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***FACTORS AFFECTING BRAND AWARENESS:
A CASE OF FLINTSTONE HOMES***

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June, 2017
Addis Ababa

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*A Thesis Submitted to Addis Ababa University College of Business and Economics
School of Commerce in Partial Fulfillment of the Requirements for the Award of
the Degree of Master in marketing management*

Under the Guidance of

Dr. TEMESGEN BELAYNEH (Ass. Prof.)

June, 2017
Addis Ababa

CERTIFICATE

This is to certify that the thesis entitles “*Factors Affecting Brand Awareness: A Case of Flintstone homes*”, submitted to Addis Ababa University college of Business & economics school of commerce for the award of the Degree of Master in marketing management and is a record of confide research work carried out by Ato Solomon AssefaKebede, under our guidance and supervision.

Therefore, we hereby declare that no part of this thesis has been submitted to any other university or institutions for the award of any degree or diploma.

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DECLARATION

I, Solomon Assefakebede, hereby declare that this thesis entitled “*Factors Affecting Brand Awareness: A Case of Flintstone homes*”, has been carried out by me under the guidance and supervision of Dr. Temesgen Belayneh (Ass. Prof.)

The thesis is original and has not been submitted for the award of any degree or diploma to any university or institutions.

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ABSTRACT

The main aim of this research was to assess the factors that influence brand awareness a case of Flintstone homes. Three determinants: Advertising, Brand Association and Perceived Quality have been kept in mind while doing this research. The study used quantitative Methods and descriptive research design techniques in which 138 respondents from Addis Ababa were included. In this study structured questionnaire for customers identified through convenience sampling was used. The researcher used Pearson's correlation and regression analysis to analyze the data. The result of the study shows that all three variables; Brand Association, Product Perceived Quality and Advertising have a significant positive impact on brand awareness on a case of Flintstone homes with different degree.

The study recommended that the developer to increase its brand awareness level it shall advertise its brand widely in a very consistent and structured manner so that the customer interest arose, to stay in customer mind as well as to create a good Brand Association and Perceived Quality. Further studies were recommended in the areas by considering additional variables and considering real-estate industry at large.

Keywords: *Flintstone Homes, Real-estate, Brand Awareness, Advertising, Brand Association, Perceived quality.*

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ACRONYMS

AMA- American Marketing Association

GM- General Motors

CEO- Chief executive Officer

TOMA- Top of Mind Awareness

CBA- Customer Brand Awareness

AD- Advertising

BA- Brand Association

PQ- Perceived Quality

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

The contemporary marketplace is inundated with a wide assortment of product brands. Consequently, keeping pace with this proliferation of diverse brands in the market has become nightmarish for the simple consumer (Sureshe, 2012).

Organizations develop brands with the prime intention of attracting and retaining consumers as well as differentiating themselves from other (Alvarez, 2005). Branding and brand-based differentiation are powerful means for creating and sustaining competitive advantage over competitors. Prior research has examined differences in how consumers perceive and evaluate brands, for example, through investigating brand equity (Keller 1993; McQueen, Foley, and Dighton 2013), brand personality (Aaker 1997; Plummer 1985) and brand extensions (Aaker 2010; Nakamoto, McInnis, and Jung 1993). More recently, researchers have noted that consumers differ not only in how they perceive brands but also in how they relate to brands (O'Guinn, 2009). This line of research has suggested that people sometimes form relationships with brands in much the same way in which they form relationships with each other in a social context. (Fournier 1998; Muniz and O'Guinn 2009), but to form good & positive relationship the customers have to know the brand as well as the companies have to work on their brand awareness.

Social relationship theory suggests that relationships carry with them norms of behavior that guide people's evaluations of their relationship partner. Using this framework, the current research proposes that when people form relationships with brands that mirror their social relationships, norms of social relationships are used as guiding principles in their interactions with brands. In other words, when brands behave like socialized members of a culture then they are evaluated by the rules that govern the society and have to act in accordance to these rules. Consumer-brand interactions, thus, extend beyond mere utilitarian benefits to what is perceived as the right thing to do in that relationship. A deeper understanding of the consumer-brand relationships would thus help us make specific predictions about consumer behavior that would

not be possible using existing theories of brand personality, brand loyalty or brand imagery. (Fournier 1998; Muniz and O'Guinn 2009).

The relationship and the importance of brand relation are investigated in particular studies. It is assumed that Brand relations have to be strong for targeted consumers. Likewise, a theory-based explanation is sought as to why the importance of brand relation increases with different factors. The answer lies in a decreased tolerance of ambiguity, consistent with low cognitive-affective complexity. Given hedonic innovativeness and future time perspective, the relation of brand becomes stronger. The results imply that brands should communicate to targeted consumers. That communication is done by advertising (Aaker and Keller 1990; Nakamoto, McInnis, and Jung 1993).

As it is cited on (J. sadeghi.etal, 2015), Quality is consumers' experience and judgment of a product on the basis of functionality, durability, reliability, technology and benefits (Kan, 2002). Brand awareness has positive and significant relationship with quality (Chi et al., 2009).many researchers found that higher brand awareness results in higher perceived quality (Monore, 1990; Lo, 2002; Lin, 2006). Customer may not judge quality as manufacturer understands (Brucks et al., 2000), but individual customer determined the quality (Cole et al., 2009). Brand quality is the parameter to measure brand excellence (Lee et al., 2011). Different people see differently and made a brand association to same product, in rating a product their own values, attitudes and experiences are involved and their attitude is the key to measure quality, investigation should be made within consumer population to check quality of brand (Blesic et al., 2011).

The research paper which is particularly on one of the leading real estate developer, Flintstone homes tried to examine different variables and their effects on brand awareness.

Flintstone homes provides Ethiopia with quality service and products with experience, commitment and proven results. A multi-disciplined construction company based in Addis Ababa, Ethiopia. The firm provides to the Ethiopian community enduring solutions for the most necessary support needed in supplying different houses. (www.flintstonehomes.com)

Flintstone Engineering was founded in 1992, a good year for construction, amid huge post-civil war reconstruction following the change of government in Ethiopia. In 2009 its operation growth to the real-estate arms with “Flintstone Homes *For you* “brand by setting a 10 year road map to construct 5,000 properties in 10 years’ time, by using a marketing motto of “Simple, Attractive and Affordable”, afterwards the developer delivered 1,025 residential and commercial properties in its median project Twin crossing, Oasis, Lidetamerkato and 22 mazoria sites.

Nearly 2500 units of Apartments are under construction in almost every corner of the city and in addition to that the developer expand to the region through its new development in the town of Dessie by constructing commercial, medical, manufacturing and entertainments complex.

The aim of this study was to explore factors that affect the customers awareness of Flintstone homes brand and answer why customers does not recognize and recall the company’s product in their purchase decision than the competitors?

1.2 Statement of the problem

Brand awareness ,certain indicators and measures of brand equity, is an important indicator of consumers’ knowledge about a brand, the strength of a brand’s presence in the consumers’ minds and how easily that knowledge can be retrieved from memory (Haang, 2012)(Bed, 2008).

Brand-related attributes associated with brand awareness, inter alia, tend to create and reinforce the relationship between the consumer and the brand (Suresh et al. 2012). Consumers respond to Brand based on a set of prejudices, learned reactions and individual preferences that help to catapult certain products to dominance in today’s dynamic markets (Aaker 2010). Brand naturally influence consumers to respond positively, whilst others evoke negative reactions (Aaker 2011). Furthermore, effective brand awareness campaigns tend to attract consumers’ attention and convince consumers to venture out to either adopt the product or to use it repetitively, leading to increased sales for the company (McKee 2010).

Flintstone home’s top management team stated about the challenges observed on the brand awareness on the strategic meeting held at the head office, the firm shall have to come up with possible solutions towards the challenge & act promptly. The challenge was the company invest nearly 30 million birr for advertising since 2010, but the brand Flintstone’s wasn’t attached emotionally with the society, particularly with the ‘target’ group. This led to an ease of new

entrants to take over its market share, i.e. the residential houses & Commercial unit market and get benefits from Flintstones' promotion to sell their products.

Further, the brand marketing was not successful enough to create barrier for the new entrants due to several facts, like for instance no aggressive advertising campaign with a long path consistency on its brand in addition to price and products, delay of construction though it's better among few trustworthy developers and so. Hence, customers who like to buy a house will have a plenty of alternative to choose and if things seems like ok for them especially if the price is affordable, they go for it and buy. Therefore, 'Trust' is not the only reason to buy a house.

1.3 Basic Research Questions

This study attempts to answer the following questions:

- What are the most influencing factors that affect the developers' brand Awareness level in the heart and mind of the customers?
- What can be recommended as the guidelines to achieve maximum goal of brand marketing practices?

1.4 Research Objectives

The overall objective of this study was to analyze the behavior and the factors that determine customer' awareness level of Flintstone homes brand and made recommendations.

The study has four specific objectives as outlined below:-

1. To identify the factor that influences the brand awareness of Flintstone homes.
2. To measure the relationship between independent variables which are consumer perception, perceived quality and company advertising activity with dependent variable which is brand awareness.
3. To establish a reliable frame work of Brand marketing in regard to awareness consistently in the future.

1.5 Research Hypothesis

The study tests the following hypothesis which was based on the connections between the independent variables and the dependent variables:

H1: Advertising has a significant positive influence on brand awareness.

H2: Brand association has a significant positive influence on Brand awareness

H3: Product perceived quality has a significant positive influence on brand awareness.

1.6 Significance of Study

This research seeks to enhance the current brand marketing practices of Flintstone homes in regards to other competitors. One has to perceive the importance of Brand marketing for the success of the firm's future. The brand has to be addressed to the community with a very attentive and careful content and goal. A brand shall be attached with the society closely. It has to block others to enter to the market easily.

The research helps to comprehend the value of Brand marketing in the very competitive era. It helps also to craft unique strategies to beat down of the competition. The research benefits the firm's managers and the workers, to realize importance and value of the brand. The study will add on to the existing literature on the practices of Brand marketing of Flintstone homes.

In addition to that based on the implication of the research findings, the research also recommended areas for future research.

1.7 Scope of the study

The research focuses on the Brand marketing in Flintstone with attention on the complexities in achieving triumph. The research takes as insight on the Brand marketing practices by analyzing what kind of practices could help enhance the brand socially and emotionally.

1.8 Limitation of the study

Concentrate on only one real-estate developer that is Flintstone homes, Limits the magnitude and depth of the research study is taken as a research limitation.

The study use quantitative approach. Consequently, the study lacks rich qualitative data that triangulate and further explain the quantitative findings.

1.9 Structure of the Thesis

This study is organized in five chapters. The first chapter is dedicated to the background to the study, statement of the problem, research objectives, research hypothesis, significance of the study, scope and limitation of the study and organization of the study. Chapter 2 provide the literature review which composed of theoretical, empirical research regarding the topics. Chapter 3, which is about methodology of the research, presents the research design employed, the sampling, data collection methods, and the data analysis method and technique. Chapter 4 presents analysis results and findings of the study. Lastly, implication of the findings, conclude the investigation and suggests areas for future research presented on Chapter 5.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

The word *brand* is derived from the Old Norse word *brandr*, which means “to burn”. Brands were, and still are, the means by which owners of cattle mark their animals to identify them. The American Market Association (AMA) defines brand as a “*name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competition*”. (Keller, 2003, p3). King (WPP Group, London) follows this line of reasoning concerning the difference between a brand and a product: “*A product is something that is made in a factory; a brand is something that is bought by a customer. A product can be copied by a competitor; a brand is unique. A product can be quickly outdated; a successful brand is timeless*” (Aker, 1991, p1).

In a wider perspective, a brand is the symbol of all information connected with a product or service. A brand typically includes a name, logo, and other visual elements such as images or symbols. It also covers the set of expectations associated with a product or service which typically arise in people’s minds (Brand – Wikipedia, the free encyclopedia).

One of the brand’s purpose is to be an identity to the products and services so that it can be separated from other products and services in the same category. In that way, just by seeing the name or the logo, the customer gets a certain indication of the product. The brand knowledge may work as a protection both for the customer and manufacturer (Aker, 1991). Hankingstn and Cow king (1996, p1) also highlight the fact that the brand should help to distinguish the product. They defined brand as: “*A product or service which can be distinguished from its competitors*”.

According to Schmitt (1999), brand cannot only be seen as an identifier. He states that a memorable name and a good image is not enough; the company has to deliver experiences. Schmitt suggests two approaches to branding; the first is to see the brand as an *identifier* where the names, logos and slogans give the consumers awareness and a specific image. The other approach is to see the brand as an *experience provider* where the names, logos, slogans, events and other consumer contacts give the consumers sensory, affective, creative relations and

lifestyles with the brand. Keller and Armstrong (2004) also believe that brand is more than an identifier. It stands for consumer sensitivity as well as emotions to the product.

Further, (Cohen A, 2010), states that there is a difference between a “small brand” and “big brand”. A small brand can be defined as in the AMA definition earlier; to create a brand is to create a name, logo or symbol for a new product. However, to create a big brand also means to actually create a small amount of awareness, reputation, prominence etc. in the market place. Cohen states that it is important to recognize this distinction since there are disagreements around the definition of what a brand really is.

2.2. Brand Awareness

In general, awareness describes peoples’ perception and cognitive reaction to a condition or event. Awareness does not necessarily imply understanding as it is an abstract concept. Awareness may be focused on an internal state, such as an instinctive feeling, or on external events such as sensory perception (Awareness – Wikipedia, the free encyclopedia,).

Marton and Booth (1997) give good examples of awareness: People have earlier experience of a certain situation and are aware of that. They are also aware of who they are, the background to the circumstances, where being located as well as the emotions to the place, what time of year it is and what day it is, and also what to do the rest of the day. Even though, there is awareness of everything as the same time, the intensity varies. Peoples’ awareness is reshaping its structure constantly, and what we call awareness is the sum of the individual’s experience. So it is possible to do one thing while still be aware of many other things.

Brand awareness is the capacity of consumers to recognize or remember a brand, and there is a linkage between the brand and the product class, but the link does not have to be strong. Brand awareness is a process from where the brand is just known to a level when the consumers have put the brand on a higher rank; the brand become the “top of mind” (Aaker, 1991).

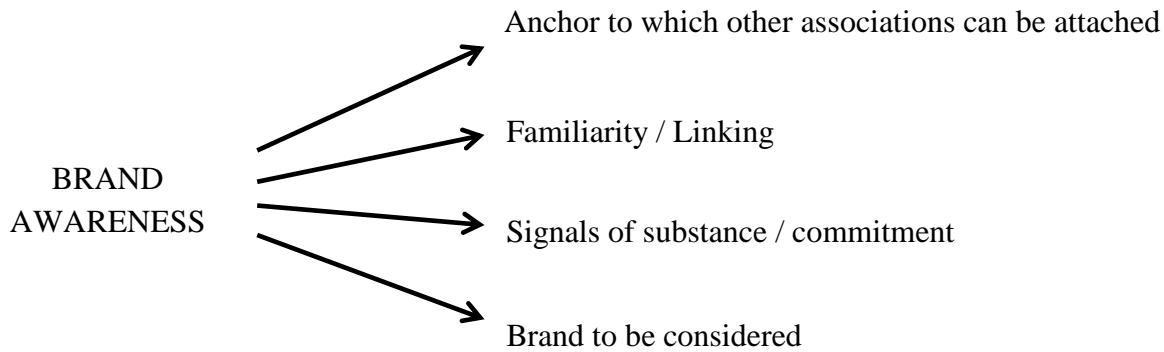


Figure: 2.1 Brand Awareness

Source: Aaker, 1991, p63

- *Anchor to which other associations can be attached* is when a new product has to work to win recognition, because there are few purchase decisions that can be done without knowledge about the product. Moreover, without attained recognition it is difficult to learn about the character and advantages of the new merchandise. With product identification it is easy to create a new relationship to the item.
- *Familiarity/Linking* is that people like familiarity, and knowledge make the product and brand more well-known and familiar. This contains most of all low-involvement products like sugar, salt, paper towels, when the knowledge about the brand often makes the buying decision. The positive association between the number of experience and linking has been shown in studies. The incentives to this relationship are for example non-figurative pictures, names and jingles.
- *Substance/Commitment* can be seen in name awareness which means existence, promise and matter; things that are important for the buyer. The consumers do not have to know a lot about the company, but as long as the buyers have positive brand awareness they will buy the product. In some cases, the brand awareness and understanding can depend on a buying situation and do all the effort for consumers in a buying process.
- *A brand to consider* is the first level to reach. When buying merchandise is to choose a collection of trade names to consider – a “consideration set” (Aaker, 1991).

2.3. Measuring Brand Awareness

Brand awareness is measured by taking in to consideration of the capacity of remembering the brand, which includes; *Brand recognition, Brand recall & Top-of-mind*.

1. *Brand recognition*: this level is the first stage of brand awareness. It is when the consumers can recognize a specific brand among other; “aided recall”. Aided recall can also be explained as a situation where a set of given brand names from a given product class is shown. The task is then to identify the recognized names. Brand recognition is major when consumers face the buying procedure.
2. *Brand recall*: This is upon the consumers to name the trademark in a product class. Apart from level one, this is an “unaided recall” since there are not given any examples of specific brands. The role of brand recall can also be vital for regularly purchased products like coffee, detergent, and headache remedies, for which decisions usually are made prior going to the store. Further on, in some categories (such as cereal) there are so many recognized alternatives that the shopper is overwhelmed.
3. *Top-of-mind*: A brand that is “top of mind” is the first brand that consumers think of within a given product class (Aaker, 1991).

2.4. Sustaining a brand long term

Many apparently modern and up-to-date brands have actually been with us for a long time: Coca-Cola was born on 29 May 1887, American Express in 1850, the Michelin bibendum appeared in 1898, Whirlpool in 1911, Camel in 1913, Danone in 1919, Alka-Seltzer in 1931, Marlboro in 1937 and Calvin Klein in 1968, to name a few. These are the brands that have survived – others have disappeared from the market even if their names do ring a bell. (Kapferer, 2008)

The perennial appeal of some brands reminds us that, although products are mortal and governed by a more or less long life cycle which can be delayed but not avoided, brands can escape the effects of time. (Kapferer, 2008)

Many great and well-known brands have disappeared, others are struggling. Why do some brands last throughout time and seem forever young, whereas others do not? (Kapferer, 2008)

Time is but a proxy variable, a convenient indicator of the changes that affect society as well as markets, subjecting the brand to the risk of obsolescence on a double front – technological and cultural. With time, technological advances become more widely available and new cheaper entrants arrive that destabilize the balance of added value of established brands, forcing them into a never ending cycle of constant improvement. For instance, the sudden growth of Daewoo in the car market is due to the fact that this conglomerate had access to GM assembly lines which were already ‘obsolete’ although they were just a few years old and were sold by GM at a low price. With the passing of time, consumers either become more sophisticated and expect customized offers, or become blasé and prefer a simplified and cheaper offer. Time also marks the cultural evolution of values, mores and consumer habits. As time goes by, current clients grow older and a new generation emerges which has to be won over from scratch all over again. Finally, time also wears down the signs, the words, the symbols and the advertising campaigns of brands. (Kapferer, 2008)

Changes in the retail sector have far reaching consequences. Take, for example, the rise of hard-discount in Europe, originating in Germany – where it has already become the leading form of retail, and is now getting close to a 20 per cent market share in Europe. In response to this, to pre-empt the risk that clients will desert them, hypermarkets have created low-price product ranges and – in order to avoid harming their store brand – have widened the price gap with the big brands. Stronger and stronger brands are needed to support this price differential, which has grown suddenly. In Japan, too, the retail sector is changing: in the wines and spirits market, bars have seen their market share fall from 32 per cent to 30 per cent, small independent stores have slipped from 14 per cent to 10 per cent and liquor stores are down from 34 per cent to 28 per cent. They have all lost share to the supermarkets, which have grown from 20 per cent to 32 per cent. Unlike the three first-named outlets, which offered little choice but could provide recommendations, supermarkets present a wide range – but in self-service style, with no recommendations. This change has come as a blow to all wines that formerly relied on a push

strategy via in-store recommendation: it gives an advantage to Australian and US wines, which rely entirely on the brand's high profile. (Kapferer, 2008).

Brands associated with a particular distribution channel are thus subject to the vagaries of the channel with which they are so closely linked. In terms of hygiene and beauty, the chemist's store channel is constantly losing ground to the hypermarkets and supermarkets. Indeed, the supermarket and hypermarket brands are improving their performance: Pond's, Olay, Bioré, l'Oréal Paris, Nivea, and so on. This makes the channel more and more attractive, and increases the pressure on other distribution channels. There are two possible responses to this, the first of which is to strengthen brands in the threatened channel and thus increase their attractiveness. This is the approach taken by the likes of Eucerin(Nivea), La Roche Posay and Vichy. The other approach is that of the twin channel, taking advantage of the reputation acquired in the chemist's store to sell the product in the supermarket. This is the Neutrogena option, tempting from the point of view of sales growth, but potentially threatening to brand equity. After all, sales may increase, but what will happen to the brand's reputation? (Kapferer, 2008)

Is there a common feature of the seemingly everlasting nature of some brands? For convenience, one could say that an understanding of the brand logic, offers the best bulwark against a brand slipping into decline and disappearing. A general definition also sums it up: 'to defend an added value that is constantly undermined by competition'. The following sentence epitomizing the problem is attributed to Antoine Riboud (former CEO of Danone worldwide): 'I do not believe in the overpowering might of brands, but I believe in work.' A brand is not a once-and-for-all construction, but the aim of a constant effort to reconstruct the added value. The current product has to be continuously adapted to meet changing demand while at the same time the new concepts of the future have to be invented that will sustain the growth of the brand. (Kapferer, 2008).

An analysis of the numerous brands that have survived the crises and lasted down the years may point to the key success factors of this virtuous spiral. (Kapferer, 2008)

2.5. Advertising

The purpose of advertising for marketers is to make the consumers purchase their brands. Advertising is one of the most visible forms of communication, and the set of associations the consumers have about a brand is the result of all the marketing efforts built up behind the brand.

If the advertising support constant positioning strategy overtime, the brand is likely to be strong (Aaker., 1991). Advertising is a one-way communication that can meet difficulties in a competitive market. Otherwise, it is one of the main ways to communicate and can reach a large number of small-volume consumers through media like television, radio, cinema, magazines and billboards. Advertising can also communicate through marketing and free samples(Hollensen, 2004).

According to A. Shimp (2007: p246) advertising perform five critical communications functions: (1) *informing*, (2) *influencing*, (3) *reminding and increasing salience*, (4) *adding value*, and (5) *assisting other company efforts*.

1. Informing

One of advertising's most important functions is to publicize brands. That is, advertising makes consumers aware of new brands, educates them about a brand's distinct features and benefits, and facilitates the creation of positive brand images. It facilitates the introduction of new brands and increases demand for existing brands, largely by increasing consumers 'top-of-mind awareness (TOMA) for established brands in mature product categories.

2. Influencing

Effective advertising influences prospective customers to try advertised products and services. Sometimes advertising influences primary demand—that is, creating demand for an entire product category. More frequently, advertising attempts to build secondary demand, the demand for a company's brand.

3. Reminding and increasing salience

Advertising keeps a company's brand fresh in the consumer's memory. When a need arises that is related to the advertised product, past advertising impact makes it possible for the advertiser's brand to come to the consumer's mind as a purchase candidate. And also Advertising has been demonstrated, furthermore, to influence brand switching by reminding consumers who have not recently purchased a brand that the brand is available and that it possesses favorable attributes.

4. Adding value

Advertising adds value to brands by influencing perceptions. Effective advertising causes brands to be viewed as more elegant, more stylish, more prestigious, of higher quality, and so on. Effective advertising, then, by influencing perceived quality and other perceptions, can lead to increased market share and greater profitability

5. Assisting other company efforts

Advertising is one member of marketing communication and it facilitates the effort of other marketing communications tools like sales promotion and enhances their effectiveness.

2.6. Perceived Quality

(Aaker., 1991), p7) defined perceived quality as “the customer’s perception of overall quality or superiority of a product or service with respect to the intended purpose, relative to alternatives”.

Perceived quality is defined as the consumer’s judgment about a product’s overall excellence or superiority. Perceived quality explains a considerable position of the variance in the premium prices that consumers are willing to pay for actual brands (Sethuraman& Cole, 1997). The perceived quality of products and services of strong brands add value to consumers purchase evaluations. Lee et al. (2010) noted that when consumers perceive a brand to be of high quality, they are more likely to purchase the brand over competing brands, pay a premium price and choose the brand. Perceived quality and perceived value play important roles in industries with high customer involvement, such as the banking industry. Therefore, it is important to identify dimensions of these constructs correctly and to find out how the constructs are perceived by customers. Perceived quality is also a component of brand value, which leads consumers to select a particular brand rather than another competing brand (Yoo et al., 2000).

Consumers always want to spend less time & efforts in selection of brand, so they mostly rely on feelings about the characteristics of products of particular brands. Here their perception is driving the decision making process. It also depends on the willingness of the customer for purchase decision.

Perceived quality is how a brand's quality is seen by consumers. It is one of the key dimensions in Aaker's brand equity model (Fig. 3.5). There is a connection between price and experienced quality. A strong brand often has a higher price. The higher price becomes a sign of high quality to the consumers. The quality is highly associated with other reasons for buying a special brand. For example, consumers have to be aware of the brand and know the brand name to remember the good quality. Moreover, if the consumers' image of the brand is high quality, they may buy the brand because of the quality image that they have (Uggla, 2001; Aaker 1991). A positive link between loyalty and perceived quality has also been found by researchers. Perceived quality makes the consumers satisfied which make them repurchase the product which leads to loyalty (Lin & Chang, 2003). Further, perceived quality help consumers to reduce the risk; the consumers trust the brand and know they will get (Uggla, 2001).

Perceived quality is one of the crucial factors contributing brand equity. It is the core construct to measure brand equity. Perceived quality has been the subject of considerable interest by both practitioners and researchers, mainly in service marketing. The role of perceived quality is integrated within the context of other marketing variables like product involvement, consumer satisfaction, and purchase intention.

Tsai (2004) suggests those with lower emotional ratings may redirect marketing resources and efforts to increase consumer's emotional perceptions, which will give higher satisfaction.

2.7. Brand Association

Aaker (1991) believes that brand association and brand equity are strongly interrelated to each other because brand association enhances the memorable of a particular brand. According to Keller (1998), brand association can be created via the association with attitudes, attributes and benefits respectively. Brand association also acts as an information collecting tool (van Osselaer&Janiszewski, 2001) to execute brand differentiation and brand extension (Aaker, 1996). James (2005) also discusses that highly effective association helps to boost brand and equity. In addition, Yoo et al. (2000) have stated that strong brand association leads to higher brand loyalty.

Aaker (1991, p109) claimed that brand association is the "the category of brand's implication which include anything linked in memory to a brand". According to Keller (1998), it is set of

information nodes attracted with the brand in mind of consumers, which can be classified as attributes, attitudes & benefits related to the brand.

It is helpful to customers to retrieve information about some brands from their memory. When they are confronted with the brand, the associated benefits or experience or features will be reflected in customer's mind.

Brand association is the informational nodes linked to the brand in memory and the meaning of the brand for consumers (Henry, 2005). It indicates that in the consumer's memory, for all associate with the brand, if these associations can be assembled all together with some signification, then the impression on this signification would become a brand image (Aaker, 1996).

2.8. Empirical review

Many researchers have conducted studies on brand equity and its contributing factor Brand awareness from different views and for different purposes, but the researcher find difficulties to find a research on specific topics.

The following studies were very helpful to understand the content very well:

An explanatory study by (Muhammad et al., 2012) with the title factors affecting Brand recognition aims to identify why Pakistani brands were not being recognized internationally. Three determinants had been kept in research mind while completing the research, (Brand Perception, Perceived Quality & Product Innovation). The sample size of the study was 200 respondents; the questionnaires were distributed among 200 respondents. The data were analyzed by using Correlation and Regression analysis, the empirical results showed that Brand perception, quality and Innovativeness had influence brand recognition of the country positively from higher to lower level.

There is also other research by (Afaqetal., 2016) on the topics, Impact of Advertisement on brand awareness and commitment in female Apparels Industry in Abbottabad, Pakistan to explore the effectiveness of advertisement on brand commitment with the moderating role of quality between brand awareness and commitment. The study was quantitative in its nature .The result showed that, there were statistically significant relationship between the advertisement and brand

awareness level and further empirical result indicates that how consumer's present and future commitment is affected by brand awareness.

There are also a few studies with reference to Brand equity and its Contributing factors(brand Awareness,perceived quality ,Brand Association,...) in Kenya, For example, (Ogonje 2010) focused on the factors influencing Perception of brand equity of liquid food packaging among consumers in Nairobi,Barubash Estate. The result shows that for ample success in brand equity management for manufacturer as well other players in the liquid food packaging industry, brand awareness, perceived quality, brand association and brand loyalty should be the main facets used by any company.

In Ethiopian context, unpublished thesis by (Shemila, 2014) studied about factors that influence brand awareness in leather footwear industry in Ethiopia. Four independent variables: brand perception, advertising, perceived quality and product innovation had been taken while doing the research. The study used both qualitative and quantitative techniques in which 50 respondents from Addis Ababa were included. In this study structured questionnaire for customers identified through convenience sampling and an interview was made to marketing managers of sample five footwear producers engaged both in domestic and international markets. The researcher used person correlation and regression analysis to analyze the data. The result of the study showed that among the four variables brand perception, and perceived quality have a significant positive impact on brand awareness of local leather footwear while advertising and product innovation do not have.

Even if, most of the above studies are concentrated on brand equity it provides the baseline for the researchers and gives idea regarding the topics its components

2.9. Conceptual Framework

The proposed conceptual framework is illustrated in *Figure 2.2* are of which all the determinants of *Brand awareness* and their relationships.

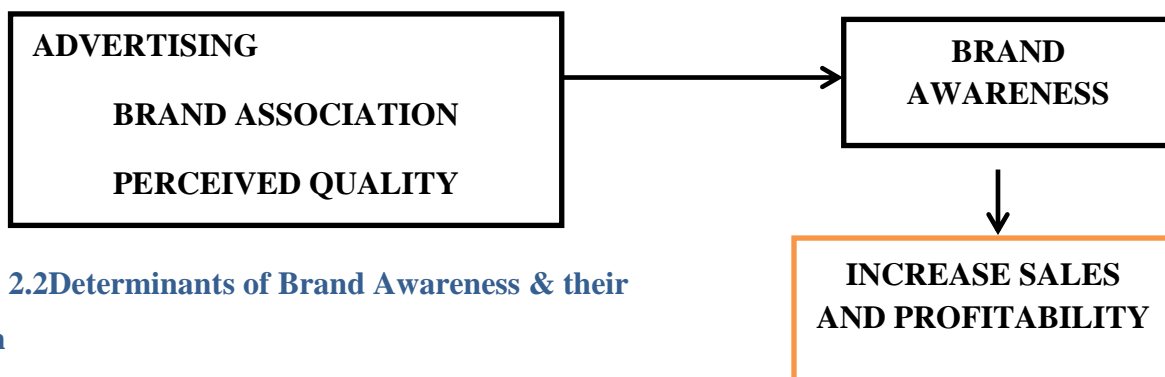


Figure: 2.2Determinants of Brand Awareness & their relation

Source: (Mohammed et al, 2012), (Afaq et al, 2016) & modification by researcher

CHAPTER THREE

RESEARCH DESIGN & METHODOLOGY

3.1 Research Design

A research design is a framework for conducting a research project. It specifies the detail of the procedures necessary for obtaining the information needed to structure or solve a research problem(Hair Jt., 2007).

Descriptive research is used to identify and explain the nature of the problem. The descriptive research approach tests a priori hypotheses—outcome predictions that are made before the measurement phase begins. Such a priori hypotheses can be usually derived from a theory or the results of previous studies. Descriptive research design is more appropriate because the study seeks to determine the influence factors of brand awareness in case of Flintstone homes.As a result to analyze this relationship the researcher mainly deployed quantitative type of research design. Quantitative research design allows the researcher in order to use objective measurement, to quantifying the relationships between variables, Collect data in the form of numbers and use statistical tools for data analysis. The study is cross-sectional in the sense that relevant data was collected at one point in time.

3.2 Source & Type of Data

The study used both primary and secondary data sources. The primary information gathered from sample respondent through structured questionnaire and Secondary data source for the study was collected from books, journals articles, and available literatures on the study area.

3.3 Sampling Design

Selecting an appropriate sample size from a sample frame is vital to make generalization. The study use non probability sampling method to take a sample. Convenience sampling method of

non-probability sampling was adopted for investigation. Convenience sampling is a technique in which a sample is drawn from that part of a population that is close to hand, readily available or convenience.

The target population for study includes 2135 target customers who visit the sales office in 1 year time, based on a model developed by Carvalho(1984) that is cited on (Yonathan, 2014) for the total population between 1201- 3200 taking a sample size 200 is largely representative .

Table 3.1: Sample size determination

Population Size	Small	Medium	Large
51-90	5	13	20
91-150	8	20	32
151-280	13	32	50
281-500	20	50	80
501-1200	32	80	125
1201-3200	50	125	200
3021-10,000	80	200	315
1001-35,000	125	315	500
35001-150,000	200	500	800

Source: Carvalho (1984)

3.4 Data Analysis Techniques

Statistical Package for Social Science (SPSS) software version 20.0 was employed to analyze and present the data through the statistical tools, namely descriptive and inferential analysis.

Descriptive analysis

The descriptive statistical results were presented by tables, frequency distributions and percentages to give a condensed picture of the data. This was achieved through summary statistics, which includes the means, standard deviations values.

Inferential analysis

Pearson's correlation coefficient was used to determine the relationships between brand awareness and contributing factors affecting it.

Regression analysis was used to investigate the effect of brand awareness on contributing factors.

3.5 Model Specification and Description of Study Variables

A 3 page questionnaire which is divided into two sections includes; section-one and section- two were developed. All sections of the questionnaires were developed in English language.

Section-one: In order to reach the purpose of descriptive research – section two: to determine the importance of various elements of branding – three type of questions which each has an average of 4 questions which tries to meet the required information about the basic three variables; advertising, brand association and product perceived quality . The responses were interpreted using frequency, descriptive, correlation & regression tables.

In respect of the Model, the following model was formulated for this research in order to test the research hypothesis.

$$CBA = \alpha_i + \beta_1 * AD + \beta_2 * BRA + \beta_3 * PQ + e \dots \dots 3.1$$

Where: CBA represents Customer's Brand Awareness of Flintstone Homes (dependent variable) and Explanatory variables include; Advertising (AD), Brand Association (BRA), Product perceived quality (PQ). The error term contains the extraneous variables

α_i : is a constant, which represent the Factors CBA when every independent variables are zero.

β_1 to β_4 : are the coefficients, in which every marginal change in the independent variables that affect CBA, and

e : The error term

The predictors mean score values and the beta coefficient values found from the SPSS output and presented in the regression table show how each variable was operationalized and measured to show its marginal contribution to the dependent variable that is the CBA.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS&INTERPRETATION

4.1 Introduction

This part provides with the discussion of the final results and the process through which the results were obtained. This includes background information of respondents, the statistical methods of analysis i.e. reliability analysis, descriptive analysis, correlation analysis, and regression analysis. The study targeted a total of 200 respondents. However, 138 respondents responded and returned their questionnaires contributing to 70% response rate. According to Mugenda and Mugenda(2003) a response rate of 50% is adequate for analysis and reporting; a rate of 60% is good and a response rate of 70% and over is excellent; therefore, this response rate is adequate for analysis and reporting.

4.2 Data Presentation & Analysis

The primary aim of this study was to assess consumers' awareness of Flintstone brand, based on the data which was obtained from sample customers.

4.2.1 Reliability Analysis

To measure the consistency of the Questionnaires, the reliability analysis was done using Cronbach's Alpha (α), the most common measure of scale reliability test. As indicated below in Table 4.1 the smallest value for Cronbach's Alpha (α) from all variables was 0.72, which exceed 0.70 the accepted value for Cronbach's Alpha (Cohen A, 2010)(Field, 2009). In short nut, the responses generated for all of the variables used in this research was reliable enough for data analysis.

Table 4.1 Reliability analysis

	Reliability Statistics	
	Cronbach's Alpha	N of Items
Brand Awareness	.779	4
Advertising	.748	3
Perceived quality	.790	4
Brand Association	.893	4

Source: Questionnaires and SPSS Output, 2017.

4.2.2 Background Information of Respondents

This aspect of the analysis deals with the personal data of the study participants which include: gender, age, and level of education. The table below shows the details of background information of the respondents.

Table 4.2. Background information of respondents

Demographic Variables	Frequency	Percentage
Gender		
Male	83	60.1
Female	55	39.9
Total	138	100
Age		
18	-	-
18-35	101	73.2
35-65	37	26.8
>65	-	-
Total	138	100
Educational Background		
High School	1	0.7
Diploma	25	17.4
Degree	97	71.0
≥ Masters	15	10.9
Total	138	100

Source: Questionnaires and SPSS Output, 2017.

From the above tables 60.1 % of the respondents were males and the remaining 39.9% were females; whereas 73.3 % of the respondents were in the age 18-35, which is an age in which large number of country's population lie, 26.8% of the respondent were between ages of 35 – 65.

The educational background shows that large number of the respondents i.e. 71% had a Bachelor degree which shows that most of the respondents have a good understanding about brand and brand related concepts; 17.4% of the respondents were Diploma holders; 10.9% were Masters holders and above and the remaining were High school graduates.

Table 4.3 The Mean and Standard Deviation of brand awareness and contributing factors

Descriptive Statistics			
	N	Mean	Std. Deviation
Brand Awareness		3.96	.597
I am familiar with the developers brand	138	4.02	.892
I can recognize developers brand among other competitive brands	138	3.92	.959
I can quickly recall the symbol and logo attached to this brand	138	3.94	1.079
This brand is well known	138	4.07	.979
Advertising		3.97	.935
Advertising of this brand positively influence you to purchase the brand	138	3.93	1.058
Advertising of this brand are seen very interesting funny, exciting	138	3.87	1.145
Advertising of this brand are easy to remember	138	4.01	1.029
Brand Association		3.84	.785
The company's brand is linked to your memory	138	3.67	.881
It's easy to retrieve an information regarding the brand from your memory	138	3.6	.859
These associations can be assembled and meaningful easily	138	3.99	2.676
The brand association is significant and considered as an image	138	3.34	.833
Perceived Quality		3.8	.838
This brand has very good quality	138	3.76	.986
I am satisfied with the quality of this brand	138	3.62	.990
This brand is better as compared to other brand(s) of the product in terms of the Durability/Design/Esthetic/Style.	138	3.61	.955
The company is famous in its quality control	138	3.78	.771

Source: Questionnaires and SPSS Output, 2017.

The above descriptive statistics clearly indicates the corresponding arithmetic mean and standard deviation of the awareness level of the brand under study and the contributing factors which affects the brand awareness. As seen from the table advertising and Brand association have strong relation with brand awareness than other factors with mean above 3.84, the remaining Perceived quality had 3.8.

4.2.3 Diagnosis Testing Assumptions of Brand Awareness

Before applying regression analysis to test factors affecting brand awareness, some tests were conducted in order to ensure the appropriateness of data to assumptions regression analysis as follows

4.2.3.1 Multicollinearity Test

In this section the correlation between explanatory variables; Advertising, Brand association, and product perceived quality have been presented and analyzed. A correlation matrix is used to ensure the correlation between explanatory variables.

		Advertising	Perceived Quality	Brand Association
Advertising	Pearson Correlation Sig. (2-tailed)	1		
Perceived Quality	Pearson Correlation Sig. (2-tailed)	0.123 0.152	1	
Brand Association	Pearson Correlation Sig. (2-tailed)	.699** 0	0.106 0.217	1

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

* . Correlation is significant at the 0.05 level (2-tailed).

Table 4.4: Correlation Matrix (Only Independent Variables)

Source: Questionnaires and SPSS Output, 2017.

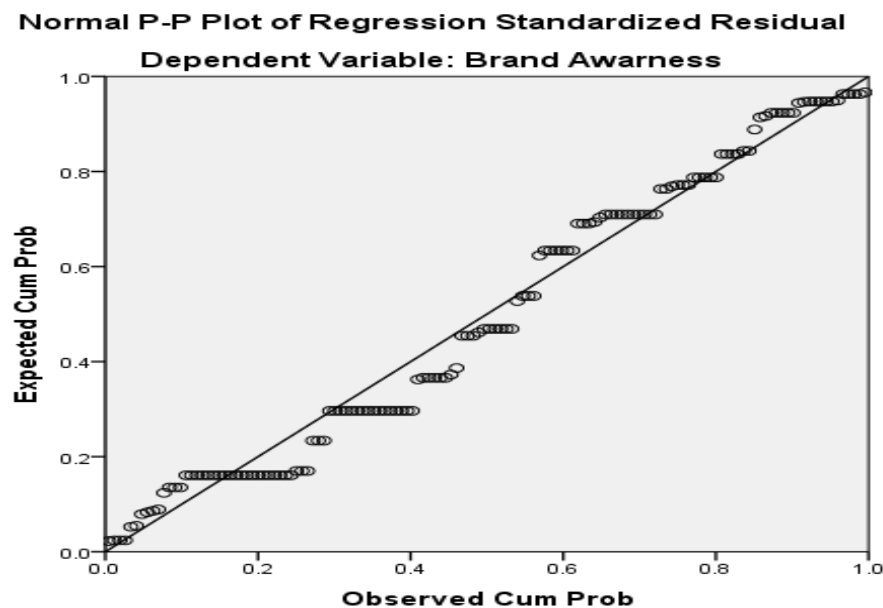
According to Lewis-Beck (1993) suggestion in order to find out the multicollinearity problem, the bivariate correlations among the independent variables should be examined and the existence of correlation of about 0.8 or larger indicates a problem of multicollinearity. Hair et al (2006) argued that correlation coefficient below 0.9 may not cause serious multicollinearity problem. Also, Cooper and Scheduler (2009) suggested that a correlation above 0.8 should be corrected.

The results in the above correlation matrix table 4.4 shows that the highest correlation of 0.699 which is between Brand association and Advertising. Since there is no correlation above 0.8 in this study according to Cooper and Scheduler (2009), it can be concluded in this study that there is no problem of multicollinearity, thus enhanced the reliability for regression analysis. Therefore, it can be concluded that in this study that there is no problem of multicollinearity or the results showed that the problem of multicollinearity did not exist between variables in the model. Hence all the variables were retained for use in the estimations.

4.2.3.2. Linearity Test

Linearity refers to the degree to which the change in the dependent variable is related to the change in the independent variables. To determine whether the relationship between the dependent variable: Brand Awareness and the independent variables; advertising, brand association and perceived quality is linear; plots of the regression residuals through SPSS software had been used.

Figure 4.1: Normal Point Plot of Standardized Residual

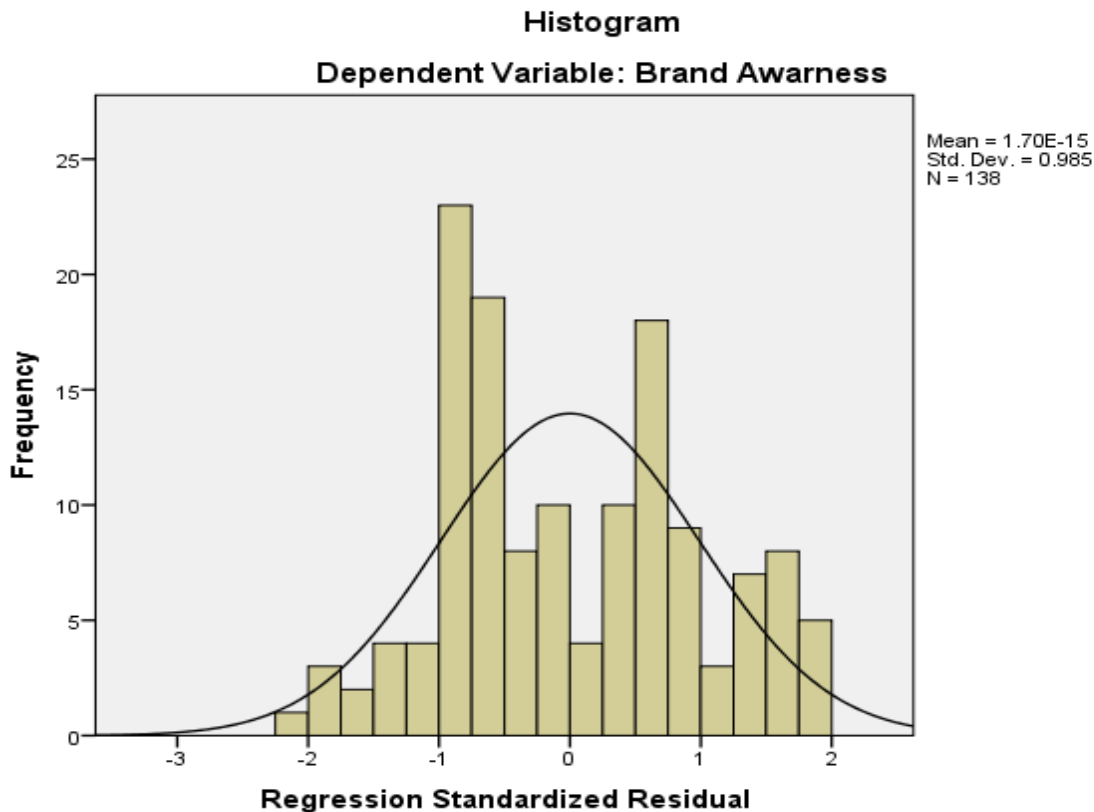


The scatter plot of residuals shows no large difference in the spread of the residuals as you look from left to right on figure 4.1. This result suggests the relationship we are trying to predict is linear. Similarly, the above figure shows the normal distribution of residuals around its mean of zero. Hence the normality assumption is fulfilled as required based on the above figure, it is possible to conclude that the inferences that the researcher will made about the population parameter from the sample is somewhat valid.

4.2.3.3 Normality Test

Figure 4.2 shows the frequency distribution of the standardized residuals compared to a normal distribution. As you can see, although there are some residuals (e.g., those occurring around 0) that are relatively far away from the curve, many of the residuals are fairly close. Moreover, the histogram is bell shaped which lead to infer that the residual (disturbance or errors) are normally distributed. Thus, no violations of the assumption normally distributed error term.

Figure 4.2: Frequency Distribution of Standardized Residual



Source: Questionnaires and SPSS output (2017)

Thus, from an examination of the information presented in all the three tests the researcher conclude that there are no significant data problems that would lead to say the assumptions of classical linear regression have been seriously violated.

4.2.4. Correlation between variables

According to (Pallant, 2010), correlation analysis is used to describe the strength and direction of the linear relationship between two variables. In this analysis, Bivariate Pearson Product-Moment Coefficient (r) has been used to see the relationship between the dependent and independent variables. Correlation analysis, in this study determines the strengths of relationship between (Brand awareness and contributing factors).

In the hypothesis testing, the item that should be noticed is the probability (p) value. If $p > 0.05$, it means that independent variable does not influence the dependent variable. If $p < 0.05$ it means that independent variable influences the dependent variable to (Pallant, 2010). The test also indicates the strength of a relationship between variables by a value that can range from -1.00 to 1.00; when 0 indicates no relationship, -1.00 indicates a negative correlation, and 1.00 indicates a perfect positive correlation to (Pallant, 2010). For the rest of the values is used the following guideline: small correlation for value 0.1 to 0.29; medium for 0.3 to 0.49; and large for 0.50 to 1.0 to (Pallant, 2010). The result tabulated on Table 4.5. Source: Questionnaires and SPSS Output, 2017.

Table 4.5 Pearson Correlation between Brand Awareness and contributing factors

		Brand Awareness	Advertising	Perceived Quality	Brand Association
Brand Awareness	Pearson Correlation	1			
	Sig. (2-tailed)				
Advertising	Pearson Correlation	.665**	1		
	Sig. (2-tailed)	.000			
Perceived Quality	Pearson Correlation	.510**	.123	1	
	Sig. (2-tailed)	.000	.152		
Brand Association	Pearson Correlation	.735**	.699**	.106	1
	Sig. (2-tailed)	.000	.000	.217	

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

* . Correlation is significant at the 0.05 level (2-tailed).

Correlation results presented in Table 4.5 shows that there is significant positive relation between all independent variables (Advertising, Brand Association and Perceived Quality) and Brand Awareness.

There is significant positive relation between Advertising and Brand Awareness (sig=.000, r=.665).

There is significant positive relation between Brand association and Brand Awareness (sig=.000, r=.735).

There is significant positive relation between Perceived quality and Brand Awareness (sig=.000, r=.510).

4.2.5 Overall Regression Model Analysis

This section reports the results of multiple regressions conducted. multiple regression analysis is “an analysis of association in which the effects of two or more independent variables on a single, interval scaled dependent variable are investigated simultaneously” (Zikmund, 2010).

According to (Hair Jt., 2007) , Multiple Regression Analysis, a form of general linear modeling, is an appropriate statistical technique when examining the relationship between a single dependent variable and several independent variables. They explained that idea of using multiple regression analysis is to use the independent variable whose values are known to predict the single dependent value selected by the researcher.

In this study step-wise multiple regressions were conducted in order to examine the relationship between Advertising, Brand association and Perceived quality with another constructs of the conceptual framework; Brand awareness.

Operational model: the operational linear regression model used to find the statistically significant variables on the Brand Awareness in the case Flintstone homes is depicted here below:

$$CBA = \alpha_i + \beta_1 * AD + \beta_2 * BRA + \beta_3 * PQ + e \dots \dots 4.1$$

Where: CBA represents Customer’s Brand Awareness of Flintstone Homes (dependent variable) and Explanatory variables include; Advertising (AD), Brand Association (BRA), Product perceived quality (PQ). The error term contains the extraneous variables aside from independent variables that determine the value of the dependent variable (CBA) for a specific observation. Regression results have been shown in below Tables.

4.2.5.1 Regression Model and Summary

Table 4.6 Results of multiple regressions between Brand Awareness and the combined effect of predictors.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.904 ^a	.817	.812	.259

a. Predictors: (Constant), Perceived Quality, Advertising, Brand Association

Source: Questionnaires and SPSS Output, 2017.

According to Table 4.6, R-Square (coefficient of determination) is a commonly used statistic to evaluate model fit. R-square is 1 minus the ratio of residual variability. The adjusted R², also called the coefficient of multiple determinations, is the percent of the variance in the dependent explained uniquely or jointly by the independent variables. From the analysis, it is noted that 81.2% of the variation on the brand awareness could be attributed to the combined effect of the predictor variables.

4.2.5.2 Regression ANOVA Table

Table 4.7 Analysis of variance results of the regression analysis between Brand awareness and predictor Variables

ANOVA^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	39.905	4	9.976	148.845	.000 ^b
	Residual	8.914	133	.067		
	Total	48.819	137			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Perceived Quality, Advertising, Brand Association

Source: Questionnaires and SPSS Output, 2017.

From the analysis, it is noted that the probability value of 0.000 ($p < 0.05$) indicates that the regression relationship was highly significant in predicting of advertising, brand association, and perceived quality. Further, the findings show that the model was fit.

4.2.5.3 Regression Coefficient Analysis of the Model

Table 4.8: Regression coefficients of the relationship between Brand and the three predictive variables

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	.337	.153		2.206	.029
1	Advertising	.118	.034	.185	3.487	.001
	Perceived Quality	.281	.027	.395	10.497	.000
	Brand Association	.324	.041	.426	7.954	.000

a. Dependent Variable: Brand Awareness

Source: Questionnaires and SPSS Output, 2017.

The finding of the regression analysis result shows that all independent variables advertising, brand association and Perceived quality had a positive influence to the increment of brand awareness in the study organization with different magnitude refer beta.

Therefore, the results of regression analysis show that all of the factors are significant at the 95% confidence level. As is seen in the above table, all significant values are ≤ 0.05 . Therefore, it could be stated that all the factors addressed had an effect on brand awareness.

Furthermore, as shown in table 4.8, based on the unstandardized beta estimates, brand association ($\beta = .324$) has emerged as the most important variables which has highest impact on the brand awareness, followed by perceived quality ($\beta = .281$) and surprisingly advertising had scored lower result ($\beta = .118$). From the customers' point of view, perceived quality and brand association are the basic factors that have a great effect on brand awareness.

The Beta values indicate that the impact of the brand association on brand awareness is higher than those of other factors. While a rise in the brand association by 1 standard deviation will increase brand awareness by 0.426, the strongest effects that comes from T values is from perceived quality (t= 10.497).

4.3 Interpretation of the results and summary of the findings

The regression coefficient explain the average amount of change in dependent variable that caused by a unit of change in the independent variable. The larger value of Beta coefficient that an independent variable has, brings the more support to the independent variable as the more important determinant in predicting the dependent variable.

Accordingly, Table 4.8 above presents the result of regression model that examines the impact of explanatory variables on Brand awareness of Flintstone homes. Based on the regression result, the relationship between the variables included in the model represented as follows;

$$CBA = .337 + .118 * AD + .324 * BRA + .281 * PQ \dots \dots 4.2$$

Where: CBA represents Customer's Brand Awareness of Flintstone Homes (dependent variable) and Explanatory variables include; Advertising (AD), Brand Association (BRA), Product perceived quality (PQ).

The detailed interpretation of the results and summary of the findings presented as follows:

A. Advertising Vs. Brand Awareness

Advertising, as per regression table 4.8 by keeping other variables as constant, a one unit increase in advertising results in a 0.118 unit increase in Brand Awareness and the result is statistically significant at 95 percent. This means that in terms of magnitude advertising had relatively less influence on brand awareness in the study organization over other factors.

In connection with advertising (J. sadeghi 2015) finds, there is a negative relationship with brand awareness, in contrary (shemil, 2014) research shows Advertising had no influence on Brand Awareness ($\beta=0.086$, $P<0.05$; 0.582).

Therefore the researcher has found that advertising has a positive and significant influence on brand awareness ($\beta=0.118$, $P<0.05$; 0.001) in the case of Flintstone homes, that is the researcher has reject H_0 since $p<0.05$

B. Brand Association Vs. Brand Awareness

The study also found that the level of brand association had greatly influenced the outcome variable in a positive way. This means that one unit increase in brand association results in a 0.32 unit increase in brand awareness in the study organization by keeping other factors constant. The Result is statistically significant at 95 percent confidence interval, like the above research outcome, (Lorna and James, 2014) found that the variable brand association have a statistically significant and positive affect in improving the brand awareness in the study sector by a unit increase in the scores of brand association would lead to a 0.471 increase on brand awareness ($\beta=0.471$, $P<0.05$; 0.056).

Therefore, From Table 4.8 the significant value of Brand association is 0.000 which is less than p value of 0.05, so H_0 is accepted, which indicate Brand association has a significant positive influence to wards brand awareness of the developers with higher magnitude that is 0.32.

C. Perceived quality Vs. Brand Awareness

Furthermore, based on the research findings when perceived quality increases by one unit in the case of Flintstone it results in a 0.28 unit increments in brand awareness by keeping other factors constant. This implies that perceived quality had a significant effect on increasing brand awareness in the study organization. The statically significance level of this variable is 0.000; this is at 95 percent confidence interval.

(Muhammad et al, 2012) and (shemil, 2014) findings shows that a unit increases in perceived quality would lead to a 1.127 and 0.377 increase in brand awareness ($\beta=0.31$, $P<0.05$; 0.000) and ($\beta=0.377$, $P<0.05$; 2.165) respectively. Other research studies (J. sadeghi 2015) have also revealed that perceived quality have a significant and positive impact on the brand awareness.

Therefore, From the research outcome significant value of perceived quality is 0.00 which is less than p value of 0.05, so H_0 is accepted, which indicate perceived quality has a significant positive influence to wards brand awareness.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary of the Study

The thrust of the study was on factors affecting brand awareness In the case of Flintstone homes. The hypothesis of the study was that whether or not Advertising, Brand Association and Perceived quality of products has a positive significant effect on Brand Awareness.

In doing so a descriptive research design was adopted to explain the casual relationships between the variables. The study employed quantitative methods on secondary and primary data sourced from different areas.

Results from the regression analysis showed that, Real-estate developer's Brand Awareness Influenced significantly as well as positively from High to lower magnitudes by Brand Association, Product Perceived quality and advertising .Specific conclusion on each factor is depicted in the following section.

5.2 Conclusions

The aim of this study is to assess the factors that affect brand awareness of Flintstone homes. The researcher selects three variables as a factor to affect brand awareness.

The first variable that has a highly significant impact on consumer's brand awareness is that 'Brand association'. The consumer to increase the memorability of particular brand they made an association via attitudes, attributes, and benefits that the products actually gives and assumed in their mind.

Another variable that has a significant positive influence on brand awareness is 'Perceived quality' that is in making brand choice consumer take in to account perceived quality of a product and customers strongly believe on the quality of construction of houses but what make them away from this product is their price and product delivery time.

Next variable is 'Advertising' analyzed result show that it has a significant and positive impact on consumer's brand awareness. The consumer uses advertising in the decision-making process and perceives products have attributes like in quality, style, design and price. Especially they notice low cost and fast delivery houses as a prior matter. That is why they prefer low priced well designed and fast completed homes.

5.3 Recommendations

Brand awareness as one of the fundamental dimension of brand equity is often considered to be a prerequisite of consumer buying decision. It is a main factor for a brand to be included in the buying decision process consideration set, as most of the consumer prefer buying a brands they are aware of (brands they are familiar with or, at least they have heard of). The ultimate goal of most business is to increase sales and income. The more aware consumer is of your product and your brand the more likely they buy from you. In order to create, maintain and the awareness of the brand it is better to know what affects it. Based on conclusion the researcher gives the following suggestion.

Here are the main two factors which affect brand awareness that is brand association and perceived quality. There are different dimensions influencing consumers brand awareness of buying a house and consumer give different place of importance on this dimensions such as they give first place on price while making a buying decision, hence in order to increase the interest of the customer to buy the desired product, one shall do of constructing a low cost housing with a very cozy, functional design and a standard quality must met. The developer shall take into account a consumer's insight of quality of a product in their brand management which includes set affordable price without affecting quality because customers are confidential on quality and price and they set their own association about a brand. Then the final thing to do is offering the product via advertising in a well branded contemporary way of presentation with consistent and aggressive way of promotion.

In order to increase brand awareness, another factor that has an effect is the 'Product perceived quality' in the minds of customers. The company shall meet the set standard in the contract; to be equivalent with the payment the customer already paid. If it's possible even more to avoid most

peoples thinking that ‘real estate products finishing quality is poor ‘and finally arrange a site visit program to everyone with the help of professionals to see the construction &/or finishing work and encourage them to tell to others, because, if a customer finds the product well, he/she may tell to other one or two customers at least. In our culture, the society gives more value to the recommendations of whom he/she knew before.

Or /and arrange an option that lets the customers to finish by their own testes and preferences, since quality is subjective in its nature.

A firm shall advertise its brand widely in a very consistent and structured manner so that the customer interest arose, to stay in his/her mind as well as to inject a good brand association and perceived quality. For instance, a firm may start first by advertising its brand ‘Branding’ stage, then ‘product’, on wards it may proceed by promoting ‘Progress’ then ‘Delivery’ and finally ‘Neighborhood’, however, after promoting ‘neighborhood’ one shall not forget always to promote a firm’s background message or what we call it ‘Trust’ to catch the motives of buying decisionsand to avoid after sales negative resonance.

Developers shall have an association and set a standard to maintain the quality of construction and operational excellence.

Government also shall work in coordination with these developers to improve the quality of construction by urging a standard to be met, as a rule and regulation on material inputs as well as construction process.

5.4 Future Research

Future researchers are highly encouraged to conduct further study by considering on other real estates throughout the industry which includes wider proportion. It shall be conducted thoroughly in order to have a vibrant indication and thus able to clarify customers brand awareness in the real estate sector entirely and can assist to originate the best findings of the study for generalizing the overall population and developing a full and intensive research.

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APPENDIX

APPENDIX I: QUESTIONNAIRE

Addis Ababa University School of Commerce

Department of Marketing Management

MBA in marketing program

**Questionnaire prepared to critically look at the factors that affect the brand awareness of
Flintstone homes**

Dear Respondent,

My name is Solomon Assefakebede, currently undertaking research on factors that affect the brand awareness of Flintstone homes and how it affects. The research is conducted as part of the partial requirements for the fulfillment of Masters of Arts in Marketing Management. You are therefore kindly requested to express your opinions, feelings and experience as openly as possible and the information that you are going to provide here is highly important and confidential. Please encircle the number of your response depending on the type of questions and write your reasons, comments, and feelings on the space provided.

For any clarification or further explanation you can contact the researcher:

Tel: - Solomon Assefa..... E mail.....

I would like to thank you for your time and considerations in advance

Demographic Character

1. Gender
1. Male 2. Female
2. Age
1. 18 years old 2. Between 18 -35 3. Between 35 - 65 4. Above 65
3. Educational Level
1. High school Graduate 2. Diploma 3. Degree 4. Master's Degree and above

Brand Awareness

1. Which real estate brand comes up first in your mind when you want to buy a condo/ house?
-

**Please state your extent of agreement by encircling the number
strongly disagree (1) Disagree (2) Neutral (3) Agree (4) Strongly agree (5)**

- a. I am familiar with the Flintstone brand.

1	2	3	4	5
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b. I can recognize Flintstone brand among other competitive brands?

1	2	3	4	5
---	---	---	---	---

c. I can quickly recall the symbol and logo attached to this brand

1	2	3	4	5
---	---	---	---	---

d. This brand is well known

1	2	3	4	5
---	---	---	---	---

Advertising

1. Advertising of this brand positively influence you to purchase the brand

1	2	3	4	5
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2. Advertising of this brand are seen very

interesting funny, exciting

1	2	3	4	5
---	---	---	---	---

3. Advertising of this brand are easy to remember

1	2	3	4	5
---	---	---	---	---

Perceived quality

1. This brand has very good quality

1	2	3	4	5
---	---	---	---	---

2. I am satisfied with the quality of this brand

1	2	3	4	5
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3. This brand is better as compared to other brand(s) of the product in terms of the Durability/Design/Esthetic/Style.

1	2	3	4	5
---	---	---	---	---

4. The company is famous in its quality control

1	2	3	4	5
---	---	---	---	---

Brand Association

1. The company's brand is linked to your memory

1	2	3	4	5
---	---	---	---	---

2. It's easy to retrieve an information regarding the brand from your memory

1	2	3	4	5
---	---	---	---	---

3. These associations can be assembled and meaningful easily

1	2	3	4	5
---	---	---	---	---

4. The brand association is significant and considered as an image

1	2	3	4	5
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1. If you think anything relevant towards the research, please put your opinion in the space provided here

Thank you so much