	Statistic	Statistic	Std. Error	Statistic
consumer preference	364	4.46	.026	.499
Valid N (listwise)	364			

## Overall Mean & St. Deviation

### Statistics

		consumer preference	BA	BC	BV
N	Valid	364	364	364	364
	Missing	0	0	0	0
Mean		4.46	4.5595	4.6081	4.3594
Std. Deviation		.499	.30146	.27759	.44845
25		4.00	4.3333	4.3333	3.8333
Percentiles	50	4.00	4.5000	4.5000	4.3333
	75	5.00	5.0000	5.0000	5.0000

## 4- Normality Test

### Skewness & Kurtosis

### Statistics

		consumer preference	BA	BC	BV
N	Valid	364	364	364	364
	Missing	0	0	0	0
Skewness		.166	.407	.293	.418
Std. Error of Skewness		.128	.128	.128	.128
Kurtosis		-1.983	-1.125	-1.238	-1.400
Std. Error of Kurtosis		.255	.255	.255	.255
25		4.00	4.3333	4.3333	3.8333
Percentiles	50	4.00	4.5000	4.5000	4.3333
	75	5.00	5.0000	5.0000	5.0000

## 5- Pearson Correlation Analysis

### Correlations

		consumer preference	BV	BC	BA
consumer preference	Pearson Correlation	1	.426**	.546**	.654**
	Sig. (2-tailed)		.000	.000	.000
	N	364	364	364	364
BV	Pearson Correlation	.426**	1	.673**	.939**
	Sig. (2-tailed)	.000		.000	.000
	N	364	364	364	364
BC	Pearson Correlation	.546**	.673**	1	.670**
	Sig. (2-tailed)	.000	.000		.000
	N	364	364	364	364
BA	Pearson Correlation	.654**	.939**	.670**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	364	364	364	364

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

## 6- Regression Tests

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.825 <sup>a</sup>	.680	.678	.283	.680	255.248	3	360	.000

a. Predictors: (Constant), BA, BC, BV

## ANOVA Test

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.479	3	20.493	255.248	.000 <sup>b</sup>
	Residual	28.903	360	.080		
	Total	90.382	363			

a. Dependent Variable: consumer preference

b. Predictors: (Constant), BA, BC, BV

## Multiple Regression Analysis

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.720	.343		13.757	.000		
	BV	1.364	.085	1.226	16.129	.000	.154	4.506
	BC	1.130	.087	.629	13.016	.000	.380	2.628
	BA	2.175	.105	1.314	20.739	.000	.221	4.519

a. Dependent Variable: consumer preference