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**THE EFFECT OF BRAND EQUITY ON CONSUMER PURCHASE
INTENTION: THE CASE OF AMBASSADOR GARMENT AND TRADING
PLC**

By: Solomon Girma

Addis Ababa University

School of Commerce

Marketing Management Graduate Program

May, 2018

Addis Ababa, Ethiopia

**THE EFFECT OF BRAND EQUITY ON CONSUMER PURCHASE
INTENTION: THE CASE OF AMBASSADOR GARMENT AND TRADING
PLC**

*(A Thesis submitted to Department of Marketing Management for the Partial
Fulfillment of the Required for the Award of Masters of Arts Degree in
Marketing Management)*

BY: Solomon Girma

GSD/0512/07

Research advisor:

DR: Tewodros Mesfin

May, 2018

Addis Ababa Ethiopia

DECLARATION

I hereby declare that this study entitled “*The effect of brand equity on consumer purchase intention: the case of Ambassador Garment and Trading PLC*” is my original work prepared under the guidance of my advisor DR:Tewodros Mesfin. This paper is submitted in partial fulfillment of the requirement for the award of Master of Arts Degree in Marketing Management and it has not been previously submitted to any diploma or degree in any college or university. I would like also to confirm that all the sources of materials used in this study are duly acknowledged.

By: Solomon Girma

Signature _____

Date_____

LETTER OF CERTIFICATION

This is to certify that Solomon Girma carried out his study on the topic entitled “*The effect of brand equity on consumer purchase intention: the case of Ambassador Garment and Trading PLC*”. This work is original in nature and suitable for submission for the award of the Masters Degree in Marketing Management.

Dr: Tewodros Mesfin
(The research advisor)

Signature

Date

Addis Ababa University
School of Graduate studies
Department of Marketing Management

The effect of brand equity on consumer purchase intention:
The case of Ambassador Garment and Trading PLC

By:

Solomon Girma

Approved By the Board of Examiners and Advisor:

_____	_____	_____
Advisor	Signature	Date
_____	_____	_____
Internal Examiner	Signature	Date
_____	_____	_____
External Examiner	Signature	Date
_____	_____	_____
Department Chair person's Name	Signature	Date

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LIST OF ACRONYMS/ABBREVIATIONS

ANOVA: Analysis of Variance

FBBE: is firm based brand equity

PLC: Private limited company

SPSS: Statistical Package for Social Sciences

ABSTRACT

The main aim of this study was to provide empirical evidence on the effect of Brand equity on purchase intention of Ambassador Garment and Trading PLC in Addis Ababa. A quantitative research approach was applied to collect data from the consumers of Ambassador Garment; in which 384 respondents were included. The target population for this study includes consumers of Ambassador Garment and Trading PLC in Addis Ababa. Simple random sampling technique was employed to select the branch of Ambassador Garment where the questionnaire was distributed by using lottery method and finally Convenience sampling was used in order to select the target consumers from the selected branch. To accomplish this, a questionnaire survey was conducted by taking the most important Brand equity dimensions that were identified by several researchers from literature. For the sake of achieving the objectives of this study, questionnaires were analyzed using descriptive and inferential analyses with the help of SPSS version 23 statistical software program. The study reveals that all Brand equity dimensions such as Brand awareness, Brand perceived quality, Brand association and Brand loyalty have significant and positive effects on consumers purchase intention of Ambassador Garment. The result confirms the hypothesized relationships in the research model. Thus, marketers in the Ambassador Garment needs to carefully consider the brand equity components when designing their branding strategies and apply this concept in a more focused and thorough manner. Marketers are also called on to adapt their branding approaches to fit each marketing environment and enhance brand loyalty to reduce the shifting behavior of consumers. The paper clarifies the relationships between the four brand equity model components and purchase intention.

KEY WORDS: *Brand Equity, Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty, and Purchase Intention.*

CHAPTER ONE

INTRODUCTION

This chapter consists of background of the study, statement of the problem, research question, objective of the study, research hypotheses, definition of terms, significance of the study, limitation of the study, and organization of the paper are explained here under.

1.1 Background of the study

The 1980s marked a turning point in the conception of brands. Management came to realize that the principal asset of a company was in fact its brand names. For decades, the value of a company was measured in terms of its buildings and land, and then its tangible assets (plant and equipment). It is only recently that we have realized that its real value lies outside, in the minds of potential customers (Kapferer, 2008).

According to Keller (2004) undoubtedly, the marketing environment will continue to evolve and change, often in very significant ways, in the coming years. Shift in the consumer's tastes and preferences, the emergence of new competitors or new technology, government regulations, or any new development in the marketing environment can profoundly affect the fortunes of a brand.

Brands have become a major player in modern society. In fact they are everywhere. They penetrate all spheres of our life: economic, social, cultural, sporting, even religion. (Klein, 1999). Brands have financial value because they have created assets in the minds and hearts of customers, distributors, opinion leaders. These assets are brand awareness, beliefs of exclusivity and superiority of some valued benefit, and emotional bonding. This is what is expressed in the now classic definition of a brand is a set of mental associations, held by the consumer, which add to the perceived value of a product or service (Keller, 1998). These associations should be unique (exclusivity), strong (saliency) and positive (desirable).

The official Marketing Science definition of brand equity is the set of associations and behavior on the part of a brand's customers, channel members and Parent Corporation that permits the brand to earn greater volume or greater margins than it could without the brand name (Leuthesser, 1988).

Brand equity is the differential effect that brand knowledge has on consumer response to the marketing of that brand and is separated it into five components: Aaker (1991) perceived quality, brand loyalty, brand awareness, brand association and other non proprietary brand assets such as patents, trademarks, and channel relationships. Strong brand equity means that customers have high brand name awareness, maintain a favorable brand image, perceive that the brand is of high quality, and are loyal to the brand.

Building a brand driven culture is a lifelong commitment to a mindset and a way of life that takes time, planning and perseverance that produce intangible outputs which include greater customer satisfaction, reduced price sensitivity, fewer customer defections, a greater share of customer's wallets, more referrals and a higher percentage of repeat business(Knapp, 2000).

In other perspective, the benefits created by strong brand equity can also be improved perceptions of product performance, increased quality, less vulnerability to competitive marketing actions, larger margins, more inelastic consumer response and increased marketing effectiveness and so on. A strong brand increases the consumer's attitude strength toward the product associated with the brand. Attitude strength is built by experience with a product. The consumer's awareness and associations lead to perceived quality, inferred attributes, and eventually, brand loyalty (Keller, 1993).

Purchase approach is formed and developed during the lifetime since childhood of the customer, or can be spontaneous and based on emotions. The purchase approach the customer demonstrates has different usage purposes. Purchase decision making is also affected by customer consumption values. The consumption values explain why a customer chooses one brand over another, which type of the product is more suitable and adaptable for him or her, and why they choose to purchase the product they use in their daily routine (Petrauskaite , 2014)

Assel (2004) defines purchase behavior as the tendency to act on the object. Purchase behavior is the stage prior to purchasing decisions in the purchase decision process. According to Assel (2004) marketers are always testing the elements of the marketing mix that may influence buying behavior, for example by testing product concepts, advertising strategy, packing or brand.

Among the consumer goods producer Ambassadors garment and trading PLC is one of the leading garment factories in Ethiopia. It is a readymade suits manufacturing company mainly engaged in producing quality suits, coats and trousers. The factory is equipped within state of the art technology, skilled manpower and strong quality production management system. Its aim is to be premium regional-brand in Africa in the production of men's suit and to secure sound market share in the global market at large. The company aim to produce quality suits in affordable price from technology driven fabrics and satisfy the needs of suits. This company, which interestingly has put in display the sewing machine, scissor and ironing machine used by its present owner Seid Mohammed Birhan when he started his business in the 1980s and has expand gradually and furthermore, under the umbrella of Ambassador garment and trading PLC, the company now also ventured into real estate and hotel business.

The company distributes its product using 90 branch shops and own shops in 28 regional towns in the country from these 15 of them are the company's own sales outlet and 75 of them deals through distribution channel selling its renowned suits as well as shirts and ties. Ambassador readymade men's suit has currently above 500-1000 employees and it produces complete suits, jackets trousers with different types of fabrics which some of them can be mentioned as all wool, wool mixed, polyester and the like . The company, supplying much of the Ethiopian market, is now looking into possible expansion into export market for its manufactured suits. In the internal market, the company also offers custom tailored suits.

As the technology of garment production is advancing, many small scale suit tailors are gradually developing their capacity to garment manufacturing level while others are still struggling to be considered in the industry. Among the suit makers are Ambassador Garment and trading PLC, Wow fashion, Leykun and Nazrawi, Timonior, James bond tailor, Dalol, Shebelle and etc. The demand for locally made suits that are made at the big suit makers or small scale tailors always rise during graduations and wedding seasons (Ambassador Garment and Trading PLC, 2017)

In today's very competitive business environment Branding has become so strong that hardly anything goes unbranded. Now days, there are many domestic and foreign readymade men's suits brands offered in the market, which indicate that the competition will be quite intense among garment manufacturers. Building effective brand equity is becoming very important in order to differentiate readymade men's suit s producer from one another. Therefore the focus of this paper is to assess the effect of brand equity on consumer purchase intention of Ambassadors garment and trading PLC by using Aaker's brand equity model.

1.2 Statement of the problem

During the last few decades brand equity remained the most dominant area for the marketing research Yoo, & Donthu, (2001). Main reason for such domination of brand equity in marketing research is the marketers' wish of creating strong brand for the purpose of obtaining sustainable competitive advantages and differentiating their products from those of competitors Aaker, (1991) and Keller, (2003). As per Pandian,K. et al (2012) customer mindset seemed to have started changing gradually, along with increasing urbanization, and changes in the social and economic status and life styles. As in many other industry the move to 'branding' soon took momentum in the men's wear market. Today's consumers are inclined more towards leading a comfortable and hassle free life. They have come in possession of money and wish to spend it on trusted goods and services, which are well worth the money that they would pay. Customers now faced with so many stimuli in the form of advertising, promotions point of sale offers, poster sites and sponsorship, the danger is that of a considerable amount of marketing activity simply becoming a white noise. Given this there is a need to rethink the nature of the relationship between the consumer and the brand.

Brands play a pivotal role in shaping people's perceptions of products as well as being a focal point for the meaning and value that products have for different individuals. The clothes we wear in our daily lives often signify our status, occupation, mood and even cultural affiliations Levy, (1959). If a brand can provide value through form and function, then consumers can feel comfortable repurchasing the brand and possibly other products made by the same firm, Aaker, (1991). Over time, consumers can and do develop relationships with particular brands they purchase.

Understanding brands and consumer brand relationships is vital for any business seeking to improve its competitive advantage in the marketplace, be it a fashion retailer or a service provider operating under a clearly defined brand identity. Clothing allows people to identify with others and identify themselves. The brand can also act as a pivot between a numbers of competing considerations. For instance, a garment brand may be particularly expensive, but rich in symbolic meaning. A “basics” clothing retailer on the other hand, may stock good-quality, reasonably priced, durable clothing brands, but have little to offer a consumer in terms of brand image experience. Clothing is also a product category where many factors influence the purchasing process and ultimate brand choice. Understanding brand selection in the fashion purchasing process not only allows valuable insight for fashion retailers, but for any business selling a product that is rich in meaning. Despite to this Ambassador Garment and Trading PLC is the pioneer ready-made men’s suit producer in our country, its efforts to establish and maintain their brand equity and its clear measurement of such equity seen lacking. One of the reasons seen to be the consumers who shifted to other readymade men’s suit producers, due to low price and other consumer loyalty programs. Besides, to the above literature, many empirical evidences indicated that brand equity seen to affect consumers purchase intention in different industries. This study attempts to examine how the elements of brand equity dimensions seen to affect consumers purchase intention of Ambassador Garment.

1.3 Research question

This study attempted to answer the following main and sub- research questions.

1.3.1 Main research question

- Does brand equity affect consumer purchase intentions of Ambassador Garment in Addis Ababa?

1.3.2 Sub-Research question

- How brand awareness affect consumer purchase intention of Ambassador Garment in Addis Ababa?
- To what extent does brand perceived quality affect consumer purchase intention of Ambassador Garment in Addis Ababa?
- How does brand association affect consumer purchase intention of Ambassador Garment in Addis Ababa?
- To what extent does brand loyalty affect consumer purchase intentions of Ambassador Garment in Addis Ababa?
- Which customer based brand equity dimension is the most important to affect consumer purchase intention of Ambassador Garment in Addis Ababa?

1.4 Objective of the study

This study attempts to meet the following general objective and specific objective.

1.4.1 General Objective of the Study

- To investigate the effect of brand equity dimensions on consumers purchase intention of Ambassador Garment in Addis Ababa.

1.4.2 Specific objectives

- To determine the effect of Brand awareness on consumer purchase intention of Ambassador Garment in Addis Ababa.
- To determine effect of brand perceived quality on consumer purchase intention of Ambassador Garment Addis Ababa.
- To examine effect of brand association on consumer purchase intention of Ambassador Garment in Addis Ababa.
- To investigate the effect of brand loyalty on consumer purchase intention of Ambassador Garment in Addis Ababa.
- To examine which among the customer based brand equity dimension is the most important to affect consumer purchase intention of Ambassador Garment in Addis Ababa.

1.5 Significance of the study

This study has the following importance, in the first place limited research has been conducted in the field of brand equity in Ethiopia, and no study has focused exclusively on the effect of brand equity on consumer purchase intention within the Garment industry in the country. Therefore, the study would provide knowledge on the importance of brand equity on consumer purchase intention. And findings from this study would assist academicians in broadening of their knowledge with respect to this study hence providing a deeper understanding of which brand equity dimensions more affect the consumer purchase intention.

Beside to this, the study would enables the Ambassador Garment to understand the relation between brand equity elements and consumer purchase intention and helps them to know the most important brand equity dimension used to increase consumers purchase intention. The results and conclusions drawn may be used to ensure higher levels of brand equity in Ambassador Garment of the value that sound brand equity practices hold for the organization. It is therefore proposed that this study would contribute to be a good base for Ambassador Garment to evaluate its brand equity and its effect on consumers purchase intention and to establish the appropriate ways to improve its brand equity activities. The study would also serve as a reference document for researcher as the direction for further research work in the area.

1.6 Scope of the study

Primarily the study was concerned with the impact of brand equity dimensions on consumer purchase intention, the case of Ambassador Garment because of popularity of the organization in producing ready-made men's suits in Ethiopia and the study were conducted in Addis Ababa because difficulty of time and cost to study over all the country. Brand equity dimensions used as an independent variable and consumer purchase intention used as a dependent variable. Among several brand equity models in the literature, Aaker's brand equity model was used because of the popularity of this model in branding research on consumer's product. Brand equity has various and different dimensions, nevertheless the study was conducted on only four dimensions namely; brand awareness, perceived quality, brand association and brand loyalty because these brand equity dimensions best fits to study consumers purchase intentions of consumers products.

1.7 Limitation

This study mainly focused on the effect of brand equity dimensions on purchase intention but there might be various variables which affect brand equity like needs, purchase power, price...

This study also focused only in one garment industry which limits the generalize ability for the large mechanized Ethiopian textile and garment Industry.

1.8 Definition of terms

Brand equity refers to the differential effect that knowing the brand name has on customer response to the product and its marketing. It's a measure of the brand's ability to capture consumer preference and loyalty

Brand awareness refers to the strength of a brand's presence in consumers' minds

Brand association refers to anything linked in memory to a brand

Perceived quality is not the actual quality of the product but the consumer's subjective evaluation of the product.

Brand loyalty is a situation which reflects how likely a customer will be to switch to another brand.

PLC: is private limited company

Purchase intention is subject to willing purchase, considering purchase and recommendation purchase.

FBBE: is firm based brand equity

1.9 Organization of the study

The study is organized in five chapters. The first chapter is an introduction which consist background of the study, statement of the problem, research question, objective, hypothesis and significance of the study. The second chapter consists of theoretical frame work, empirical analysis and conceptual frame work of the study. The third chapter explains the methodology part. And the fourth chapter analyzes the data collected through questioners and presents the findings. The final chapter consists of the summary of major findings, conclusion and recommendation for future research.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter was concerned with presenting the review of related literature. Which is divided in to three parts; the first part deals with the theoretical review, the second part deals with empirical review the third part deals with the conceptual frame work.

2.2 Theoretical review of the study

2.2.1 Brand

Branding has been around for centuries as a means to distinguish the goods of one producer from those of other. In fact the word brand is derived from “brander,” which means “to burn,” as brands were and still are the means by which owners of live stock mark their animals to identify them (Kevin, 1998). Historically, brands were created to defend producers from theft. A cattle brand, a sign burned into the animal’s hide, identified the owner and made it apparent if the animal had been stolen. ‘Brands’ or trademarks also identified the Source of the olive oil or wine contained in ancient Greek amphoras, and created value in the eyes of the buyers by building a reputation for the producer or distributor of the oil or wine (Kapferer, 2008). According to the American Marketing Association (AMA), a brand is a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.

Brands are a key element in the company’s relationships with consumers. Brands represent consumers’ perceptions and feelings about a product and its performance everything that the product or the service means to consumers (Kotler & Armstrong, 2011). Profitable set of customers; Branding also helps the supplier to segment markets (Kotler, et al., 2005,)

2.2.2 Brand equity

Aaker (1996) defined brand equity as “a set of assets and liabilities linked to a brand’s name and symbol that adds to or subtracts from the value provided by a product or service to a firm and/or that firm’s customers. Brand equity is the added value endowed on products and services. It may be reflected in the way consumers think, feel, and act with respect to the brand, as well as in the prices, market share, and profitability the brand commands (Kotler & Keller, 2012). Marketers and researchers use various perspectives to study brand equity.

Customer-based approaches view it from the perspective of the consumer either an individual or an organization and recognize that the power of a brand lies in what customers have seen, read, heard, learned, thought, and felt about the brand over time (Kotler & Keller, 2012).

Keller (2013) defines customer-based brand equity as the differential effect that brand knowledge has on consumer response to the marketing of that brand.

A brand has positive customer based brand equity when consumers react more favorably to a product and the way it is marketed when the brand is identified than when it is not. Thus, customers might be more accepting of a new brand extension for a brand with positive customer-based brand equity, less sensitive to price increases and withdrawal of advertising support, or more willing to seek the brand in a new distribution channel. On the other hand, a brand has negative customer based brand equity if consumers react less favorably to marketing activity for the brand compared with an unnamed or fictitiously named version of the product (Keller, 2013).

According to Dass, Sh. & Jansson, C. (2012) the financial perspective which is also often referred to as firm based brand equity (FBBE) focuses on the financial value the brand equity creates for the business. One way of determining the financial value of the brand, and perhaps also the simplest way, is to look at the value stated in the balance sheet when the brand or the company is sold. However, it is the consumer’s response to the brand name which determines the financial value of the brand equity.

2.2.3 Brand Equity Model

Brand equity model has been developed by many however only David Aaker's brand equity model will be discussed. Brand equity can be divided into five factors and these are: brand association, brand awareness, perceived quality, brand loyalty, and other proprietary brand assets. Depending on the context, one or several factors will be more or less important to a company. In this study, other proprietary brand assets are excluded, as the researcher believes that it will not generate findings that are relevant and influential for the purpose.

According to Aaker (2012) the most important assets to create Brand Equity are, brand awareness, brand association, perceived quality and brand loyalty.

2.2.3.1 Brand Awareness

According to Valkenburg & Buijzen (2005) Brand awareness commonly refers to an individual's active and passive knowledge of a specific brand. Brand Awareness is an important and sometimes undervalued component of brand equity. Awareness can affect perceptions and attitudes. It can be a driver of brand choice and even loyalty. Brand awareness reflects the salience of the brand in the customer's mind. There are levels of awareness, which include: Recognition, Recall, Top-of-Mind, Brand Dominance, Brand Knowledge and Brand Opinion (Aaker, 1996). Brand awareness is an important component of brand equity. It refers to the ability of a potential buyer to recognize or recall a brand as a member of a certain product category (Aaker, 1991). Brand awareness can be a sign of quality and commitment, letting consumers become familiar with a brand and helping them consider it at the point of purchase (Aaker, 1991).

2.2.3.2 Brand Associations

The key association's component of brand equity usually involves image dimensions that are unique to a product class or to a brand. The challenge, then, is to generate general measures that will work across product classes. Measurement of associations/differentiation can be structured around three perspectives on the brand: the brand-as-product (value), the brand-as person (brand personality) and the brand-as-organization (organizational associations) fading brands. These results suggest that differentiation is indeed driving some key dynamics. Of course, more definitive judgments will require additional measures over time so that changes in differentiation can be observed (Aaker, 1996).

2.2.3.3 Perceived quality

Perceived quality is related to a consumer's judgment of a product or brand's overall superiority or excellence (Zeithaml, 1988). High perceived quality allows for consumers to be convinced about buying the brand; for differentiation of the brand from competition; and for the firm to charge a premium price and then extend the brand (Aaker, 1991)

2.2.3.4 Brand Loyalty

Brand loyalty is the heart of brand equity. It is defined as "a deeply held commitment to re buy or re patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same-brand set purchasing despite situational influences and marketing efforts having the potential to cause switching behavior" (Oliver, 1997) .

Loyalty is a core dimension of brand equity. You usually offend your core first because they are connected to the brand and they care. Therefore, brand equity blunders that go to the heart of the customer relationship should affect loyalty (Aaker, 1996). Brand loyalty is the attachment that a customer has (Aaker, 1991).

According to Aaker (2012) Brand loyalty is at the heart of any brand's value because once obtained loyalty is persistent. Customer inertia will benefit the brand that has earned loyalty. Breaking loyalty link is difficult and expensive for a competitor.

2.2.4 Consumer Behavior

Consumer behavior reflects the totality of consumers' decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by human decision-making units over time (Wayne D. Hoyer & Deborah J. MacInnis, 2008). According to Kotler, et al., (2005) Consumer buying behavior refers to the buying behavior of final consumer's individuals and households who buy goods and services for personal consumption. Kotler & Keller (2012) also define Consumer behavior as the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants.

2.2.4.1 Consumers' Buying Roles

Group members can influence purchases in many ways. For example, men normally choose their own newspaper and women choose their own tights. For other products, however, the decision-making unit is more complicated with people playing one or more roles:

- **Initiator:** - The person who first suggests or thinks of the idea of buying a particular product or service. This could be a parent or friend who would like to see a visual record of Anna's holiday.
- **Influencer:** - A person whose view or advice influences the buying decision, perhaps a friend who is a camera enthusiast or a salesperson.
- **Decider:** - The person who ultimately makes a buying decision or any parts of it whether to buy, what to buy, how to buy or where to buy.
- **Buyer:**-The person who makes an actual purchase. Once the buying decision is made, someone else could make the purchase for the decider.
- **User:** - The person who consumes or uses a product or service (Kotler, et al., 2005).

2.2.5 Consumer Buying Decision Process

2.2.5.1 Problem Recognition

Problem recognition is the perceived difference between an ideal and an actual state. This is a critical stage in the decision process because it motivates the consumer to action (Wayne D. Hoyer & Deborah J. MacInnis, 2008). The buying process starts when the buyer recognizes a problem or need triggered by internal or external stimuli. Marketers need to identify the circumstances that trigger a particular need by gathering information from a number of consumers. They can then develop marketing strategies that spark consumer interest. Particularly for discretionary purchases such as luxury goods, vacation packages, and entertainment options, marketers may need to increase consumer motivation so a potential purchase gets serious consideration (Kotler & Keller, 2012). The buying process starts with need recognition the buyer recognizing a problem or need. The buyer senses a difference between his or her actual state and some desired state. The need can be triggered by internal stimuli when one of the person's normal needs hunger, thirst, sex rises to a level high enough to become a drive. A need can also

be triggered by external stimuli. At this stage, the marketer needs to determine the factors and situations that usually trigger consumer need recognition. The marketer should research consumers to find out what kinds of need or problem arise, what brought them about and how they led the consumer to this particular product (Kotler, et al., 2005)

2.2.5.2 Information Search

Is the stage of the buyer decision process in which the consumer is aroused to search for more information; the consumer may simply have heightened attention or may go into active information search? An aroused consumer may or may not search for more information. If the consumer's drive is strong and a satisfying product is near at hand, the consumer is likely to buy it then. If not, the consumer may simply store the need in memory or undertake an information search related to the need (Kotler, et al., 2005).

According to (Kotler & Keller, 2012) consumers often search for limited amounts of information. Surveys have shown that for durables, half of all consumers look at only one store, and only 30 percent look at more than one brand of appliances. The search can distinguish between two levels of engagement in the search. The milder search state is called heightened attention. At this level a person simply becomes more receptive to information about a product. At the next level, the person may enter an active information search: looking for reading material, phoning friends, going online, and visiting stores to learn about the product.

According to Kotler, et al., (2005) the consumer can obtain information from any of several sources:

- Personal sources: family, friends, neighbors, acquaintances.
- Commercial sources: advertising, salespeople, the Internet, packaging, displays.
- Public sources: mass media, consumer-rating organizations.
- Experiential sources: handling, examining, using the product.

2.2.5.3 Evaluation of Alternatives

No single process is used by all consumers, or by one consumer in all buying situations. There are several processes, and the most current models see the consumer forming judgments largely on conscious and rational basis. First, the consumer is trying to satisfy a need. Second, the

consumer is looking for certain benefits from the product solution. Third, the consumer sees each product as a bundle of attributes with varying abilities to deliver the benefits. The attributes of interest to buyers vary by product (Kotler & Keller, 2012)

According to Kotler, et al., (2005) consumers do not use a simple and single evaluation process in all buying situations. Instead, several evaluation processes are at work. How consumers go about evaluating purchase alternatives depends on the individual consumer and the specific buying situation. In some cases, consumers use careful calculations and logical thinking. At other times, the same consumers do little or no evaluating; instead they buy on impulse and rely on intuition. Sometimes consumers make buying decisions on their own; sometimes they turn to friends, consumer guides or salespeople for buying advice (Kotler, et al., 2005).

2.2.6 Purchase Decision

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

2.2.6.1 Post-purchase behavior

Is the stage of the buyer decision process in which consumers take further action after purchase based on their satisfaction or dissatisfaction. The marketer's job does not end when the product is bought. After purchasing the product, the consumer will be satisfied or dissatisfied and will engage in post purchase behavior of interest to the marketer. The relationship between the

consumer's expectations and the product's perceived performance determines whether the Buyer satisfied or dissatisfied with a purchase. If the product falls short of expectations, the consumer is disappointed; if it meets expectations, the consumer is satisfied; if it exceeds expectations, the consumer is delighted (Kotler, et al., 2005).

2.2.7 Purchase Intention

Based on dictionary definition purchase intention is the willingness of customer to buy a certain product or certain service. (Mba Skool, 2016). According to Whitlark, Geurts and Swenson (1993) cited on Wan Halim & Hamed (2005) define purchase intention as a purchase probability associated with an intention category at the percentage of individuals that will actually buy product. According to Mba Skool (2016) purchase intention is a dependent variable that depends on several external and internal factors such as stimulus or trigger the cue that triggers a buyer towards considering a product or a brand to be included in the consideration set, outcome expectation out of the use of the product or a service, the inspirational value, recommendation and emotional association. Roozy, et al., (2014) also states the purchase intention is subject to willing purchase, considering purchase and recommendation purchase.

2.3 Review of Previous Empirical Studies

2.3.1 Studies conducted into brand equity

Previous studies have identified in the context of the brand equity. Table 2.1 below present a comprehensive summary of studies into brand equity dimensions with customer behavior or customers purchase intention. The model developed in the context of one country may not be applicable in other countries as the institutional, economical and socio-cultural factors may different from region to region or from one sector to another within the same region. Beside to this there is a gap in the research into brand equity on customers purchase intention with respect to Ambassador Garment and Trading PLC in Ethiopia. This research will contribute to existing knowledge by examining the effect of brand equity on customers purchase intention of Ambassador Garment and Trading PLC.

Table 2.1: summary of previous research

Researchers and year of Research	Variable of research	Result of research
Khan, et al., (2015)	Dimensions of consumer-based brand equity and purchase intention:	The finding indicates that there is a casual relationship among the dimensions of brand equity and each dimension has special effect on purchase intention.
Latwal & Sharm (2012)	The Effect of Brand Equity on Purchase Intention:	The finding reveals there is direct causal relationship between that brand equity dimensions and purchase intention.
Fouladivanda, et al., (2013)	The effect of Brand Equity on Consumer Buying Behavior in term of FMCG in Iran this quantitative research targets consumer behaviors in purchasing fast moving consumer's goods (FMCG) in term of Brand of products.	For this purpose, four elements as brand equity's components were identified that has potential affect purchasing FMCG, and they are Brand Awareness, Brand Association, perceived Quality, and Brand Loyalty.
Hanna K. (2016)	The effect of brand equity on consumer purchase intention.	The study finding indicates there is positive significance relationship between Brand awareness, brand association, perceived quality and brand loyalty with purchase intention.
Lekprayura S. (2012)	Brand Equity and Factors Affecting Consumer's Purchase Intention towards	The findings revealed that the eight variables of the framework which where: need

	Luxury Brands	for uniqueness, normative susceptibility, status consumption, brand consciousness, brand awareness, perceived quality, brand association, and brand loyalty affected the purchase intention of the luxury brands
Nigam A. and Kaushik R.(2011)	Impact of Brand Equity on Customer Purchase Decisions:	The study revealed that Strong brand equity has significant influence on the purchasing decision
Aydin.G and Ulengin.B (2015)	Effect of Consumer-Based Brand Equity on Purchase Intention:	Findings indicate that Consumer-Based Brand equity factors affect purchase intention of consumers.
Jalilvand.M,et al. (2011)	The Effect of Brand Equity Components on Purchase Intention	The research reveals that brand awareness, brand association, brand loyalty, and perceived quality have a significant impact on consumers' intention to purchase products.
Gunawardane.R (2015)	Impact of Brand Equity towards Purchasing Decision	There is a strong positive relationship between the brand awareness and perceived quality with purchase intention. But rest of the other factor's relationship with purchase intention is having less or moderate level relationship.

2.3.2 Relationship between variables

2.3.2.1 Brand awareness and purchase intention

If an organization has successful brand awareness it means that the products and services of the organization have a good reputation in the market and are simply acceptable (Gustafson, T. & Chabot, B. (2007)). The awareness of the brand plays a significant role while purchasing a product or service and may have control on perceived risk evaluation of consumers and their level of assurance about the buying decision due to awareness with the brand and its uniqueness. The importance of brand awareness in the mind of the customers can be evaluated at various stages e.g. recognition, recall, top of mind, brand dominance (they only call that particular brand), brand knowledge (what brand means to you) (Aaker D. 1996). Brand awareness is very important because if there will be no brand awareness no communication and no transaction will occur (Percy, 1987). Some of the consumers can make a rule to purchase only those brands which are famous in the market (Keller, 1993).

According to Shahid et al. (2017) consumers will prefer to buy the brand they know well. A consumer is always hesitant of buying new products. Before buying anything a wise consumer will always do the market research or ask someone he trusts and after being well aware of what, how and where to buy? He will buy the product. If a person comes to know any unfavorable information about a product he will not buy it. Therefore we can say that building a positive image of their brand companies have to try very hard. To keep the consumer aware of their brand and to sustain their customer a company will have to keep triggering its brand and advertise more and more to let the large number of people know about their brand. Drawing on this, the conceptual framework of this research hypothesizes brand awareness is linked to purchase intention. H1: Brand awareness has a significant direct effect on customer purchase intention.

2.3.2.2 Perceived Quality and Purchase Intention

The entire quality or superiority of a brand formed by the perception of customers is known as perceived quality (Aaker, 1991; Keller, 1998; Yasin et al., 2007). The customer's subjective evaluation of the brand and not its actual quality is what forms perceived quality (Zeithaml, 1988). Customer's perception of the performance of a brand and a number of quality dimensions are what perceived quality is founded upon (Kandasamy, 2015). Perceived quality has the ability to generate value in a number of ways. Perceived quality induces customers to purchase a

particular brand. When making purchase decisions, consumers favor brands they perceive to have quality while the other brands are disregarded. Perceived quality is used by customers as a yardstick for making purchase decisions especially when brand information is limited. Perceived quality helps in positioning and differentiating a brand in the marketplace (Kandasamy, 2015).

A number of researchers have established a direct significant impact of perceived quality on customer purchase intentions while others detailed an indirect impact through satisfaction (Cronin and Taylor, 1992; Sweeny et al., 1999). On the other hand, it was discovered that a dual impact (i.e., direct and indirect) of perceived quality on customer purchase intentions exists for goods while a single impact (i.e., direct or indirect) have been documented from research works focusing on services (Tsiotsou, 2006).

H2: Perceived quality has a significant positive direct effect on customers purchase intention.

2.3.2.3 Brand association and purchase intention

A brand association is “anything linked in memory to a brand” (Aaker, 1991). Aaker (1991) argued that a brand association has a level of strength, and that the link to a brand (from the association) will be stronger when it is based on many experiences or exposures to communications, and when a network of other links supports it. Brand associations may reflect characteristics of the product. Product associations and organizational associations are taken as the two mostly referred categories according to Chen’s (2001) brand association typology. Further, Aaker (1991) suggested that brand associations could provide value to the consumer by providing a reason for consumers to buy the brand, and by creating positive attitudes/feelings among consumers. Rio et al. (2001) proposes that brand associations are a key element in brand equity formation and management. In this respect, high brand equity implies that consumers have strong positive associations with respect to the brand.

H3: Brand association has a significant positive direct effect on customers purchase intention.

2.3.2.4 Brand Loyalty and Purchase Intention

Brand loyalty is made up of the conscious and unconscious decisions of a customer that are made with the intention to purchase a given brand on a continuous basis (Sharma et al., 2013). Brand loyalty is regarded to be a vital element of brand equity. According to Aaker (1991), brand

loyalty can be described as a state that speculates the possibility of a customer's ability to shift to a different brand even though a number of changes might have been made to the brand such as changes in price or features. In general terms, brand loyalty can be referred to as a preference for a given brand in comparison with other available brands (Sharma et al., 2013). The behavior and attitude of customers is what make up brand loyalty. Brand loyalty is conceived when customers feel that the quality level and features of a given brand suits their tastes and preferences.

According to Javalgi and Moberg (1997), brand loyalty is made up of three dimensions namely; behavioral, attitudinal and choice dimensions respectively. The behavioral dimension of brand loyalty focuses on the number of times a given brand has been purchased while the attitudinal dimension fuses together the preferences and predisposition of customers towards the brand. The choice dimension of brand loyalty entails the motive behind the purchase of a brand and the variables that determine customer choice. Oliver (1997) put forward that brand loyalty is a consumer's passionate devotion to continually purchase a given brand in the future notwithstanding situational influences and competitor's activities that are capable of making the customer to shift to a different brand. This particular definition is based on the behavioral component of brand loyalty, while Rossiter and Percy (1987) argued that it is a customer's continuous purchase and preferential attitude exhibited towards a brand that makes up brand equity. Brand loyalty is also made up of the attitude component which according to Chaudhuri and Holbrook (2001) is the level of customer dedication characterized by distinct value associated with a given brand.

H4: Brand loyalty has a significant positive direct effect on consumer purchase intention.

2.4 Conceptual framework

The conceptual framework indicates the crucial process, which is useful to show the direction of the study. In the framework, brand equity is set as independent variable which includes brand awareness, brand association, perceived quality and brand loyalty. Purchase intention is set as the dependent variable of this study. The framework indicate as independent variable increases the dependent variable which means consumers purchase intention of Ambassador Garment increases and the arrow also indicate the direction of independent variable effect to dependent variable.

BRAND EQUITY

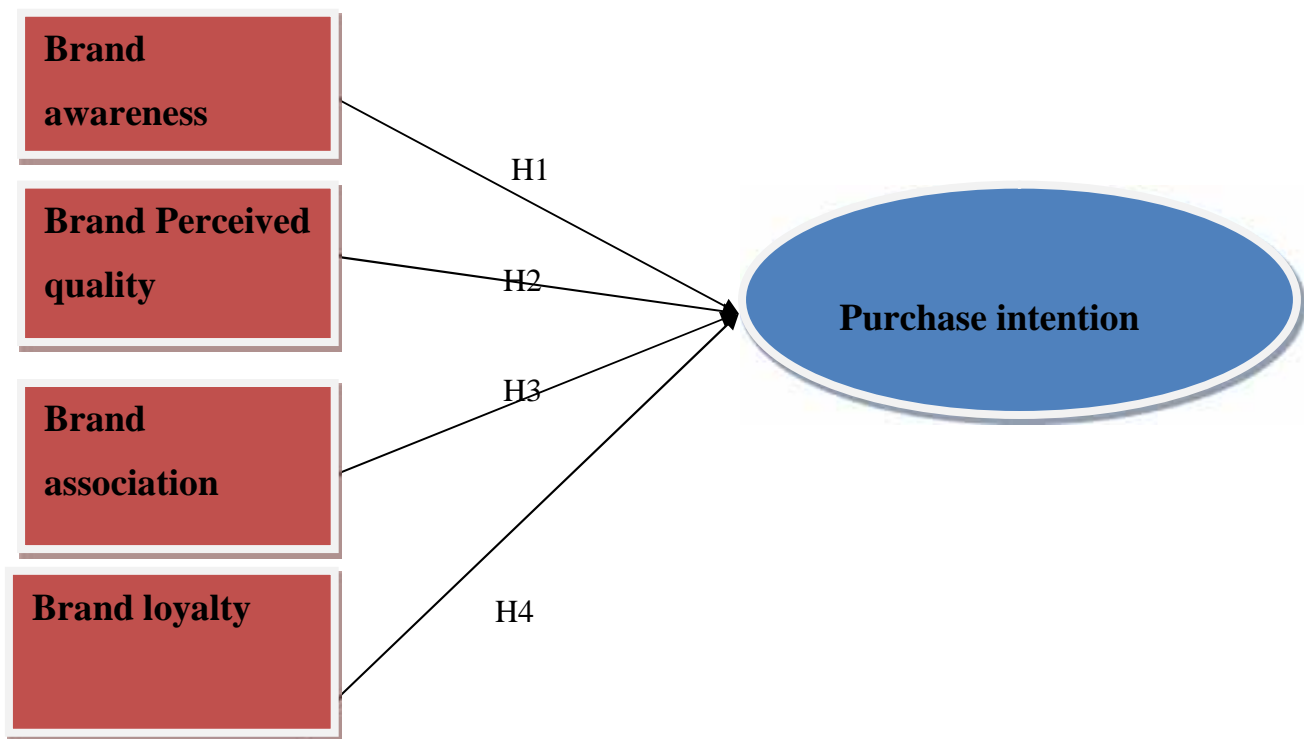


Figure 2.1: conceptual framework

Source: Jalilvand, M.R; Samiei, N.; Mahdavinia.S.H, (2011)

2.5 Research Hypothesis

With the help of appropriate empirical data on the effect of brand equity on customer purchase intention, this study would test the following hypothesis.

H1: Brand awareness has a significant direct effect on consumer purchase intention.

H2: Perceived quality has a significant direct effect on consumer purchase intention.

H3: Brand association has a significant direct effect on consumer purchase intention.

H4: Brand loyalty has a significant positive direct effect on consumer purchase intention.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

This chapter presents the research Methodology that was adopted in the study. It explains in detail the description of the study area, the research approach, research design, population and sample of the study, Data sources and types, data collection producers, methods of data processing and analysis and instrument development. It further addresses issues of reliability and validity and concludes with the ethical considerations of the study.

3.2 Research approach

The research could be classified in to two approaches. These are qualitative and quantitative research. The choice of a research approach is determined by many variables such as the nature of the study, the objectives that the study seeks to achieve, resource availability and time constraints Kothari (2004).

Qualitative research approach emphasizes the subjective aspects of human activity by focusing on the meaning, rather than the measurement of social phenomena (Hussey and Hussey, 1997). This implies that the research methods used under the qualitative approach are an array of interpretive techniques which seek to describe, translate and otherwise come to terms with the meaning not the frequency of certain more or less naturally occurring phenomena in the social world. Qualitative research involves studies that do not attempt to quantify their results through statistical summary or analysis. It seeks to describe various aspects about behavior and other factors in the social sciences and humanities. In this kinds of research data are often in the form of descriptions, not numbers. It typically involves in-depth interviews, group discussions, and observations without formal measurement.

Quantitative research is the systematic and scientific investigation of quantitative properties and phenomena and relationships. For the purpose of this study, quantitative research approach would be employed. The motivation for using the quantitative research approach is followed by

two main reasons. First, the objective of quantitative research is to develop and employ mathematical models, theories and hypotheses pertaining to natural phenomena. It usually starts with a theory or a general statement proposing a general relationship between variables. Second, quantitative research favors methods such as surveys and experiments, and will attempt to test hypotheses or statements.

3.3 Research Design

Research design is the blueprint for fulfilling research objectives and answering research questions (John et al. 2007). The same authors discuss three types of research design, namely exploratory (emphasizes discovery of ideas and insights), descriptive (concerned with determining the frequency with which an event occurs or relationship between variables) and explanatory (concerned with determining the cause and effect relationships).

As this study aims to examine the effect of brand equity on consumer purchase intention of Ambassador Garment and Trading PLC, thus it targets to measure relationships between variables, a combination of descriptive and explanatory type of research were used. Descriptive type of research was used because it involves investigation which provides detailed picture of the situation and detail description of the findings and explanatory research design was used to identify and explain the nature of the problem. According to Creswell (2012) an explanatory research design is a correlation design in which the researcher was interested in the extent to which two variables or more co-vary, that is, where changes in one variable are reflected in changes in the other. Since this study attempted to assess the effect of brand equity dimensions (Independent variable) on purchase intention (Dependent variable) employing explanatory research design was appropriate, furthermore cross-sectional field survey method is also employed. According to Creswell (2012) cross-sectional survey design is where the researcher collects data at one point in time. In cross-sectional survey design independent and dependent variables are measured at the same point in time using a Single questionnaire.

3.4 Sampling Design

3.4.1 Target Population

A population is a group of individuals who have the same characteristic...A target population is a group of individuals or a group of organizations with some common defining characteristic that the researcher can identify and study (Creswell, 2012). The target population for this study includes consumers of Ambassador Garment and Trading PLC located in Addis Ababa.

3.4.2 Sampling Technique

Ambassador garment and trading PLC has 15 own branches in the country from them 10 branches were located in Addis Ababa namely,

- | | |
|------------------|------------------|
| 1, City center | 6, 4killo |
| 2, City center 2 | 7, Zefmesh |
| 3, Piasa | 8, Merkato 1 |
| 4, Yeha | 9, Gojam berenda |
| 5, Birhane Adere | 10, Jakros |

In which the researcher conducted its study, so in order to address the targeted population the student researcher had preferred to select the branches to which the survey would be conducted. In this study Simple random sampling was employed in order to select the branches the questionnaires were distributed. By using lottery method; suppose the student researcher need to pick a sample of 4 branches. Two hundred Ten (210) different combinations each were containing four (4) branches from the population. Combinations are 1234, 1345, 1456..... 78910. The student researcher could write Two hundred Ten (210) sample combination on Two hundred Ten (210) identical pieces of paper, folded the piece of paper so that they couldn't be distinguished. Put them in a box. Mix it and pull one at a random then the student researcher got "1345" as a sample which represent the target population of the branches namely City center, Paisa, Yeha, Birhane Adere. This four branches were selected on the assumption that they could represent the Ten (10) companies own branches those located in Addis Ababa. Finally Convenience sampling were also used in order to select the respondent who comes to purchase in the four branches at the time of distributing the questionnaire because of difficulty to determine a clear sample frame for the target population in each branch. Convenience

sampling involves using what is immediately available (Walliman, 2006). As for judgment sampling, there is no way in which the researcher may check precision of one sample of convenience against another. Indeed the critics of this approach argue that, for many research situations readily assessable elements within the target population will differ significantly from less accessible elements. They therefore conclude that the use of convenience sampling is likely to introduce a substantial degree of bias into sample estimates of population parameters.

3.4.3 Sampling size

Sample sizes are selected that is relevant to the research study and design to be theoretically representative. Since the population was large and infinite the representative sample size was determined by using estimation method given by (Cochran, 1977).

$$n = Z^2 p q / e^2$$

n= stands for the sample size which would be drawn

e= level of precision or sometimes called sampling error (is ranges in which the true value of the population would be estimated.

P= population proportion

z= level of confidence

$$q=1-p$$

$$n = ((1.96)^2 \times 0.5 (0.5)) / (.05)^2 \quad n = (3.8416 \times 0.25) / .0025$$

$$n = 0.9604 / 0.0025 \quad n = 384.16$$

$$n = 384$$

3.5 Data Collection Method and Procedures

3.5.1 Source of Data

The study was employed both primary and secondary sources of data. Primary data were collected through well designed questionnaire adapted from previous study and improvements were made on the all brand equity dimensions questionnaires in the context to our country. This was completed by respondents those are willingly filled and returned the questionnaire. Secondary data were collected from Ambassador Garment and trading PLC data base. Besides, variety of books, websites, research journals, thesis and articles are reviewed to make the study fruitful.

3.5.2 Data Collection Instrument

Closed/structured questioner of data collection is quite popular, particularly in case of big enquiries (Kothari, 2004). Therefore, a structured questionnaire was utilized to collect the data from Ambassador Garment consumers. The respondents were asked to rate their level of perception of the five variables on five point Likert scale. In addition, demographic data from each respondent were collected.

Table 3.1: Research variables and their corresponding measures

Constructs	Source	Number of Items
Brand awareness	<ul style="list-style-type: none"> Jalilvand, et al., (2011), and Manzoor.A & Adeel Shaikh.K, (2016) 	4 items were used to measure this variable
Brand perceived quality	<ul style="list-style-type: none"> Jalilvand, et al., (2011), and Manzoor.A & Adeel Shaikh.K, (2016) 	4 items were used to measure this variable
Brand association	<ul style="list-style-type: none"> Jalilvand, et al., (2011), and Manzoor.A & Adeel Shaikh.K, (2016) 	4 items were used to measure this variable
Brand loyalty	<ul style="list-style-type: none"> Jalilvand, et al., (2011), and Manzoor.A & Adeel Shaikh.K, (2016) 	5 items were used to measure this variable
Purchase intention	<ul style="list-style-type: none"> Jalilvand, et al., (2011), and Manzoor.A & Adeel Shaikh.K, (2016) 	3 items were used to measure this variable

Brand equity were examined using 17 items, which contains four underlying dimensions (i.e. brand awareness, brand perceived quality, brand association and brand loyalty). Purchase

intention was examined using 3 items. The questionnaire was developed English language and distributed in Amharic language, because translation was carried out as the questionnaire distributed to consumers so, translation was needed. For each dimension, items are measured on a five point Likert scale, with anchors 1 for “Strongly disagree” and 5 for “Strongly agree” as shown in Table 3.2. All items are positively worded.

Table 3.2: The Response Value

Response Scale	Scale Rating
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

3.5.3 Data collection procedure

The data collected within March 5, 2018 - March 20, 2018 Respondents who come to purchase ambassador men’s suit at the selected own branch of the Garment were requested to complete the survey. The data were collected personally by researcher.

3.6 Method of Data Analysis

The Questionnaire data received from the respondents were analyzed with the help of statistical software program: statistical package for social sciences (SPSS) 23. Descriptive analysis, correlation and multiple regression analysis would be employed.

Descriptive analysis was used to summarize the characteristics of respondents and the descriptive statistics of the brand equity and purchase intention by using descriptive statistics like frequency, percentage, mean. The statistical method of Pearson Correlation was used to determine the existence of any relationship between the independent variables and dependent variable. Multiple regression analysis was conducted to examine the effect of independent variable (brand equity dimensions) on (dependent variable) consumer purchase intention.

3.7 Reliability and validity of the instrument

3.7.1 Instrument validity

Validity is the precision of a measure or the degree to which research instruments measure what it is supposed to measure (Zikmund and Babin, 2010). Content validity and construct validity were used to test for validity.

Content validity: content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study (Lacobucci and Churchill, 2010). It can be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it. In determining content validity an advisor is taking to ensure validity of the instruments.

Besides, the opinion of Garment experts and academicians in the field were taken to ensure the validity of the instrument. The questionnaire was finally revised based on the field feedback collected from experts in the field.

Construct validity: Validity often called construct validity refers to the extent to which a measure adequately represents the underlying construct that it is supposed to measure (Bhattacharjee, 2012).

Exploratory factor analysis is usually used to validate a measurement instrument. For this reason, the researcher made use of the Kaiser-Meyer-Olkin (KMO) statistic and Bartlett's test of Sphericity discussed section 4.5 of chapter four to observe and determine the construct validity of the questionnaire. The KMO method indicates that factor analysis is conducted by correlating items in the questionnaire against each other. Groups of large correlations signify that variables may be measuring parts of the sample essential dimension known as factors (Field, A. 2009). To verify that the data set is suitable for factor analysis, the KMO measure of sampling adequacy must indicate a value of 0.6 or above (Pallant, 2007). Bartlett's test of sphericity observes whether a variance-covariance matrix is proportional to an identity matrix and should be significant ($P < 0.05$) for factor analysis to be considered suitable (Field, 2009).

Factor analysis was done to perform the validity of the measurement instruments. Only factor loadings of 0.4 and higher (Field, 2009) were considered to validate the items that measure brand awareness and purchase intention in accordingly.

3.7.2 Instrument reliability

Reliability can be defined as the extent to which a scale is able to obtain consistent results across time, different evaluators or different items (Churchill and Brown, 2007). Internal consistency reliability test is conducted and the Cronbach's alpha coefficient for the instrument will calculate. Cronbach alpha values vary in values from 0, meaning no consistency, to 1, meaning complete consistency. Cronbach alpha values of 0.80 or higher are considered as high reliability, those between 0.70 and 0.80 are regarded as having good reliability, values between 0.60 and 0.70 are fair, and coefficients lower than 0.60 are questionable (Hair et al., 2010).

Before distributing the questionnaire to all respondents, 20 questionnaires for pilot test to make sure the questions are clear and reliable (Adams, et al., 2007). Hence, a total of 20 questioners were distributed in one the selected target respondents for the pilot survey which has helped the researcher to ensure that the questionnaire will in fact clear to respondents and reliable.

After pretesting questionnaire in one branch, it was assessed using Cronbach's coefficient alpha. The alpha values for all constructs in the study as shown in Table 3.3 are greater than the guideline of 0.70, so it can be concluded that the scales can be applied for analyses with acceptable reliability.

Table: 3.3 Reliability test for pilot study

Constructs	Cronbach's Alpha	Number of Items
Brand awareness	.740	4
Brand perceived quality	.825	4
Brand association	.792	4
Brand loyalty	.799	5
Purchase intention	.733	3
Reliability of total scale	.944	20

3.8 Data processing and analysis

The data collected through self administered questionnaires were process by using SPSS version 23. Only questionnaires that were returned and fully completed deemed valid and used in the analysis, but if the questionnaires were not be returned or not fully completed then they were deemed to void. This is the further transformation of the processed data to look for patterns and relationship between and/or among data groups by using descriptive and inferential analysis.

3.8.1 Descriptive analysis

Descriptive analysis such as frequencies, percentages, means and standard deviations were used to summarize and present the data. In addition to this, Pearson's correlation coefficient used to show the interdependence and to ascertain whether a statistically significant relationship between the independent and dependent variables.

According to Sekaran and Bougie (2010), correlation coefficient can range from -1 to +1.

The value of -1 represents a perfect negative correlation while a value of +1 represents a perfect positive correlation. A value of 0 correlations represents no relationship. The results of correlation coefficient may be interpreted as follows.

Table 3.4: Guideline for the Pearson correlation analysis

Pearson Correlation	Strength of correlation relationship
$r = -0.10$ to -0.29 or $r = 0.10$ to 0.29	Weak
$r = -0.30$ to -0.49 or $r = 0.30$ to 0.49	Moderate
$r = -0.50$ to -1.00 or $r = 0.50$ to 1.00	Strong

Source: Sekaran and Bougie (2010)

3.8.2 Inferential analysis

According to Sekaran (2000), inferential statistics allows to infer from the data through analysis the relationship between two or more variables and how several independent variables might explain the variance in a dependent variable. With regard to inferential statistics which were run in this research are as follows:

3.8.2.1 Multiple Regression

Multiple Regressions is a statistical technique that allows us to predict someone's score on one variable on the basis of their scores on several other variables. In this study standard multiple regression analysis will be employed. In standard multiple regression all the independent (Brand equity dimensions) variables are entered into the equation simultaneously. Each independent variable is evaluated in terms of its predictive power, over and above that offered by all the other independent variables. Like correlations, statistical regression examines the association or relationship between variables. Unlike correlations, however, the primary purpose of regression is prediction (Geoffrey et. al.2005).

3.8.2.2 Model specification

The equation of regressions on this study is generally built around two sets of variables, namely dependent variable (purchase intention) and independent variables (brand equity dimensions: brand awareness, brand perceived quality, brand association and brand loyalty). The basic objective of using regression equation on this study is to make the study more effective at describing, understanding and predicting the stated variables. The regression equation is as follows:

$$Y = 1 + 1X1 + 2X2 + 3 X3 + 4X4 + e$$

Where:

Y = Purchase intention

X1= Brand awareness

X2= Brand perceived quality

X3= Brand association

X4= Brand loyalty

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

e = Error

1, 2, 3, and 4 are the coefficients associated with the average amount the dependent variable increases when the independent variable increases by one standard deviation.

3.9 Ethical considerations

All the research participants included in this study were appropriately informed about the purpose of the research and their willingness and consent will be secured before the commencement of distributing questionnaire. Respondent were informed their full right to fill the questions or to withdraw from the study at any time without any unfavorable consequences, and they are not harmed as a result of their participation or non participation. Moreover, no information was modified or changed, therefore information were presented as collected and all the literatures collected for the purpose of this study are appreciate in the reference list.

CHAPTER FOUR

RESULTS AND DISCUSSION

4.1 Introduction

Generally, this chapter is organized in the following manner: It consists of reliability and validity test for the measures used, the demographic profile of the respondents were presented

and analyzed. To facilitate ease in conducting the empirical analysis, the results of descriptive analyses were presented first, followed by the results of Pearson's correlation coefficient and multiple regressions were analyzed.

4.2 Samples and response rate

The questionnaires were distributed in person to those consumers come to the selected Ambassador garment and trading PLC branch. The questionnaires were immediately collected as the customers fill it. A total of 384 questioners were distributed, and 353 were received back. After excluding 21 invalid which mean respondent those answer the demographic questionnaire only because the demographic questionnaires weren't as such important, so a total of 332 valid questionnaires were accepted for a response rate of 91.93%. Out of the 384 questionnaires distributed, 86.46% of the subjects returned valid questionnaires

4.3 Demographic profile of respondents

The samples of this study have been classified according to four demographic background information collected during the questionnaire survey. The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the number of respondents' proportion of males and females in the sample, range of age, education qualification and monthly income of Ambassador Customers. The demographic composition of the respondents is summarized in Table 4.1.

It is evident from Table 4.1 that; the majority of Ambassador Garment consumers are males (95.70%) whilst 4.30% consumers are females because of the garment produce only male's readymade suits. The major consumers of Ambassador Garment were between the age group 18-29 (49.80%). Furthermore, the educational qualification of the respondents Consist 7.40% less than diploma and 56.80% of the respondents holds first degree and 46.60% respondents have above 6000 monthly income.

In summary, the majority of the respondents were males within the age group 18-29 having predominantly first degree and above 6000 monthly income.

Table 4.1: Demographic information for Ambassador Garment customers

ITEMS	Description	Frequency	Percentage	Cumulative Percent
GENDER	MALE	311	95.70	95.70
	FEMALE	14	4.3	100.0
	TOTAL	325	100.0	
AGE	18-29	158	49.80	49.80
	30-45	118	37.20	87.1
	46-65	35	11.0	98.10
	ABOVE 66	6	1.9	100
	TOTAL	317	100	
EDUCATION QUALIFICATION	LESS THAN DIPLOMA	23	7.4	7.4
	DIPLOMA	43	13.90	21.3
	FIRST DEGREE	176	56.80	78.10
	ABOVE FIRST DEGRE	67	21.60	99.70
	TOTAL	310	100.0	100.0
MONTHLY INCOME	LESS THAN 1500 BIRR	37	11.8	11.8
	1501-3000	50	16.0	27.80
	3001-4500	46	14.70	42.50
	4501-6000	34	10.90	53.40
	ABOVE 6000	146	46.60	100.0
	TOTAL	313	100.0	

Source: Computation from Survey Data (2018)

This demographic analysis of the respondent not as such important to the study it was only for formality purpose.

4.4 Reliability Test

The pilot survey has proved the questioners designed to collect the desired data was reliable. Moreover, for the reliability test of the all data Cronbach's alpha was calculated using SPSS and the result is presented in Table 4.2 below. The alpha values for all constructs in the study are greater than the guideline of 0.70, so it can be concluded that the measurements can be applied for analyses with acceptable reliability.

Table 4.2: Measurement Reliability

Constructs	Cronbach's Alpha	Number of Items
Brand awareness	0.774	4
Brand perceived quality	0.832	4
Brand association	0.776	4
Brand loyalty	0.839	5
Purchase intention	0.758	3
Reliability of total scale	0.917	20

Source: Computation from survey data (2018)

4.5 Construct validity Test

Factor analysis was conducted in order to assess the construct validity of the questionnaire. Only factor loadings of 0.4 and higher are considered to validate the items that measure the constructs (Field, 2009).

Before the factor analysis was performed, the data was verified for factor analysis suitability using the KMO measure of sampling adequacy and Bartlett's test of sphericity. Bartlett's test of sphericity should be $P < 0.05$ and the KMO should be greater than 0.6 (Pallant, 2007).

4.5.1 Brand awareness

The KMO score is 0.762 and the Bartlett's score equally satisfactory at Sig. value is 0.000 as shown in Table 4.3. The data met the requirements for Bartlett's test of Sphericity and KMO, indicating that factor analysis for Brand awareness construct was possible.

Table 4.3: KMO and Bartlett's Test- Brand awareness

Table 4.3: KMO and Bartlett's Test- Brand awareness		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.762
Bartlett's Test of Sphericity	Approx. Chi-Square	344.423
	Df	6
	Sig.	.000

Source: Computation from survey data (2018)

Once factor analysis suitability had been assessed, exploratory factor analysis could then be conducted. The factor analysis of the Brand awareness construct indicates at all the questions loaded onto one factor. In order to determining which factors to extract from this Brand awareness scale, only questions with factor loadings 0.4 were consider. As shown in Table 4.4 all the questions have favorable factor loadings which is exceeding 0.40. This indicates that Brand awareness is adequately measured by the mentioned four questions.

Table 4.4: Factor analysis Brand awareness

Brand Awareness	Component
	1
I am aware of this brand.	.815
I can recognize this brand quickly among other competing brands.	.823
This brand comes first in my mind when i need to buy readymade men's suit.	.756
I am familiar with this brand.	.708

Source: Computation from survey data (2018)

4.5.2 Brand perceived quality

As shown below in Table 4.5 the KMO score is 0.806 and the Bartlett's score equally satisfactory at Sig. value is 0.000. The data met the requirements for Bartlett's test of Sphericity and KMO, indicating that factor analysis for Brand perceived quality construct was possible.

Table 4.5 KMO and Bartlett's Test- Brand perceived quality

Table 4.5 KMO and Bartlett's Test- Brand perceived quality		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.806
Bartlett's Test of Sphericity	Approx. Chi-Square	474.177
	Df	6
	Sig.	.000

Source: Computation from survey data (2018)

Once factor analysis suitability of the Brand perceived quality construct had been assessed, exploratory factor analysis could then be conducted. The factor analysis of the Brand perceived quality construct indicates at all the questions loaded onto one factor. In order to determining which factors to extract from this Brand perceived quality scale, only questions with factor loadings 0.4 were consider. As shown in Table 4.6 all the questions have favorable factor loadings which are exceeding 0.40. This indicates that Brand perceived quality is adequately measured by the mentioned 4 questions.

Table 4.6: Factor analysis Brand perceived quality

Brand perceived quality	Component
	1
This brand has very good quality	.805
The likely quality of ambassador garment and trading plc is extremely high	.835
The likelihood that ambassador garment and trading plc is reliable is very high	.844
This brand has good style and fashion quality	.779

Source: Computation from survey data (2018)

4.5.3 Brand Association

As shown in Table 4.7 below the KMO score is 0.777 and the Bartlett's score equally satisfactory at Sig. value is 0.000. The data met the requirements for Bartlett's test of sphericity and KMO, indicating that factor analysis for Brand association construct was possible.

Table 4.7: KMO and Bartlett's Test- Brand association

Table 4.7: KMO and Bartlett's Test- Brand association		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.777
Bartlett's Test of Sphericity	Approx. Chi-Square	293.773
	Df	6
	Sig.	.000

Source: Computation from survey data (2018)

Once factor analysis suitability of the Brand association construct had been assessed, exploratory factor analysis could then be conducted. The factor analysis of the Brand association construct indicates that all the questions loaded onto one factor. In order to

determining which factors to extract from this Brand association scale, only questions with factor loadings 0.4 were consider. As shown on Table 4.8 all the questions have favorable factor loadings which are exceeding 0.40, therefore no questions should be excluded. This indicates that Brand association is adequately measured by the mentioned 4 questions.

Table 4.8: Factor analysis of Brand association

Brand Association	Component
	1
Some characteristics of Ambassador readymade men's suit come to my mind quickly.	.792
I can quickly recall the logo or symbol of ambassador garment and trading plc.	.798
I cannot easily imagine Ambassador Garment in my mind.	.746
When I wear this brand makes me feel comfortable.	.759

Source: Computation from survey data (2018)

4.5.4 Brand Loyalty

The KMO score is 0.846 and the Bartlett's score equally satisfactory at Sig. value is 0.000 as shown below in Table 4.9. The data met the requirements for Bartlett's test of sphericity and KMO, indicating that factor analysis for Brand loyalty construct was possible.

Table 4.9: KMO and Bartlett's Test- Brand loyalty

Table 4.9: KMO and Bartlett's Test- Brand loyalty		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.846
Bartlett's Test of Sphericity	Approx. Chi-Square	546.571
	Df	10
	Sig.	.000

Source: Computation from survey data (2018)

Once factor analysis suitability of the Brand loyalty construct had been assessed, exploratory factor analysis could then be conducted. The factor analysis of the Brand loyalty construct indicates at all the questions loaded onto one factor. In order to determining which factors to extract from this Brand loyalty scale, only questions with factor loadings 0.4 were consider. As shown on Table 4.10 all the questions have favorable factor loadings which are exceeding 0.40. This indicates that Brand loyalty is adequately measured by the mentioned five questions.

Table 4.10: Factor Analysis of Brand loyalty

Brand loyalty	Component
	1
I consider myself to be loyal to this brand.	.768
This brand would be my first choice.	.789
I would not buy other brands, if ambassador readymade men's suit is available at the fashion retailer house.	.838
This readymade men's suit is one of the preferred brands I want to buy.	.746
I am still willing to buy this brand even if its price is a little higher than that of its competitors.	.762

Source: Computation from survey data (2018)

4.5.5 Purchase intention

The KMO score is 0.680 and the Bartlett's score equally satisfactory at Sig. value is 0.000 as shown Table 4.11 below. The data met the requirements for Bartlett's test of sphericity and KMO, indicating that factor analysis for purchase intention construct was possible.

Table 4.11: KMO and Bartlett's Test- purchase intention

Table 4.11: KMO and Bartlett's Test- purchase intention		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.680
Bartlett's Test of Sphericity	Approx. Chi-Square	246.374
	Df	3
	Sig.	.000

Source: Computation from survey data (2018)

Once factor analysis suitability of the Purchase intention construct had been assessed, exploratory factor analysis could then be conducted. The factor analysis of the Purchase intention construct indicates at all the questions loaded onto one factor. In order to determining which factors to extract from this Purchase intention scale, only questions with factor loadings 0.4 were consider. As shown on Table 4.12 all the questions have favorable factor loadings which are exceeding 0.40, therefore no questions should be excluded. This indicates that Purchase intention is adequately measured by the mentioned 3 questions.

Table 4.12: Factor Analysis of purchase intention

Purchase intention	Component
	1
I would buy ambassador readymade men's suit rather than any other readymade men's suit brands available	.798
I have plan to buy this brand in the future	.810
I am willing to recommend others to buy this brand readymade men's suit	.859

Source: Computation from survey data (2018)

4.6 Descriptive statistics

In this section, the respondents answer present in the form of table. The tables contain mean and standard deviation of their response. Mean value provides the idea about the central tendency of the values of a variable. Standard deviation is to give the idea about the dispersion of the values of a variable from its mean value. All of the variables were measured using five point Likert scale ("1" Strongly disagree; to "5" Strongly agree). The interpretations of the Likert scale results are: scores of 1 to 2.32 indicate low level, scores of 2.33 to 3.65 indicate medium level, and scores of 3.66 to 5 indicate high level (Alhakimi and Alhariry, 2014).

4.6.1 Ambassador garment consumers perception on Brand awareness

This section of the questionnaire tested the attitude and views about Brand awareness levels of Ambassador Garment consumers. A series of four statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Tables 4.13 indicate the mean and standard deviation for each item. The means for the brand awareness items construct ranged between 3.55 and 4.13 (1= strongly disagree and 5= strongly agree) and the standard deviation for the brand awareness perception construct ranged between 0.97 and 1.165 which show some level of variance. The statement which respondents agree with most was "I am aware of this brand" (mean=4.13 and standard deviation= 0.97). The statement indicating the least level of agreement was "I am familiar with this brand" (mean= 3.55 and standard deviation= 1.165). The overall mean for the perception of brand awareness is 3.85,

indicating that the majority of respondents are towards highest level agreement with the statements specified in the study.

Table 4.13: Descriptive statistics for attitude of Ambassador Garment consumers about Brand awareness

Brand awareness	Mean	Std. Deviation
I am aware of this brand	4.1277	.97004
I can recognize this brand quickly among other competing brands	3.9148	.98196
This brand comes first in my mind when i need to buy readymade men's suit	3.8012	1.07270
I am familiar with this brand	3.5529	1.16492
Overall level of consumers perception about Brand awareness	3.85	1.047

Source: Computation from survey data (2018)

4.6.2 Ambassador garment consumers perception on Brand perceived quality

This section of the questionnaire tested the attitude and views about Brand awareness levels of Ambassador Garment consumers. A series of four statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.14 indicates the mean and standard deviation for each item.

Table 4.14: Descriptive statistics for attitude of Ambassador Garment consumers about Brand perceived quality

Brand perceived quality	Mean	Std. Deviation
This brand has very good quality.	3.5710	1.01665
The likely quality of ambassador garment and trading PLC is extremely high.	3.3526	1.05504
The likelihood that ambassador garment and trading plc is reliable is very high.	3.5364	1.00767
This brand has good style and fashion quality.	3.6311	.98980
Overall level of consumers perception about Brand perceived quality	3.52	1.017

Source: Computation from survey data (2018)

The means for the Brand perceived quality items construct ranged between 3.35 and 3.63 (1= strongly disagree and 5= strongly agree) and the standard deviation for the Brand perceived quality perception construct ranged between 0.99 and 1.055 which show some level of variance. The statement which respondents agree with most was “This brand has good style and fashion quality.” (Mean=3.63 and standard deviation= 0.99). The statement indicating the least level of agreement was “The likely quality of ambassador garment and trading PLC is extremely high” (mean= 3.35 and standard deviation= 1.055). The overall mean for the perception of Brand perceived quality is 3.52, indicating that the majority of respondents are towards medium level agreement with the statements specified in the study.

4.6.3 Ambassador garment consumers perception on Brand association

This section of the questionnaire tested the attitude and views about Brand awareness levels of Ambassador Garment consumers. A series of four statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.15 indicates the mean and standard deviation for each item.

Table 4.15: Descriptive statistics for attitude of Ambassador Garment consumers about Brand association

Brand association	Mean	Std. Deviation
Some characteristics of ambassador readymade men's suit come to my mind quickly	3.8086	.84775
I can quickly recall the logo or symbol of ambassador garment and trading plc	3.7952	.98028
I cannot easily imagine ambassador garment in my mind.	4.1203	.88986
when I wear this brand makes me feel comfortable	3.6796	.89964
Overall level of consumers perception about Brand association	3.85	0.904

Source: Computation from survey data (2018)

The means for the Brand association items construct ranged between 3.68 and 4.12 (1= strongly disagree and 5= strongly agree) and the standard deviation for the Brand association perception construct ranged between 0.85 and 0.98 which show some level of variance. The statement which respondents agree with most was “I cannot easily imagine ambassador garment in my mind.” (Mean=4.12 and standard deviation= 0.89). The statement indicating the least level of agreement was “when I wear this brand makes me feel comfortable” (mean= 3.68 and standard deviation= 0.90). The overall mean for the perception of Brand association is 3.85, indicating that the majority of respondents are towards highest level agreement with the statements specified in the study.

4.6.4 Ambassador garment consumers perception on Brand loyalty

This section of the questionnaire tested the attitude and views about Brand loyalty levels of Ambassador Garment consumers. A series of five statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.16 indicates the mean and standard deviation for each item.

Table 4.16: Descriptive statistics for attitude of Ambassador Garment consumers about Brand loyalty

Brand loyalty	Mean	Std. Deviation
I consider myself to be loyal to this brand	3.3094	1.24741
This brand would be my first choice	3.4922	1.21796
I would not buy other brands, if ambassador readymade men's suit is available at the fashion retailer house	3.1759	1.26757
This readymade men's suit is one of the preferred brands I want to buy	3.8072	.99190
I am still willing to buy this brand even if its price is a little higher than that of its competitors	3.4073	1.22153
Overall level of consumers perception about Brand loyalty	3.44	1.19

Source: Computation from survey data (2018)

The means for the Brand loyalty items construct ranged between 3.18 and 3.81 (1= strongly disagree and 5= strongly agree) and the standard deviation for the Brand loyalty perception construct ranged between 0.99 and 1.27 which show some level of variance. The statement which respondents agree with most was “This readymade men's suit is one of the preferred brands I want to buy.” (Mean=3.81 and standard deviation= 0.99). The statement indicating the least level of agreement was “I would not buy other brands, if ambassador readymade men's suit is available at the fashion retailer house” (mean= 3.18 and standard deviation= 1.27). The overall mean for the perception of Brand loyalty is 3.44, indicating that the majority of respondents are towards medium level agreement with the statements specified in the study.

4.6.5 Comparison of Ambassador Garment consumers perception on Brand Equity constructs

Table 4.17 below show the overall means of all items on Brand Equity constructs for Ambassador Garment consumers level of perception. According to the findings of the means represented the highest overall mean score (mean= 3.85), meaning that Ambassador Garment customer have a tendency towards agree with statements relating the Brand awareness and Brand association construct (1= strongly disagree and 5= strongly agree) compare to other constructs Brand perceived quality followed with overall mean score of 3.52. The lowest level of agreement was with the Brand loyalty construct (mean=3.44).

Table 4.17: Overall mean and standard deviation scores for the Brand Equity

Constructs	Mean	Std. Deviation	Rank
Brand awareness	3.85	1.047	2 nd
Brand perceived quality	3.52	1.017	3 rd
Brand association	3.85	0.904	1 st
Brand loyalty	3.44	1.19	4 th

Source: Computation from survey data (2018)

4.6.6 The level of purchase intention of Ambassador Garment consumers

This section of the questionnaire tested the attitude and views about purchase intention levels of Ambassador Garment consumers. A series of three statements were presented to respondents and respondents were asked to rate their level of agreement with each statement. Table 4.18 indicates the mean and standard deviation for each item.

Table 4.18: Descriptive statistics for attitude of Ambassador Garment consumers about purchase intention.

Purchase intention	Mean	Std. Deviation
I would buy ambassador readymade men's suit rather than any other readymade men's suit brands available.	4.0275	1.01333
I have planned to buy this brand in the future.	4.0399	.87086
I am willing to recommend others to buy this brand readymade men's suit.	4.1459	.92558
Overall level of consumers purchase intention	4.07	0.94

The means for the level of purchase intention of Ambassador Garment customer's items construct ranged between 4.03 and 4.15 (1= strongly disagree and 5= strongly agree) and the standard deviation for the purchase intention perception construct ranged between 0.87 and 1.01 which show some level of variance but it is small variance compare to other constructs. The statement which respondents agree with most was "I am willing to recommend others to buy this brand readymade men's suit." (Mean=4.15 and standard deviation= 0.93). The statement indicating the least level of agreement was "I would buy ambassador readymade men's suit rather than any other readymade men's suit brands available" (mean= 4.03 and standard deviation= 1.01). The overall mean for the perception of purchase intention is 4.07, indicating that the majority of respondents towards highest level of agreement with the statements specified in the study.

4.7 Correlation analysis: relationship between the study variables

In this study Pearson's correlation coefficient was used to determine whether there is significant relationship between Brand awareness, Brand perceived quality, Brand association and Brand loyalty with purchase intention. The following section presents the results of correlation on the relationship between independent variables and dependent variable. Table 4.19 below indicates that the correlation coefficients for the relationships between purchase intention and its

independent variables are linear and positive ranging from weak to moderate correlation coefficients.

Table 4.19: The relationship between independent variables and purchase intention

		Purchase intention
Brand awareness	Pearson Correlation	.745 ^{**}
	Sig. (2-tailed)	.000
	N	329
Brand perceived quality	Pearson Correlation	.728 ^{**}
	Sig. (2-tailed)	.000
	N	329
Brand association	Pearson Correlation	.707 ^{**}
	Sig. (2-tailed)	.000
	N	329
Brand loyalty	Pearson Correlation	.628 ^{**}
	Sig. (2-tailed)	.000
	N	329
Purchase intention	Pearson Correlation	1
	Sig. (2-tailed)	
	N	329

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

As it is clearly indicated in Table 4.19, a strong positive relationship was found between Brand awareness and purchase intention ($r = .745$, $p < .01$), Brand perceived quality and purchase intention ($r = .728$, $p < .01$), Brand association and purchase intention ($r = .707$, $p < 0.01$), and Brand loyalty and purchase intention ($r = .628$, $p < .01$) which are statistically significant at 99% confidence level.

Although we cannot make direct conclusions about causality from a correlation, we can take the correlation coefficient a step further by squaring it. The correlation coefficient squared (known as the coefficient of determination, r^2) is a measure of the amount of variability in one variable that is shared by the other (Field, 2009). Therefore, based on the correlation coefficients result obtained from the table Brand awareness can account for 55.50%, Brand perceived quality for

53%, Brand association for 49.98% and Brand loyalty for 39.44% of the variation in purchase intention. This implies that, the most important Brand equity practices on purchase intention is Brand awareness on Ambassador garment consumers followed by Brand perceived quality , Brand association and Brand loyalty which goes to prove that Brand awareness is perceived as a dominant purchase intention practice to affect the purchase intention.

4.8 Assumptions of regressions analysis

Multiple Regressions is a statistical technique that allows us to predict someone's score on one variable on the basis of their scores on several other variables. Then, the following assumptions test should be done (Pallant, 2007).

4.8.1 Sample size

Different authors tend to give different guidelines concerning the number of cases required for multiple regressions. Tabachnick and Fidell (2001) give a formula for calculating sample size requirements, taking into account the number of independent variables to use: $N > 50 + 8m$ (where m = number of independent variables). In this study four independent variables had existed and cases were 332. Therefore, the study satisfied sample size assumption.

4.8.2 Linear relationship

Purchase intention is assumed to be linearly related with Brand equity dimensions; meaning the dependent variable purchase intention is assumed to be impacted with changes in Brand equity dimensions (the independent variables). The relationship between the two variables should be linear. This means that at a scatter plot of scores should be a straight line (roughly), not a curve (Pallant, 2007).The scatter plots of this study show that there is almost linear relationship between the variables. The plots do not show any evidence of non-linearity; therefore, the assumption of linearity is satisfied. *Please see appendix III the scatter plot diagram.*

4.8.3 multicollinearity

MultiCollinearity is used to describe correlation among independent variables. If there is high correlation between two or more predictor variables, may cause problems when trying to draw inferences about the relative contribution of each predictor variable to the success of the model (Pallant, 2007). Multicollinearity in this study was tested using Variance Inflation Factor (VIF) value and tolerance value. If tolerance value closed to 1 and VIF value is around 1 and not more

than 10, it can be concluded that there is not Multicollinearity between independent variable in the regression model (Pallant, 2007). Below Table 4.20 shows there is no multicollinearity exist.

Table 4.20: Multicollinearity of Brand equity dimension

Collinearity Statistics		
Model	Tolerance	VIF
Brand awareness	.471	2.124
Brand perceived quality	.365	2.741
Brand association	.410	2.436
Brand loyalty	.491	2.037

Source: Computation from survey data (2018)

4.8.4 Homoscedasticity

Homoscedasticity is the variability in scores for variables of independent should be similar at all values of variable dependent. In order to ensure the fulfillment of this relationship between independent variable and dependent variable, the variance of dependent variable values must be equal at each value of independent variables (Hair, 2010). For a basic analysis it is worth plotting ZRESID (Y-axis) against ZPRED (X-axis), because this plot is useful to determine whether the assumptions of random errors and homoscedasticity have been met.

Decision rule: If there were certain variant, such as organize shaping dot (waves, fuse and narrow), therefore no homoscedasticity happened. If there were not certain variant, and dots spreads above and below 0 numbers in axis Y, then homoscedasticity did happened (Pallant, 2007). The scatter plots show that there is homoscedasticity. Thus the assumption is reasonably supported in this study. Please see appendix IV the scatter plot diagram.

4.8.5 Normality Test

The study used two methods of assessing normality; graphically (Normal Probability Plot) and numerically (Skewness and Kurtosis). In the Normal Probability Plot it will be hoped that points

will lie in a reasonably straight diagonal line from bottom left to top right. This would suggest no major deviations from normality. *Appendix II depicted that the scores are normally distributed.*

Numerically, the evaluation of normality in the data analysis began with exploring the skewness and kurtosis values of the elements of Brand equity dimensions and purchase intention. skewness and kurtosis values greater than 1 and less than -1 are considered being abnormally distributed (Gamst et al., 2008). Table 4.21 below summarizes the skewness and kurtosis values of the constructs.

The skewness and kurtosis values for the Brand equity dimensions namely Brand perceived quality and Brand loyalty were both below 1 and greater than -1 indicating that the data is normally distributed for these elements But Brand awareness and Brand association were both greater than 1 and less than -1 indicating that the data is abnormally distributed for these elements. The purchase intention constructs also showed skewness and kurtosis value of greater than 1, and less than -1 is therefore abnormally distributed.

Table 4.21: Summary of skewness and kurtosis statistic

Constructs	Skewness statistic	Kurtosis statistic
Brand awareness	-1.090	1.434
Brand perceived quality	-0.859	0.690
Brand association	-1.379	2.627
Brand loyalty	-.342	-0.731
Purchase intention	-1.425	2.700

Source: Computation from survey data (2018)

4.8.6 No auto correlation

Regression analysis is based on uncorrelated error/residual terms for any two or more observation (Kothari, 2004). This assumption is tested for each regression procedure with the Durbin-Watson test, which test for correlation between variables residuals. The test statistic can vary between 0 and 4 with a value of 2 meaning that the residuals are uncorrelated (Field, 2009). A value greater than 2 indicates a negative correlation between adjacent residuals, whereas a value below 2 indicates a positive correlation. As a general rule, the residuals are

independent (not correlated) if the Durbin-Watson statistic is approximately 2, and an acceptable range is 1.50 - 2.50 (Muluadam, 2015). In this study the Durbin-waston value was 1.874, which is very close to 2, therefore it can be confirmed that the assumption of independent error has almost certainly been met.

4.9 Regression analysis and hypothesis Testing

For the purposes of determining the extent to which the explanatory variables (Brand equity dimensions such as Brand awareness, Brand perceived quality, Brand association and Brand loyalty) explain the variance in the explained variable (purchase intention), regression analysis was employed after the study met the regression assumptions. The significance level of 0.05 with 95% confidence interval was used.

In the foregoing correlation analysis, the association between the variables, which is Purchase intention and Brand equity dimension elements, has been estimated. In effect, four variables showed statistically significant positive correlation with purchase intention. It is of interest in this section to further detect the combined effect of these independent variables on the dependent variable using multiple regression analysis.

Table 4.22: Regress purchase intention (as dependent variable) on the selected variables (as independent variables) using multiple regressions

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824 ^a	.679	.676	.43914
a. Predictors: (Constant), Brand loyalty, Brand awareness, Brand association , Brand perceived quality				

Source: Computation from survey data (2018)

The model summary table 4.22 states that the four independent variables that constitute the purchase intention of coefficient of determination R^2 is 0.679, which implies that there is quite significant explanatory power and also 67.90% variation on dependent variable is caused by independent variables and the remaining 32.10% is because of other unknown variables.

Table 4.23: ANOVA- the results of multiple regression analysis

Table 4.23: ANOVA- The results of multiple regression analysis					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	132.450	4	33.112	171.707	.000 ^b
Residual	62.481	324	.193		
Total	194.931	328			
a. Dependent Variable: Purchase intention					
b. Predictors: (Constant), Brand loyalty, Brand awareness, Brand association , Brand perceived quality					

Source: Computation from survey data (2018)

The ANOVA Table tells us whether the overall model results in a significantly good degree of the prediction of the outcome variable (Field, 2009). The proposed model was adequate as the Sig. value (0.000) is less than 0.05. This indicates that the overall model was statistically significant relationship between Brand equity dimension and purchase intention.

Table 4.24: Regress purchase intention (as dependent variable) on the selected variables (as independent variables) using multiple regressions

Coefficients						
Model		Un standardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.737	.134		5.508	.000
	Brand awareness	.354	.044	.372	8.121	.000
	Brand perceived quality	.224	.048	.242	4.639	.000
	Brand association	.224	.050	.219	4.460	.000
	Brand loyalty	.095	.038	.114	2.536	.012
a. Dependent Variable: Purchase intention						

Source: Computation from survey data (2018)

From the above Table 4.24 the Sig. values of Brand awareness Brand perceived quality Brand association Brand loyalty are .000.

This test shows that the coefficients of the four predictors are statistically significant at less than 5% level of significance. Thus, all four variables were found to be significant predictors of purchase intention of Ambassador Garment consumers.

The standardized beta coefficient column shows the contribution that an individual variable makes to the model. The beta is the amount that the dependent variable increases or decreases when the independent variable increases by one standard deviation. Thus, the largest influence on the purchase intention is from the Brand awareness dimension of Brand equity (.372), and the next Brand perceived quality (0.242) and Brand association (0.219) respectively. On the other hand Brand loyalty with the beta value of 0.114 is the poorest predictor of purchase intention when it is compared with the other explanatory variables under study.

The objective of the regression in this study is to find such an equation that could be used to find the impact of predictors on dependent variable. The specified regression equation takes the following form:

$$Y = 1 + 1X1 + 2X2 + 3 X3 + 4X4 + e$$

Where:

Y = purchase intention

X1= Brand awareness

X2= Brand perceived quality

X3= Brand association

X4= Brand loyalty

So equation comes as:

$$\text{Purchase intention} = 0.737+0.372X1+0.242X2+0.219X3 +0.114X4 + e$$

The hypothesis test results based on standardized coefficient beta and P-value to test whether the hypothesis to reject or not reject. As shown from above Table 4.24 Brand awareness of Ambassador Garment consumers, P-value is significant ($P < 0.05$) and the beta value is positive (beta= .372). Therefore, the result supported the initial hypothesis and infers that Brand awareness has a significant and positive effect on purchase intention of Ambassador Garment consumers. With regards to Brand perceived quality of Ambassador Garment, P-value is significant ($P < 0.05$) and the beta value is positive (beta= .242). Therefore, the result supported the initial hypothesis and infers that Brand perceived quality has a significant and positive effect on purchase intention of Ambassador Garment consumers. The same is true for Brand association Ambassador Garment consumers, P-value is significant ($P < 0.05$) and the beta value is positive (beta= .219).Therefore, the result supported the initial hypothesis and infers that Brand association has a significant and positive effect on purchase intention of Ambassador Garment consumers.

Regarding to Brand loyalty of Ambassador Garment, P-value is significant ($P < 0.05$) and the beta value is positive (beta= .114). Therefore, the result supported the initial hypothesis and

infers that Brand loyalty has a significant and positive effect on purchase intention of Ambassador Garment consumers.

4.10 Discussions of results

As the finding from descriptive statistics reveal that; the respondents perception towards to brand equity dimensions and purchase intention is from high to medium level of agreement. The highest level of agreement was the purchase intention measurement with mean value=4.07 and standard deviation=0.94 and the lowest agreement is the brand loyalty measurement with mean value = 3.44 and standard deviation=1.19.

The correlation result shows that there is positive and significant relationship between brand equity dimensions and purchase intention. There is also positive and significant relationship between brand awareness, brand association, perceived quality and brand loyalty. The finding further indicates that the highest relationship is found between brand awareness and purchase intention. ($r = 0.745$, $p < 0.01$)

One of the most important research findings that can be conclude from the statistics provided above is that Brand awareness is positively and significantly related to purchase intention of Ambassador Garment. Previous researches have also highlighted the significant relationship between Brand awareness and consumer purchase intention Jalilvand, et al., (2011), Khan, et al., (2015), Latwal & Sharm (2012) and Fouladivanda, et al., (2013)

The next most important factor that can affect purchase intention is, Brand perceived quality as the above statistics imply, Brand perceived quality has a positive and significant effect on purchase intention of Ambassador Garment consumers. This finding is consistence with Jalilvand, et al., (2011), and Manzoor.A & Adeel Shaikh.K, (2016)

According to the research findings, Brand association has a positive and significant effect on purchase intention of Ambassador Garment consumers. The finding is consistent with results obtained by Jalilvand, et al. (2011), Lekprayura, S. (2012), and Hanna,K.(2016)

In regard to Brand loyalty, Brand loyalty has a positive and significant effect on purchase intention of Ambassador Garment consumers. The finding is consistent with results obtained by Jalilvand, et al., (2011), and Lekprayura, S. (2012).

Finally the most important brand equity dimension that affect consumer purchase intention of Ambassador Garment is brand awareness with (beta = 0.372 and $p < 0.05$) followed by brand perceived quality (beta = 0.242 and $p < 0.05$), Brand association (beta = 0.219 and $p < 0.05$) and brand loyalty (beta = 0.114 and $p < 0.05$)

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter provides a summary, conclusions and recommendations of the research undertaken in the study. For clarity purpose the conclusions are based on the research objectives of the study. The general explanations of the findings were discussed and recommendations drawn from the conclusions of the research were provided to Ambassador Garment to improve consumers purchase intention through the design or improvement of Brand equity dimensions. Finally the study shows some limitation of the study and provides of directions for future researches

5.2 Summary of major findings

The following Table 5.1 below provides the summery overview of the results of the research.

Table 5.1: Summary of research major findings

Objectives	Hypothesis	Results
To investigate the level of Brand awareness as perceived by Ambassador Garment consumers.	N/A	Ambassador Garment consumers perception about Brand awareness is highest level (mean= 3.85).
To investigate the level of Brand perceived quality as perceived by Ambassador Garment consumers.	N/A	Ambassador Garment consumers perception about Brand perceived quality is medium level (mean= 3.52).
To investigate the level of Brand association as perceived by		Ambassador Garment consumers perception

Ambassador Garment consumers.	N/A	about Brand association is highest level (mean= 3.85).
To investigate the level of Brand loyalty as perceived by Ambassador Garment consumers.	N/A	Ambassador Garment consumers perception about Brand loyalty is medium level (mean= 3.44).
To examine the level of Purchase intention of Ambassador Garment consumers.	N/A	Ambassador Garment consumers perception about Purchase intention is highest level (mean= 4.07).
Correlations between Brand equity dimensions and purchase intention	N/A	The correlation result show that there is positive and significant relationship between brand equity dimensions and purchase intention. There is also positive and significant relationship between brand awareness, brand association, perceived quality and brand loyalty. The finding further indicates that the highest relationship is found between brand

		awareness and purchase intention. ($r = 0.745$, $p < 0.01$)
To determine the effect of Brand awareness on the level of purchase intention of Ambassador Garment consumers.	H1: Brand awareness has a significant direct effect on consumer purchase intention.	<i>Not rejected</i> (the outcome of the multiple regression supports the hypothesis; $\beta = 0.372$, $P < 0.05$)
To determine the effect of Brand perceived quality on the level of purchase intention of Ambassador Garment consumers.	H2: Perceived quality has a significant direct effect on consumer purchase intention.	<i>Not rejected</i> (the outcome of the multiple regression supports the hypothesis; $\beta = 0.242$, $P < 0.05$)
To determine the effect of Brand association on the level of purchase intention of Ambassador Garment consumers.	H3: Brand association has a significant direct effect on consumer purchase intention.	<i>Not rejected</i> (the outcome of the multiple regression supports the hypothesis; $\beta = 0.219$, $P < 0.05$)
To determine the effect of Brand loyalty on the level of purchase intention of Ambassador Garment consumers.	H4: Brand loyalty has a significant positive direct effect on consumer purchase intention.	<i>Not rejected</i> (the outcome of the multiple regression supports the hypothesis; $\beta = 0.114$, $P < 0.05$)
Finally the most important brand equity dimension that affect consumer purchase intention of Ambassador Garment is brand awareness with ($\beta = 0.372$ and $p < 0.05$) followed by brand perceived quality ($\beta = 0.242$ and $p < 0.05$), Brand association ($\beta = 0.219$ and $p < 0.05$) and brand loyalty ($\beta = 0.114$ and $p < 0.05$)		

Source: Computation from survey data (2018)

5.3 Conclusions

This study aimed to examine the effect of Brand equity in its four dimensions (Brand awareness, Brand perceived quality, Brand association, Brand loyalty) on purchase intention of Ambassador Garment consumers. The empirical results show that Brand equity has direct impact on purchase intention. The result confirms the hypothesized relationships in the research model. In this regard, it can be concluded about how each dimension of Brand equity influence purchase intention as below.

- One of the most important research findings that can be conclude from the statistics provided above is that Brand awareness is positively and significantly related to purchase intention of Ambassador Garment.
- The next most important factor that can affect purchase intention is, Brand perceived quality as the above statistics imply, Brand perceived quality has a positive and significant effect on purchase intention of Ambassador Garment consumers.
- According to the research findings, Brand association has a positive and significant effect on purchase intention of Ambassador Garment consumers.
- In regard to Brand loyalty, Brand loyalty has a positive and significant effect on purchase intention of Ambassador Garment consumers.
- For research question which customer based brand equity dimension is the most important to affect consumer purchase intention of Ambassador Garment in Addis Ababa? The study indicate all brand equity dimension affect consumers purchase intention but brand awareness is the most important factor to affect consumers purchase intention followed by brand perceived quality, brand association and brand loyalty respectively.

5.4 Recommendations

The study suggests that Building effective and positive brand equity is the most important part of an organization. In order to build strong brand equity it can't be limited to marketing department only but, all areas in the firm have the responsibility to demonstrate value to consumers and the companies brand.

Ambassador Garment has a vision To Be a Well-Known Modern Life Style Brand in Eastern and Southern Africa. In an effort to attain its vision, Marketing managers and marketers in the Garment need to carefully consider the brand equity components when designing their branding strategies and apply this concept in a more focused and thorough manner. Marketing managers must consider the organization as its first market and satisfy the needs of its consumers. It must also establish on developing Brand Equity of Ambassador on the basis of those Brand equity dimensions which enhance purchase intention Accordingly, given the significantly positive relationships between Brand equity elements (Brand awareness, Brand perceived quality Brand association and Brand loyalty) and purchase intention, the following measures are also recommended to Ambassador Garment to increase purchase intention by implementing Brand equity dimensions.

- Brand awareness is the first important dimension of brand equity that has a significant impact on purchase intention of Ambassador Garment consumers, so in order to increase the consumers purchase intention; marketing managers (the company as all) of the Garment going on to building strong positive brand awareness, through advertising by endorsing public figure, having an active presence on social media is also good method of advertising, publicity is also the best way to create positive brand awareness which leads to purchase intention.
- Brand Perceived quality is second important dimension of brand equity that has a significant impact on purchase intention of Ambassador Garment consumers, so marketing managers of the Garment need to be building strong positive brand perceived quality through develop customer-driven quality into a potent strategic weapon. They create consumers satisfaction and value by consistently and profitably meeting consumer's needs and preferences for quality as Perceived quality is not the actual

quality of the product but the consumer's subjective evaluation of the product and the brand.

- Since brand association has a significant impact on purchase intention of the garment consumers, so marketing managers can involve on the key brand association's component of image dimensions that are unique to Ambassador garment product or brand, through the three perspectives of brand association Measurement /differentiation such as the brand-as-product (value), the brand-as person (brand personality) and the brand-as-organization (organizational associations) fading brands.
- As brand loyalty has a significant impact on purchase intention, the marketing managers and marketers of (the company) should work on not only attracting new consumers but also retaining them. Getting consumers by itself can't make the consumers stay rather giving consumers a reason to stay is important. Consumers can feel the reason to come back if the company provides them after sale service, good service, good product and discount... of loyalty program in order to increase purchase intention.

5.5 Limitations and directions for future researches

Despite the worthwhile findings from this study, there are limitations to the study. Because of these potential limitations, the findings should be tempered by their inherent context, which however, future research can address. This study was based on a one Garment industry (Ambassador Garment) with its own peculiar characteristics. It is not clear to what extent the substantive results of this study can be generalized to other industries. The second limitation concerned the Brand equity dimension. Brand equity has various dimensions; nevertheless the study was conducted on only four dimensions.

Given the promising results that were obtained, coupled with the inherent limitations to the study just discussed above, there are many potential avenues of further research that can be explored. Among these future researches should apply the study's model on a larger population of other Garment and manufacturing industries, Cross-country and cross-industry applications to predict purchase behavior in various contexts and comparison of the results. It is also possible

that additional dimensions of Brand equity exist that might improve its predictive ability that is additional constructs that can be included in a comprehensive model.

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APPEDIX I

Addis Ababa
University
(Since 1950)



College of Business and Economics
School of Commerce
Post Graduate studies program
Questionnaire to be filled by respondents

Dear Participant:

I am a graduate student in the department of marketing management, Addis Ababa University School of Commerce. Currently, I am undertaking a research entitled **‘The effect of brand equity on consumers purchase intention of Ambassador Garment and trading PLC’**. You are one of the respondents selected to participate on this study. Please assist me in giving correct and complete information to present a representative finding. Your participation is entirely voluntary and the questionnaire is completely anonymous.

Finally, I confirm you that the information that you share me will be kept confidential and only used for the academic purpose. No individual’s responses will be identified as such and the identity of persons responding will not be published or released to anyone. All information will be used for academic purposes only. Thank you in advance for your kind cooperation and dedicating your time.

Your opinion matters so please share it and add value to this study!

Sincerely,

SOLOMON GIRMA

TELL: 0912721960

INSTRUCTION

- No need to writing your name

SECTION 1: RESPONDENT'S DEMOGRAPHIC DATA

This part of the questionnaire includes item related to basic data of respondents please indicate your responses by putting () marks in the box

1. Gender: 1, Male 2, Female
2. Age: 1, 18-29 2, 30-45 3, 46-65 4, 66 and above
3. Highest academic qualification: 1, Less than Diploma 2, Diploma 3, First degree
4, above first degree
4. Monthly income: 1, Below Birr 1500 2, Birr 1501-3000 3, Birr 3001-4500
4, Birr 4501-6000 5, Above Birr 6000

SECTION 2: DIMENSION OF BRAND EQUITY AND CONSUMERS PURCHASE INTENTION

5. Please **encircle** the following questions in terms of how much you agree with the statement (i.e. 1 being you strongly disagree and 5 being you strongly agree)

Where, 1-Strongly Disagree 2- Disagree 3-Neutral 4-Agree and 5-Strongly Agree

S.NO	BRAND AWARENESS					
5.1	I am aware of this brand	1	2	3	4	5
5.2	I can recognize this brand quickly among other competing brands.	1	2	3	4	5
5.3	This brand comes first in my mind when I need to buy readymade men's suit	1	2	3	4	5
5.4	I am familiar with this brand	1	2	3	4	5
	BRAND PERCIVED QUALITY					
5.5	This brand has very good quality	1	2	3	4	5
5.6	The likely quality of Ambassador Garment and Trading PLC is	1	2	3	4	5

	extremely high					
5.7	The likelihood that Ambassador Garment and Trading PLC is reliable is very high	1	2	3	4	5
5.8	This brand has good style and fashion quality	1	2	3	4	5
BRAND ASSOCIATION						
5.9	Some characteristics of Ambassadors readymade men's suit come to my mind quickly	1	2	3	4	5
5.10	I can quickly recall the logo or symbol of Ambassador Garment and Trading PLC	1	2	3	4	5
5.11	I cannot easily imagine Ambassador Garment and Trading PLC in my mind	1	2	3	4	5
5.12	When I wear this brand makes me feel comfortable	1	2	3	4	5
BRAND LOYALTY						
5.13	I consider myself to be loyal to this brand	1	2	3	4	5
5.14	This brand would be my first choice	1	2	3	4	5
5.15	I would not buy other brands, if Ambassador readymade men's suit is available at the fashion retailer house	1	2	3	4	5
5.16	This readymade men's suit is one of the preferred brands I want to buy	1	2	3	4	5
5.17	I am still willing to buy this brand even if its price is a little higher than that of its competitor	1	2	3	4	5

6. Please **encircle** the following questions in terms of how much you agree with the statement (i.e. 1 being you strongly disagree and 5 being you strongly agree)

S.NO	PURCHASE INTENTION					
6.1	I would buy Ambassador readymade men's suit rather than any other readymade men's suit brands available	1	2	3	4	5
6.2	I have plan to buy this brand in the future	1	2	3	4	5
6.3	I am willing to recommend others to buy this brand readymade men's suit	1	2	3	4	5

Source: Jalilvand et al. (2011)

እዝል I

Addis Ababa
University
(Since 1950)



የቢዝነስ እና ኢኮኖሚክስ ኮሌጅ የኮሚርስ ትምህርት ቤት

የድህረ ምረቃ ትምህርት መርሀ ግብር

በመላሾች የሚሞላ ቃለመጠይቅ

ውድ መላሽ

እኔ በአዲስ አበባ ዩኒቨርሲቲ ኮሚርስ ትምህርት ቤት በማርኬቲንግ ማኔጅመንት ትምህርት መምሪያ ተመራቂ ተማሪ ነኝ። በአሁኑ ጊዜም “ብራንድ ኢክዊቲ በደንበኞች የመግዛት ፍላጎት ላይ ያለውን ተፅእኖ በአምባሳደር ላይ ለመገምገም” በሚል አርእስት ጥናት እያካሄድኩ እገኛለሁ። ስለዚህ እርስዎ በዚህ ጥናት ላይ እንዲሳተፉ ከተመረጡት መላሾች አንዱ ኖት። እባክዎን ተተኪ ግኝት አቅርብ እችል ዘንድ ትክክለኛ እና ሙሉ መረጃ በመስጠት ይተባበሩኝ። የእርስዎ ተሳትፎ ፍቃደኝነት ላይ ያተኮረ እና ቃለመጠይቁም ስም የማይፀናበት ይሆናል።

በመጨረሻም እርስዎ የሚሰጡኝ መረጃ በሚስጥራዊነት የሚቀመጥ እና ለትምህርታዊ አላማ ብቻ የሚውል ይሆናል። የማንም ግለሰብ ምላሾች የማን እንደሆኑ ተለይተው የማይተወቁ እና ግለሰቡ የሰጠውን ምላሽ ስለግለሰቡ በመግለፅ ምንም አይነት ህትመት የማይደረግ እና ለማንም የማይሰራጭ ነው። ሁሉም መረጃዎች ለትምህርታዊ አላማ ብቻ ለጥቅም ይውላሉ። ስለ ቀና ተሳትፎዎ እና ጊዜዎትን ስለሰጡኝ በቅድሚያ አመሰግናለሁ።

የእርስዎ ተሳትፎ ስለሚያስፈልገን ይህንን ጥናት በመካፈል የራስዎን አስተዋፅኦ ያበርክቱ !

ከሠላምታ ጋር

ሰለሞን ግርማ

ስልክ:- 0912721960

መመሪያዎች

➤ ስምዎትን መጻፍ አያስፈልግም

ክፍል 1: የመላሾች የግል መረጃ

የዚህ የቃለ መጠይቅ ክፍል የሚያካትተው ስለመላሾቹ መሰረታዊ መረጃ ስለሆነ እባክዎን ቁጥሮቹን በማክበብ ምላሹን ያሳውቁ።

- 1. **ፆታ** 1. ወንድ 2. ሴት
- 2. **እድሜ** 1. ከ 18-29 2. ከ 30-45 3. ከ 46-65 4. ከ 66 ዓመት እና ከዚያ በላይ
- 3. **ከፍተኛ የትምህርት ደረጃ፦** 1. ከ ዲፕሎማ በታች 2. ዲፕሎማ 3. የመጀመሪያ ድግሪ
4. ከመጀመሪያ ድግሪ በላይ
- 4. **ወርሃዊ ገቢ፦** 1. 1,500 ብር እና በታች 2. ከ ብር 1501 - 3000
3. ከ ብር 3001 - 4500 4. ከብር 4501 - 6000
5. ከብር 6000 በላይ

ክፍል 2: ብራንድ ኢክዊቲ ዘርፍ እና የተጠቃሚዎች የመግዛት ፍላጎት ሁኔታ

5. እባክዎን ለሚከተሉት ጥያቄዎች ምን ያክል በአረፍተ ነገሩ እንደሚያስሙ መሰብሰብ ለማመልከት ✓ ምልክት ያድርጉ (ማለትም 1 ካሉ ፈፀሞ እንደሚያስማሙ እና 5 በጣም እንደሚስማሙ) ለማመልከት። እንዲሁም 1/ ፈፀሞ አልስማማም 2/ አልስማማም 3/ ሃሳብ የለኝም 4/ እስማማለሁ እና 5/ በጣም እስማማለሁ

መረጃ ፦ ብራንድ ማለት ስም፣ አርማ፣ ምልክት፣ ንድፍ ወይም ሁሉንም ባንድ ላይ ያካተተ ነው።

ብራንድ ኢክዊቲ

ተ.ቁ	የብራንድ ግንዛቤ (brand awareness)					
5.1	ይህንን ብራንድ አውቃለሁ	1	2	3	4	5
5.2	ይህንን ብራንድ ከሌሎች ተወዳዳሪ ብራንዶች በላቀ ሁኔታ ማስታወስ እችላለሁ	1	2	3	4	5

5.3	የወንዶች ያለቀላቸው ሙሉ ልብስ ለመግዛት ባሰብኩ ጊዜ መጀመሪያ ወደ አይምሮዬ የሚመጣው ይህ ብራንድ ነው።	1	2	3	4	5
5.4	ከዚህ ብራንድ ጋር ተላምጃለሁ።	1	2	3	4	5
የብራንዱን ምርት ጥራት ግምገማ (perceived quality)						
5.5	ይህ ብራንድ ጥሩ ጥራት አለው	1	2	3	4	5
5.6	የአምባሳደር ልብስ ጥራት ከሌሎች እጅግ ከፍተኛ ነው።	1	2	3	4	5
5.7	የአምባሳደር ልብስ አስተማማኝነቱ እጅግ ከፍተኛ ነው።	1	2	3	4	5
5.8	ይህ ብራንድ ጥሩ ስታይል እና ፋሺን ጥራት አለው።	1	2	3	4	5
የብራንድ ማዛመድ (brand association)						
5.9	የአምባሳደር ዝግጁ የሆኑ የወንዶች ሙሉ ልብስ ምልክቶች በቀላሉ ወደ አይምሮዬ ይመጣሉ።	1	2	3	4	5
5.10	የአምባሳደርን አርማ እና ምልክትን በቀላሉ ማስታወስ እችላለሁ።	1	2	3	4	5
5.11	አምባሳደር በቀላሉ ማስታወስ አልችልም።	1	2	3	4	5
5.12	ይህንን ብራንድ ልበስ በምሰብስበት ጊዜ ጥሩ ምቹት ይሰማኛል።	1	2	3	4	5
የብራንድ ታማኒነት (Brand loyalty)						
5.13	እኔ ለዚህ ብራንድ ቁሚ ደንበኛ ነኝ።	1	2	3	4	5
5.14	ይህ ብራንድ የእኔ የመጀመሪያ ምርጫ ነው።	1	2	3	4	5
5.15	የአምባሳደር ዝግጁ የሆኑ የወንዶች ሙሉ ልብሶችን በፋሽን የወንዶች ሙሉ ልብስ መሸጫ ሱቅ ካገኘሁ ሌላ ምርቶች አልገዛም።	1	2	3	4	5
5.16	እነዚህ ሙሉ የወንዶች ልብስ እኔ ልገዛቸው ከምፈልጋቸው የልብስ ብራንድ አንዱ ነው።	1	2	3	4	5
5.17	ዋጋው ከተወዳዳሪዎች ከፍተኛ ቢሆንም ሁል ጊዜ	1	2	3	4	5

ይህንን ምርት መግዛት እፈልጋለሁ።					
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6. እባክዎን ለሚከተሉት ጥያቄዎች ምን ያክል በአረፍተ ነገሩ እንደሚያስመዘኑት ለማመልከት ✓ ምልክት ያድርጉ (ማለትም 1 ካሉ ፈፅሞ እንደማይሰማሙ እና 5 በጣም እንደሚሰማሙ) ለማመልከት። እንዲሁም 1/ ፈፅሞ አልሰማማ 2/ አልሰማማም 3/ ሃሳብ የለኝም 4/ እስማማለሁ እና 5/ በጣም እስማማለሁ

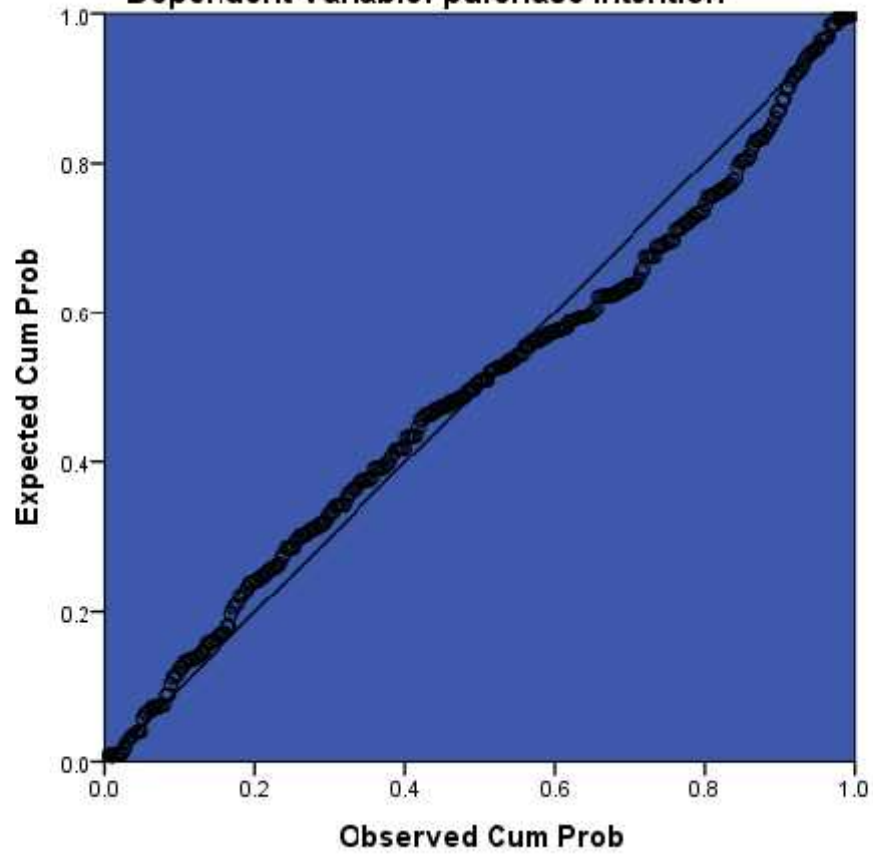
ተ.ቁ	የመግዛት ፍላጎት (purchase intention)					
6.1.	ካሉት ዝግጁ ከሆኑ የወንዶች ልብስ የአምባሳደር ዝግጁ የሆኑ የወንዶች ልብስን እገዛለሁ።	1	2	3	4	5
6.2.	ይህንን ምርት ለወደፊቱ ለመግዛት እፈልጋለሁ።	1	2	3	4	5
6.3.	ይህንን ዝግጁ የሆኑ የወንዶች ሙሉ ልብስ ሌሎችም እንዲገዙ ለማሳወቅ ፍቃደኛ ነኝ።	1	2	3	4	5

ምንጭ:- ጃሊል ቫንድ ኢት ኤኤል (2003)

APPEDIX II

Normal P-P Plot of Regression Standardized Residual

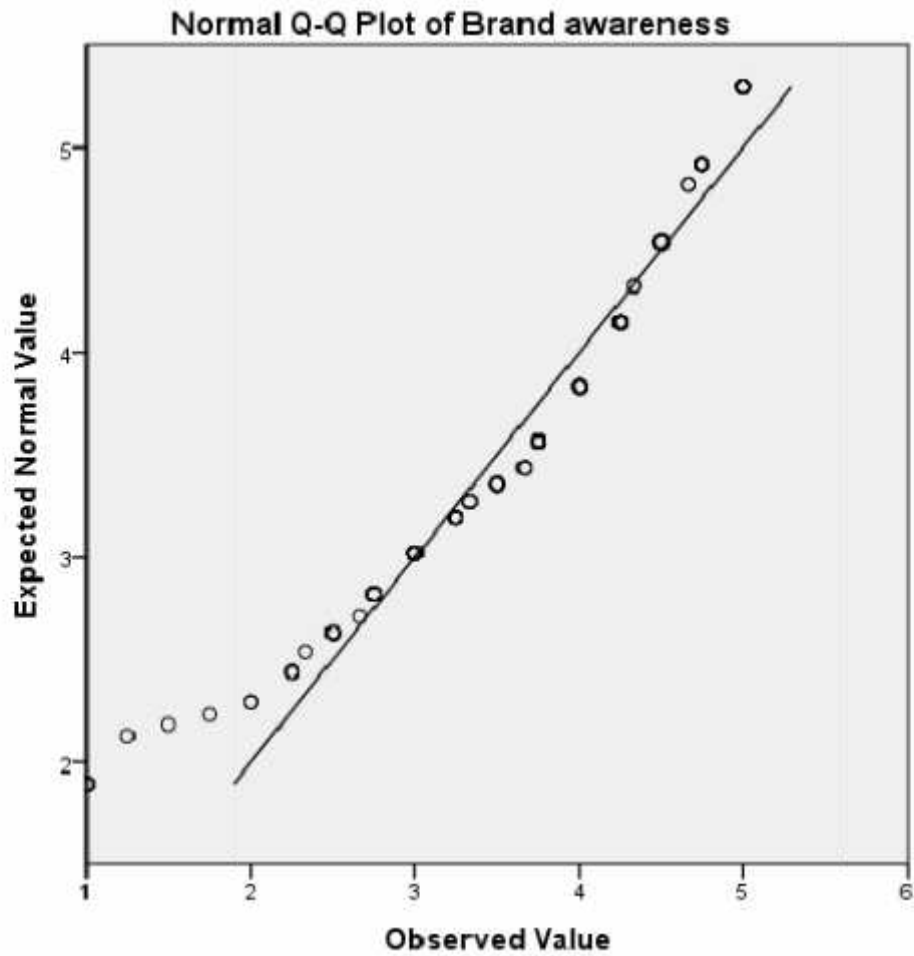
Dependent Variable: purchase intention



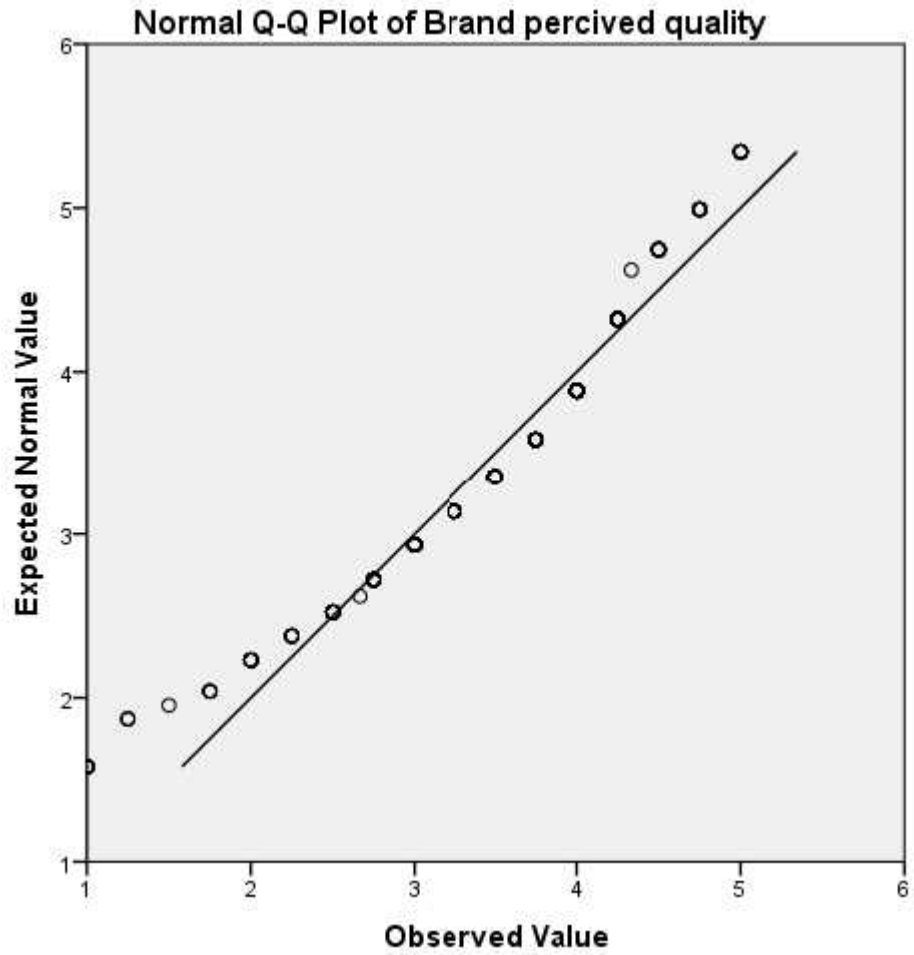
APPEDIX III

Scatter plot linearity test for Brand Equity dimension with Purchase intention

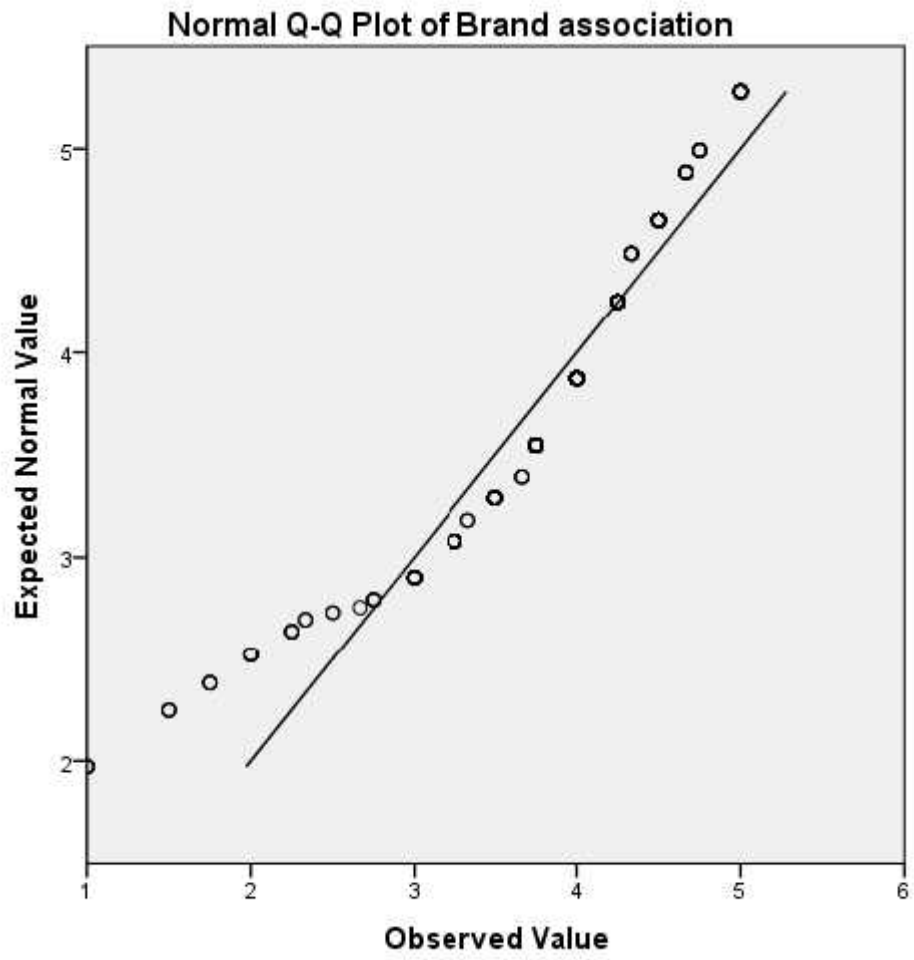
Brand awareness and purchase intention



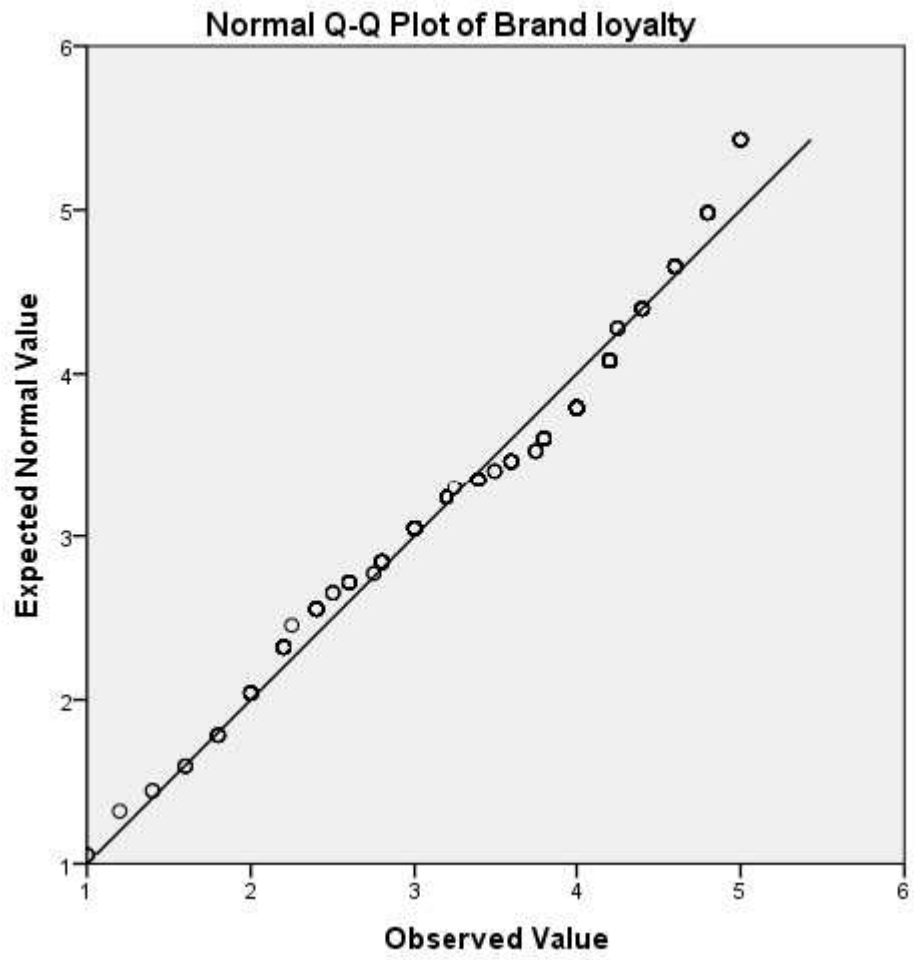
Brand perceived quality and purchase intention



Brand association and purchase intention



Brand loyalty and purchase intention



APPENDIX IV

Scatter plot homoscedasticity test for Brand equity dimensions.

