



# Addis Ababa University College of Commerce

## Consumer Perception and Brand preference of Brewery Products: In the Case of Walia Beer in Addis Ababa

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### Research Report

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Addis Ababa

Adviser: Dr. Getie Anduladem

This is a research report on the study conducted to know and understand consumer perception and brand preference towards Walia Beer. The study is based on consumers.

## **LETTER OF CERTIFICATION**

This is to certify that Rediat Mengistu has carried out his project work on the topic of “Consumer Perception and Brand Preference of Brewery Products; in the case of Walia Beer in Addis Ababa” under my supervision. This work is original in its nature and it is suitable for Submission in partial fulfillment of the requirement for the award of Master’s Degree in Marketing Management.

Getie Anduladem (PhD)

(Advisor)

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

**Addis Ababa University**  
**Faculty of Marketing Management**  
**Master's program**

**Title:** “Consumer Perception and Brand Preference of Brewery Products; in the case of Walia Beer in Addis Ababa”

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## **DECLARATION**

I, Rediat Mengistu, declare that this project work entitled “Consumer Perception and Brand Preference of Brewery Products; in the case of Walia Beer in Addis Ababa” is my own original work. I have carried out it independently with the guidance and suggestions of the research advisor. And it has not been presented in Addis Ababa University or any other University.

Rediat Mengistu  
(The Researcher)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

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## Abstract

**Purpose** – This is a descriptive study to understand consumer perception and preference towards brewery on the case study of Walia beer. The research studies why in short time Walia beer has acceptance by the consumers and capture market share. The research studies different beer sensory attributes for Walia beer and other competing brands. The paper studies factors of perception and their effect on perception formation of Walia beer. The study also goes through marketing stimuli and their effect.

**Design/methodology/approach** – The study uses self-administered questioner. The study employs inferential statistics to come up with conclusions. The study uses random sampling and judgmental sampling. The study uses both secondary and primary data. The study uses regression, correlation and ANOVA analysis.

**Findings** – the study finds that consumers have strong perception and preference towards Walia beer. The study also finds out that beer sensory attribute has strong effect on consumers' perception and preference. The study finds out that advertisement does not have significant effect on perception formation. The study finds out that divorce people has strong intention to buy and when income increases intention to buy Walia beer also increases.

**Research limitations/implications** – The study is from consumers' point of view. The view point and judgment of consumers used to make conclusion. The activities of the company and their effect are not studied. Due to financial constraints the study is done only in Addis Ababa.

**Practical implications** – The study forwarded different managerial points. The study revealed that the market is volatile and managers should work on association with the consumers. The study forwarded that Meta beer has strong hangover and the company need to work on that. The study forwarded that advertisement of Walia lacks captivity and repetitive. The company needs to work on that. The study recommended that the company should concentrate on keeping in consumer mind advertisement. The study suggests that the company keeps on associating the product with the society or societal events.

**Originality/value** –The study is original and it is based on data collected from respondents. The study will be vital for the company to amend or enhance its marketing communication based on primary data conducted. The study will also contribute to the existing knowledge of consumer's assumption by the company. The study will improve the rapid growth of the company if it is used by the company.

**Keywords**-consumer perception, beer sensory attributes and factors of perception

**Paper type**-Descriptive study

# CHAPTER ONE

## INTRODUCTION

The focus of this section is mainly addresses the background of the study, statements of the problem, Significance of the study, Basic research questions, Objectives of the study, Definition of Terms, Significance of the study and Delimitation/Scope of the study.

### **1.1. Background of the Study**

Heineken international is a Dutch brewing company, founded in 1864 by Gerard Adriaan Heineken in Amsterdam. As of 2012, Heineken owns over 190 breweries in more than 70 countries and employs approximately 85,000 people. It brews and sells more than 170 international premium, regional, local and specialty beers, including Cruzcampo, Tiger Beer, Zywiec, Starobrno, Zagorka, Birra Moretti, Ochota, Murphy's, Star and Heineken Pilsner. With an annual beer production of 139.2 million Hectoliters, Heineken ranks as the third largest brewer in the world after Anheuser-Busch InBev and SABMiller, based on volume. Heineken's Dutch breweries head quarter is located in Zoeterwoude, 's-Hertogenbosch and Wijilre. The original brewery in Amsterdam, closed in 1988, is preserved as a museum called Heineken Experience. (Wikipedia 2015). Heineken built a 1.5m-hectolitre-a-year brewery in Ethiopia as it targets growth in the fast-developing country. The company has done construction of plant in Addis Ababa. The company has started its operation in the mid-year of 2014. The construction is Heinekens third largest brewery in the country after the purchase of stated owned Bedele and Harer plants at 2011. The company in connection with the newly launched plant has introduced a beer called Walia. Walia beer first started in august 2014 by the name of Addis beer that pronounces as new in Amharic or associated with the capital city of the country. Then in the welcoming of the new Ethiopian year at 11 September 2014 the beer changed its brand from Addis beer to Walia beer. The name change signifies the Ethiopian football team and the breweries support to the team. The name also signifies the unique animal found in Ethiopia only. The company made the name change to advantage from the association of the football team. Beside its rapid growth, the Ethiopian beer market is still in its infancy compared to other African countries. In 2010, beer consumption rates in Ethiopia were approximately four liters per capita, a small proportion, for example when compared to Nigeria 11 liters, south Africa 60 liters

and well below the global average of 27 liters.(Tigrai online march 06, 2013.). The beer is controlling the market of this small portion of beer consumption rapidly. The beer is famous considering its new launching. The study will conduct the brand perception and preference that the consumers has on these newly lunched Walia beer. The study will be conducted from the consumer's point of view.

Consumer behavior involves much more than purchasing products. In addition, marketers continuously study consumer behavior for clues to who buys, uses, and disposes of what products as well as clues to when, where, and why they do. Consumer behavior is shaped by two main entities. These are the consumer culture and the psychological core. The consumer culture is a broad environmental factor that shapes the consumer ability to make a decision. The psychological core consist of the persons own ability, motivation and opportunity. It is with in the consumers' control. The consumer first will have a motivation, ability and opportunity to buy or to have something. This ability, opportunity and motivation further enhanced by exposure, attention and perception. The consumer is exposed to a product or marketing stimuli. The consumer then gives attention and develops a perception about the product or marketing stimuli. This perception is further developed by knowledge and understanding and leads to attitude formation and preference towards the product. (Wayne D. Hoyer and Deborah J. MacInnis 2008)

In the current tense competition, understanding the customer's perception towards the product is vital for the survival of a business. Consumers are the core of any business. Understanding the customer behavior will assist the company on its understanding of its consumers. A company has to understand the consumers' preference towards a product to change it, further enhance it or totally shift it in its marketing communication. This helps a company to achieve a competitive advantage in the market. This is a study that will be conducted on the perception and brand preference that consumers have towards Walia beer. The beer has captured the attention of consumers so fast. In its three month away from its lunch, the beer is becoming famous to most consumers. The study will focus on what brought this rapid growth. The study researches the consumer's side preference towards the beer and what perception resulted to this brand preference. The study will conduct if the success came from the psychological power of the brand or the quality of the beer.

## **1.2. Statement of the problem**

Marketing concept starts with consumers' needs and their behavior in meeting their needs. In order to satisfy their needs consumers make many buying decisions every day. And marketers need to study these consumer purchase decisions in order to find answers to questions about what, why, where and how many consumers buy and align their marketing program to that effect.

For making a successful marketing program it is necessary for marketers to study the consumer behavior so that they would know the psychology of consumers. Consumer psychology has various components such as perceptions, knowledge, attitude, intention, motive and the like. This research paper will be done particularly on the component of consumer psychology namely perception.

In today's highly competitive, dynamic and challenging business environment, the level of consumer product acceptance and preference are critical to survival of business. Each day consumers are becoming more rational and speculative in their spending, willing to spend their hard earned money on product they believe will give them value and maximize their utility. This dynamic nature of consumers' attitudes towards a product or a brand is clearly exhibited in Ethiopian beer industry for the past ten years. According to Access Capital research (2010) until 2004/2005, Meta was the leading brewery having the lion's share of the beer market in Ethiopia, followed by Dashen and BGI Ethiopia respectively. However, a market share has shifted markedly in recent times towards Walia beer. This is evidenced by observing bars at Addis Ababa that those tables occupied by Walia beer.

According to Fortunes article on December 14, 2014 by Esrael Yohannes and Bereket Getaneh "**Walia beer has occupied the market**" we will find the following reports. According to their report they got a testimonial of different consumers in Addis Ababa and bar owners whom orders turned in Favor of Walia.

The report state that in an increasingly more diversified beer market, with more to join soon, Heineken, one of the world's largest brewers, comes to own old brands in Ethiopia, and yet

disrupts the market with a totally new brand. It named this brand Walia, the same as the national football team, which, in recent years, has managed to lift football fever in the country.

The article also stated that the market share began to shift in 2011, when global giants Heineken and Diageo joined the market, turning it into a show of force between global beer makers who have been taking chunks of the market. And now, Walia is bolting away, with a good share of the market, at least for a while.

Data collected by *Fortune* from bars indicates a decisive shift towards the new beer. One bar along Sierra Leone Street, that declined to be identified, showed its sales report for two weeks to *Fortune*. The 15 day data showed that Walia alone sold almost exactly as much as all the other beers put together, with Walia counting 7,641 bottles, and the rest selling 7,748 altogether. St George was a distant second with 3,834 bottles, with Dashen and Castel selling nearly the same amount at 1,045 and 1,028 bottles, respectively. Bedele and Meta each sold 739 and 718 bottles, each, Amber, 232 bottles and Harar 152.

Azemach Hailu, a manager at Bama Bar and Restaurant, tells the same story of a customer shift since the Ethiopian New Year. As a result, he is obliged to change his orders. He said that “We have all the brands of lager beer being produced in Ethiopia and we sell them all at a price of 14 Br. currently, we sell 70pc Walia, 15pc St. George and the rest take the remaining 15pc, approximately,” as the report stated on *Fortune*.

The gap is much narrower at Bridge Hotel, located around Sarris in Debrezeit Avenue. It serves all local beers, but the “difference is visible” and the hotel cannot get enough Walia, according to its manager, Solomon Berga. He testified that “If 240 bottles of St. George are sold per day, around 300 bottles of Walia will be sold. From an equal number of bottles received, we finish Walia first”.

Another manager, Dejene Worku, at Tina Bar and Restaurant, located around Saris, Debre Zeit Road, has also closely followed the shift: “First I thought that the public had a great tendency towards trying new things and that was why Walia has become popular,” he says, “but now the beer’s popularity is becoming visible, as so many people want to drink it.”

BGI, which downplays the competition, and Meta, which is trailing far behind admit fierce competition. Both sound confident, despite Walia rapid rise.

The current situation in the sector shows two things. Primarily, it can be considered as a wake-up call for new comers. Since the market is an oligopoly, they have to exert their full potential to penetrate the market through promotion and widening their destination. In other ways, it is a pre-portrayal of the challenge they could face.

Currently, Ethiopia's total beer production capacity stands at 7.1m hectoliters annually. BGI Ethiopia's capacity stands at 2.7m hectoliters from its three factories at Addis Ababa, Hawassa and Kombolcha. Heineken S.C., which owns Walia, Harar and Bedele breweries, has a capacity of 2.5m hectoliters. Diageo, owner of Meta Abo Brewery, and Dashen Brewery S.C., follow with one million and 900,000 hectoliters, respectively.

This consumers' brand preference shift towards Walia beer which is the dominate product of Heineken brewery in the past few months, is the rationale for undertaking this research. The study will reveal the underlying factors which helped this brand to overtake its competitors' market share and win the mind and hearts of the majority of the Ethiopian beer consumers.

The purpose of this study is to examine the perception and Brand preference of Ethiopian consumers living in Addis Ababa towards Walia Beer. Walia Beer is the newly introduced beer brand and it is currently dominating beer brand in Ethiopia. And in recent days the Brand's market share has significantly increased and it is becoming a synonym of beer in some areas especially in Addis Ababa. This wide acceptance and dominance in Ethiopian's beer industry, indirectly signifies a positive consumer preference towards the brand. But the actual Perception of beer consumers towards Walia beer, the reason behind the preference and its implication on the behavior or consumption of the beer is the rationale of this research.

### **1.3. Basic research question**

The study will target to answer the following questions

- What are the distinct qualities of Walia beer?
- What are the factors for Walia beer to be preferred by customers over other brands?
- What are the most significant factors that lead Walia beer to be more preferred by consumers over other brands?

- What are the major challenges to be overcome by Walia beer necessary to maintain the acceptance in the future?
- What are the major opportunities available for the brewery industry in general and Walia brand in particular?

#### **1.4.Objectives of the study**

##### **➤ General objectives**

The major objective of this study is to examine current consumers' brand perception and brand preference towards Walia beer and to forward feasible suggestion based on the findings.

##### **➤ Specific objectives**

The specific objectives of the study are;

- To identify the specific qualities of Walia beer that are preferred by the consumers
- To identify for factors that lead to the widely acceptance of Walia beer
- To identify the most significant factor that will lead to the preference of Walia beer over competing brands
- To identify challenges that will be faced by the brand in the future
- To identify opportunities that are available in the industry for all breweries and to find opportunities available to Walia beer in particular

#### **1.5.Definition of terms**

Definition of terms will be presented in two forms. One in the form of conceptual definition of terms which is taken from Consumer perception from Hanna/Wozniak's consumer behavior: an applied approach on 2013. The second will be operational definition of terms that are found from consumer attitude research paper from [www.slideshare.net](http://www.slideshare.net). The research paper is done on consumer attitude towards St. Gorge beer. The definition is related with the beer industry. On the research the operational definition of terms has been defined and explained. Since both studies conducted to know the consumer mind set and both studies are about beer industry, the terms has been directly extracted from the study and will be used in the research process.

### **A. Conceptual definition of terms**

- **Perception:** the process of selecting, organizing and interpreting sensations in to a meaning full whole.
- **Exposure:** the act of deliberately or accidentally coming in to contact with environmental stimuli.
- **Attention:** the allocation of an individual's mental capacity to a stimulus or task.
- **Sensation:** the response of a person's sensory receptors to environmental stimuli and transmission of this information to the brain via the nervous system
- **Perceptual overloading:** the inability to perceive all the stimuli that compete for an individual's attention at a given moment
- **Perceptual vigilance:** an individual's ability to disregard much of the stimulation one receives through the senses
- **Stimulus factors:** the physical characteristics of an object that produce psychological impulses in an individual
- **Brand equity:** the added value a brand name brings to a product beyond its functional worth

### **B. Operational definition of terms**

- **Beer:** alcoholic beverage made from cereal grains, usually barley, but also corn, rice, wheat, and oats.
- **Beer foam:** a mass of bubbles of gas or air on the surface of the beer.
- **Hangover:** illness after drinking with a set symptoms including headache, nausea, thirst, and sickness that result from drinking too much alcohol
- **Marketing stimuli:** any communications or physical stimuli that are designed to influence consumers.
- **Stimulus:** any physical, visual or verbal communication that can influence an individual's response.

### **1.6. Significance of the study**

The study will be vital for the company to amend or enhance its marketing communication based on primary data conducted. The study will also contribute to the existing knowledge of consumer's assumption by the company. The study will improve the rapid growth

of the company if it is used by the company. The study will also be vital to enhance the knowledge of the researcher.

The research provides a clear picture of the consumers' brand preference towards Walia beer, factors that contributed in the formation of this brand preference, the opportunities and challenges to the brand with respect to understanding, improving and preserving its image. And the study apparently presents how Walia beer could improve or maintain its consumer's perception and get the maximum out of it. Provide basic significant information to already establish as well as a new company in the brewery industry.

The study enhanced the knowledge of the researcher with regard to the concept of consumer perception and brand preference, and their importance for the success of a business. The study will also enhance the knowledge of the researchers in terms of basic principles of research methodology

The research also benefits new companies who are under formation to join the beer industry by providing information pertinent to perception and preference of beer consumers.

Furthermore, the research lays a ground for further studies on similar topics. Serve us a spring board for other researchers to engage in the area of consumer perception and brand preference on beer industry as a whole.

### **1.7. Delimitation/scope of the study**

This research covers the issue of consumer perception and brand preference taking the case of Walia beer in Addis Ababa with particular emphasis on consumer in different parts of the city. The study is concerned with the consumer opinion and view only.

The limitation of the study will be that it is only conducted in Addis Ababa city. The beer has country wide coverage but the study is only conducted in Addis Ababa. For the applicability of the results all over the country needs further study. The study is conducted from the consumer point of view only. Furthermore, the study did not include the analysis of demand and supply and its effect.

## CHAPTER TWO

### LITERATURE REVIEW

#### **2.1 Introduction**

One of the biggest issue companies have to face head on is the quality of the image their product projects to the public. The literature review begins by examining the stages of perception process-exposure, attention, sensation and interpretation-as well as its subjective and selective nature. The perception part also continue to address stimulus, individual and situational influence on perception. After discussing the Gestalt view of perception, perceptual categorization and perceptual inferences, the subtitle covers the topic of brand imagery, brand equity and risk perception.

#### **2.2 Perception and Brand preference**

Perception is the process of selecting, organizing and interpreting sensations in to a mining full whole (Hanna/Wozniak's 2013).In the past, methods of studying stimuli and measuring responses to them were restricted to examining the five senses. Today however, the view that perception uses merely sight, hearing, smell, taste and touch to comprehend the environment is inadequate. Although the senses do play a major role in our comprehension of an event, our interpretation of a sensation may lead to a false perception. Perception is highly subjective and therefore easily distorted (Hanna/Wozniak's 2013).

An individual frame of reference affects the way he or she interprets sensation. Not only may different people perceive the same stimulus differently, but the same person may also perceive a given object or situation differently at various times or under different circumstance. (Wayne D. Hoyer & Deborah J. MacInnis 2008)

Consumer perception is vital to marketers and often underlies the success or failure of products in the marketplace.

Three concepts are intermittently related to perception; exposure, attention and sensation. Acquisition of sensory information is possible only when consumers attend to stimuli they are exposed too.

## **Exposure, Attention and Sensation**

The process of perception begins with exposure to a stimulus. Exposure occurs when individuals come into contact with environmental stimuli either accidentally or through their own deliberate, goal-directed behavior. Not all stimuli, to which we are exposed, however, get notice.

Attention refers to the allocation of mental capacity to a stimulus or task (Daniel Kahneman 1973). After choosing whether or not to expose themselves to a message, consumers may momentarily pay attention to a specific aspect of the stimulus that is within the range of exposure. Attention can be planned, involuntary or spontaneous. Planned attention is goal directed; individuals use their attention to help them perform a specific activity. When external stimuli force their way in to our awareness, attention is involuntary. Spontaneous attention, on the other hand, may be exemplified by shoppers looking for a specific product. They do not concentrate too narrowly on any particular product class; thus they may remain open to other stimuli. (Daniel Kahneman 1973).

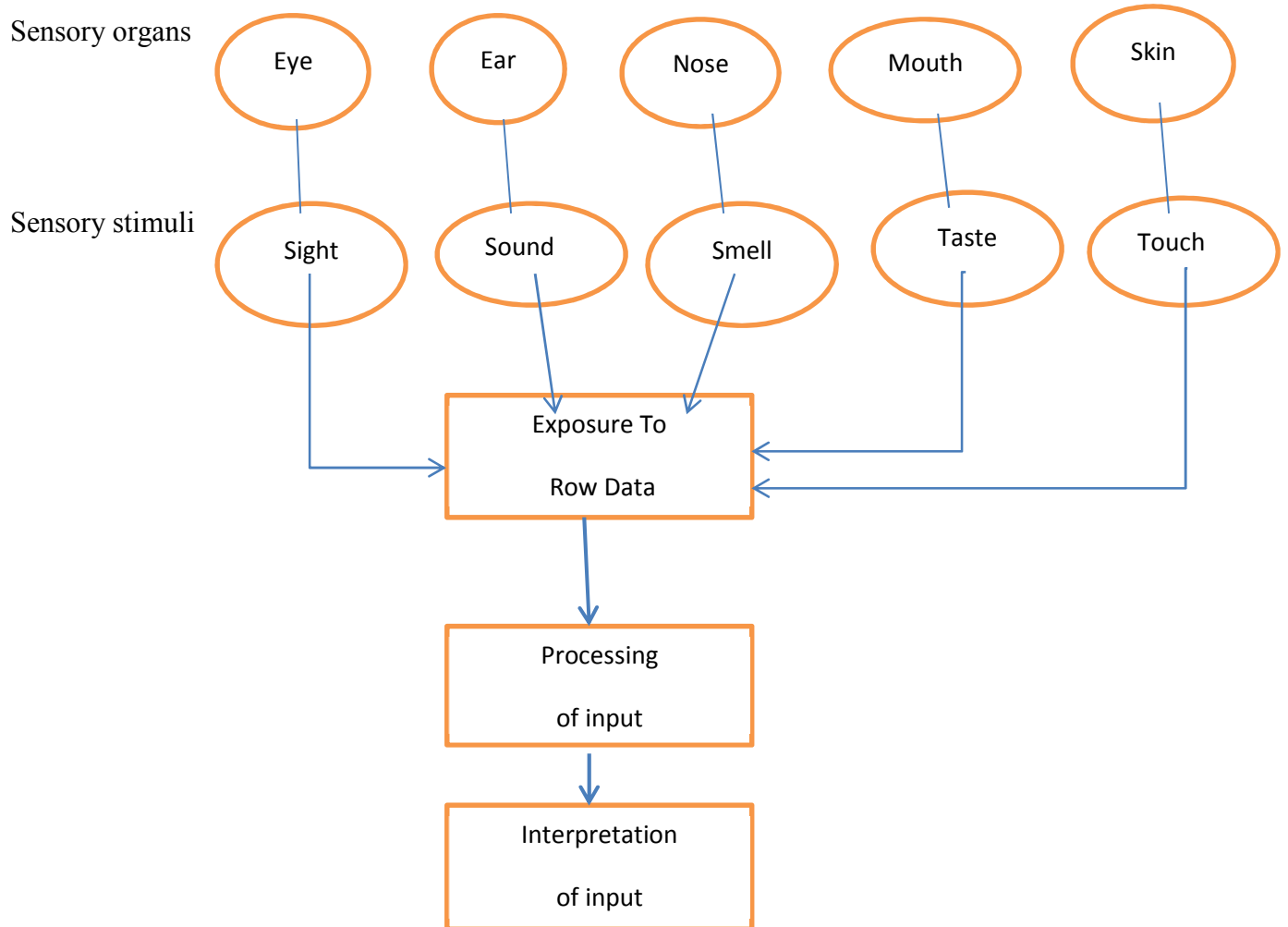
Sensation refers to the responses of our sensory receptors (eyes, ears, mouth, nose and touch) to environmental stimuli, and the transmission of this information to the brain via the nervous system. This process represents the acquisition of raw sensory information received through the sense organs—a preliminary step in the processing of information (Hanna/Wozniak's 2013).

### **Sensory systems**

Environmental stimuli or sensory inputs are received through our five senses. Exhibit 2.1. Depicts an over view of the perceptual process graphically.

The sensory quality of nearly all products arouses the desire to buy. These sensory qualities play an important role in enabling manufacturers to differentiate their products from those of competitors. We will elaborate on the sensory organs on the consecutive paragraphs.

Exhibit 2.1. an over view of the perceptual process



Source: Hanna/Wozniak's; Consumer Behavior 2013

### **Vision**

Researchers estimate that as much as 80 percent of what we receive from our environment is gained from vision. We tend to rely more on the other senses mostly when vision is unavailable (Hanna/Wozniak's 2013).

The first impression that a product, ad or store makes on us depends largely on its physical attractiveness. This fact explains why marketers rely heavily on visual appeals in product design, packaging, ad layout and store decor.

Visual perception is a multidimensional phenomenon involving seeing a number of elements of the product, such as its color, size, shape and movement. One of the most obvious visual qualities we experience in a product is its color. Not only color help attract our attention, it also influences our emotions and affects our moods.

Research shows that package color is an important factor in grabbing consumer attention amid the clutter of competing products. For shoppers who are not loyal to a particular brand, a change in package color can win their attention and enhance their consideration of a brand (new ideas MSI: color counts 2013).

## **Smell**

Scents play an important role in our lives. Odors can stir emotions, elicit memories, product hunger, induce relaxation, or even repel us. Humans, like all animals, quickly learn to assign values to different scents.

The same effect of olfactory effect cues hold true in the case of human relationships. Both sexes are programed to search for certain types of mates. One of the most primal determinants in this process is the sense of smell; that is, a desirable partner must smell right. Moreover, scientists have cited various cases of the invisible influence of scent in our daily lives. One of the best known examples of this phenomenon is found in recent research regarding the effect of chemical communication via pheromones on human sexuality. Such influence has the ability of altering our hormone levels, accelerating our puberty, guiding our choice of mate and even determining our sexual orientation (Maureen Morrin and S. Ratneshwar February 2003).

Realizing the positive effect of scent on consumption, some advertisers began using scented ads. In one type, a scented strip on the ad page releases a fragrance when the reader unfolds a crease. In another type, a scented spot produces a fragrance when the reader scratches it. Advertisers of a variety of products including perfumes, cosmetics, chocolates and other foods and liquor have found that combining the scent with other elements of the printed ad tends to

increase the effectiveness of their message. Some perfume ads contain a scent strip that releases a fragrance when unfold (Hanna/Wozniak's 2013).

### **Taste**

Most scientists consider the sense of taste to be inseparable from the sense of smell. Receptors (taste buds) that reside on the tongue and palate combine with smell to produce familiar taste sensations such as saltiness, sweetness, bitterness and sourness (Hanna/Wozniak's 2013).

Acceptance of and preference for new, unfamiliar taste sensations can be learned through familiarity. Many of us have developed an appreciation for food that once was nontraditional to the Ethiopian plate. Ethnic dishes, hot foods and exotic spices are but a few examples of this phenomenon.

### **Sound**

Speech and music are two important weapons in the marketers' arsenal. Most marketing communications, including commercials, sales presentations, and stores sound systems, employ speech or music. That is not the mention the extent of music as an industry itself, with annual sales of music or music related items amounting to hundreds of billions of dollars (Hanna/Wozniak's 2013).

Making sense of speech is a cognitive process that involves our knowledge of meaning of words, how we string words together, our frame of reference and the situation in which the speech is being presented. Music, on the other hand, has the ability to evoke feeling. In commercials, the choice of background music is a sensitive issue, because music can be used to set a desired mood, stir relevant emotions or influence liking for the message (James Vail 1985).

Research shows a positive correlation between music in retail settings and store sales. Morrison, et al., in 2011 conducted a research on the effect of music (high or low volume) and aroma (vanilla scent present or absent) on young fashion shoppers in an authentic retail setting. Research showed that the volume of music and the presence of vanilla scent both had a significant impact on shoppers' emotions and satisfaction levels. Additional analysis of the results revealed that the arousal generated by music and aroma resulted in heightened pleasure

level, that in turn, positively influenced shoppers' behavior, including time and money spent, approach behavior and overall satisfaction with the shopping experience (Michael Morris, Sarah Gan, Chris Dubelaar, and Harmen Oppewal 2011).

Noise, on the other hand, is negatively correlated with retail sales. Levels of anxiety and stress increase with the amount of noise in the shopping environment. Thus, a noisy buying experience may adversely affect consumers' evaluation of stores and products (Jennifer Copley 2008).

## **Touch**

Have you noticed how children show affection toward animals by touching and petting them or how mothers demonstrate love by caressing and hugging an infant? Touch, in this sense, communicates feelings.

Writers suggest there are two types of touch; active touch and passive touch (George Gordon 1980). In the first case, an individual touches to express a feeling or to initiate a reaction. In the second case, the receiver feels the experience of being touched, such as how we feel when we receive a message.

Touch is a component in many consumer behavior situations. It is part of the exploratory nature of human beings. Physical contact with products provides consumers with vital information that, in many cases, is a main ingredient in their choice among competing brands.

Some observers believed that one of the drawbacks of electronic or catalog shopping compared with traditional shopping is the fact that it neglects the importance of product exploration and active touching that many consumers feel is a necessary component in their shopping experience. Researchers have found that products with primarily material properties, such as clothing or carpeting, are more likely to be preferred in shopping environments that allow physical inspection and touching than products with geometric property such as packaged goods for which marketing online or through direct mail would be appropriate strategies (Deborah B. McCabe and Stephen M. Nowlis 2003)

Although the five human senses are presented here separately, in reality they are much more interrelated than we might suspect. Just as our sense of taste is highly dependent on the sense of smell, our human senses often work together in combination with one another.

## **Input Variation and Its Effect on Sensation**

Sensation depends on input variation. A more variable environment produces greater sensation than a constant environment, regardless of the strength of sensory input. Humans accommodate themselves to varying levels of environmental sensory inputs. When deprived of sensory stimulation for a time, we exhibit greater sensitivity to its return; hence the expression “it’s so quiet, you can hear a pin drop”. As sensory input decreases, our ability to detect change increases. We attain maximum sensitivity under conditions of minimal stimulation (Hanna/Wozniak’s 2013).

This fact has a number of important applications in marketing, particularly in the field of advertising. For example, consumers easily ignore ads when bombarded with a large daily dose of promotional messages. This tendency is a result of perceptual overloading, our inability to perceive all the stimuli that compete for our attention at any given moment. Humans also seem to have the ability to discard much of what they receive through their senses. This capability is referred to as perceptual vigilance. Perceptual vigilance has its roots in our tendency to be selective in what we perceive. Clearly, our senses are limited in their capacity to process all the stimuli in our surroundings. Hence, we attend to stimuli selectively (Hanna/Wozniak’s 2013).

## **Perceptual Selectivity**

We are confronted daily with thousands of stimuli from the environment in which we live. In electronic media alone, we receive various types of online advertising including all sorts of banners, e-mail, in-game, and keyword ads on platform such as Facebook, twitter, or Myspace. We also are exposed to thousands of products in stores, ads in the media, as well as people, events and situations (Food Marketing Institute 2010). Because it’s beyond a person’s capacity and interest to see everything there is to see, we screen out certain stimuli. This selectivity is a great concern to marketers, who attempt to communicate with their target audiences and surmount such blocking of information.

## **Selective exposure and attention**

The selectivity process is like a series of filters or sieves that allows or disallows environmental stimuli to reach our consciousness. The first of this filter is called selective

exposure. We exhibit selective exposure when we ignore media that address unimportant topics. Nobody pass attention to every ad, nor can anyone notice the entire product in a supermarket. Selective attention refers to our tendency to heed information that interest us; while at the same time we avoid information that is irrelevant, threatening, or contrary to our beliefs. Exhibit 2.2 depicts the process of perceptual selectivity, indicating that perception occurs after environmental stimuli have been filtered through the process of selective exposure and selective attention. Furthermore, the tendency of individuals to block threating or contradictory stimuli from their conscious processing is known as perceptual defense. It serves as a defensive mechanism to protect an individual's self-image and ego. We also more readily perceive information that is consistent with our own needs, belief, values or attitude. This tendency is known as selective sensitization (Hanna/Wozniak's 2013).

Exhibit2.2. Perceptual selectivity



Source: Hanna/Wozniak's; Consumer Behavior 2013

### **Selective interpretation**

Once an external stimulus attracts our attention, our perceptual system begins to consciously process it by means of selective interpretation. In interoperating stimuli, we scan our memory for cues or relevant knowledge from prior learning and experience. We combine these cues with our expectations and intentions in order to interpret the stimulus and drive its meaning, which may or may not coincide with the intended meaning (Wayne D. Hoyer and Deborah J. MacInnis 2008).

### **Attention stimulation**

The phenomenon of perceptual selection poses a major challenge to marketers today. They must contend with the tech-savvy consumers of the day. Marketers must also deal with speed

reader who seldom pays attention to print ads. In short, they must present messages to an audience that may not be interested in attending to them. On the other hand, many readers of special-interest publications read them cover-to-cover, ads and all, and even save them for future reference (Hanna/Wozniak's 2013).

To combat selective exposure, marketers plan the placement of ads so that the target consumers are most likely to be exposed to them. To overcome selective attention, advertising appeals are designed to coincide with target consumers' life styles and needs. Another method is to address consumer fears or solve some problem, such as bad breath, hair loss, or dandruff. Choice of an appropriate medium is also important.

### **Adaption levels**

Humans are able to adapt to a wide verity of physical, social and psychological conditions and develops familiarity with stimuli, especially those they experience regularly, to the point where the presence of a stimulus fails to produce its characteristic sensation.

One method some TV commercials use to deviate from the audience's prior adaptation level is to create the impression of loudness by filtering out any noise that may drown out the ads primary message. By removing low-frequency sounds that can mask higher frequencies, advertisers can ensure that sound in commercials is perceived at or near optimal levels. Departing from prior adaptation levels, does not necessarily mean making clever, brilliantly executed presentation of stimuli. In some cases, monotonous or dull presentations can also be noticed, so long as they are different or unfamiliar (Kotler, P., Armstron, G., Saundres, J. and Wong, V 2008).

### **Stimulus and individual factors of perception**

As we discussed in the section on sensory systems, marketers attempt to design the physical attributes of products, brands, packages, ads and stores to attract or direct consumer's attention and entice prospects with merchandise offerings. The physical characteristics of objects are referred to as stimulus factors. They produce the psychological impulses that in turn produce a sensation. These factors (such as size, color, shape, taste or smell) are the primary elements of the object that interact with our sensory system to produce a sensation.

Just as the property of one stimulus differs from those of other stimuli, human being also differs from one another. Individual factors of perception are qualities of people that influence their interpretation of an impulse. Examples of individual factors include consumers' needs, interests, beliefs, goals, experiences, memories, personalities, self-perception, lifestyle, roles, risk tolerance, attention span, and mental sets. Any of these may affect our perception of products, services, brands, stores, ads and policies (Hanna/Wozniak's 2013).

Span of attention, another individual factor of perception, deals with limitation on a person's ability to process bits of information. Humans can attend to only a small number of items at any given time. This limit appears to range from five to seven chunks of information, where a chunk is an organized group of data inputs (Andrew A. Mitchell 1978). Consequently, advertisers continuously provide appropriate cues in ads and commercials to recapture the audience's attention.

An individual's mental sets or perceptual style describes our tendency to process information and react in a certain manner under given circumstances. For example, an individual may be predisposed to constantly react positively to innovative ideas or to resist new ways of performing familiar tasks. People inclined to behave in a particular ways often find it difficult to change.

### **Bottom-up and top-down processing**

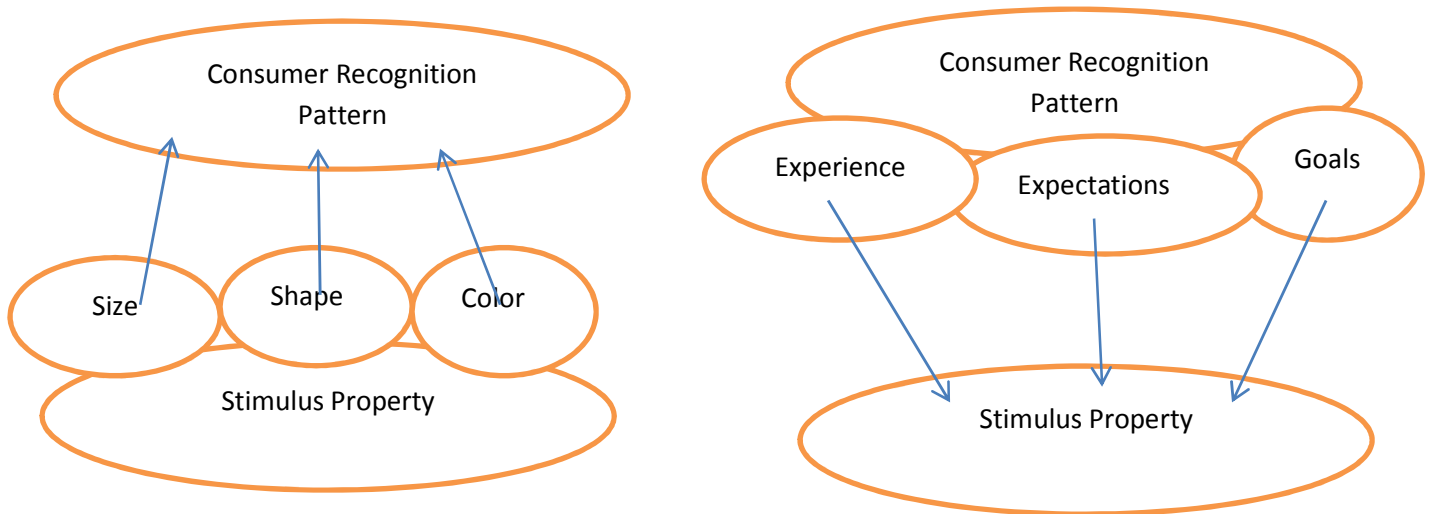
In domain of research concerning how consumers process information to acquire meaning and form perceptions, a recent body of knowledge has emerged to explain two different path ways that sensory inputs can take before an individual formulates a perception. In the first path way, which is known as Bottom-up processing, features of the stimulus or stimulus factors of an object-such as size, color, shape, taste, and smell-are the sensory inputs that become registered onto a sensory memory. These sensory inputs, in turn, get processed at a higher level of the brain. Finally, the view or a meaning of the stimulus becomes registered in our long-term memory. In this case, information processing has proceeded from the totality of the small parts (i.e. stimulus factors) to construct a view of the whole (i.e. the recognized pattern or perceptual image that has emerged).

In the second path way, which is known as top-down processing, individual factors such as our needs, interest, goals, expectations, and experience drive the extracted recognition pattern.

Information processing, in this case, is based on our prior knowledge or schemata, which allows us to make inferences to perceive or see more than is contained in the stimulus itself. The resulting recognition, therefore, does not simply reflect a mere interpretation of a number of stimulus factors, but rather it represents a dynamic process of searching for the best meaning of the stimulus-given the individual characteristics and qualities of the perceiver (Hanna/Wozniak's 2013). Exhibit 2.3 depicts the two pathways of information processing known as bottom-up and top-down.

Although stimulus attributes and perceiver characteristics or conditions affect the way we perceive objects, the notion that perception can be explained solely in terms of stimulus and individual factors is debated, especially by Gestalt psychologists, whose view we discuss shortly.

Exhibit 2.3 bottom-up and top-down processing



Source: Hanna/Wozniak's; Consumer Behavior 2013

**Threshold levels**

Every human sensory process (sight, hearing, smell, taste and touch) has an upper and lower limit of responsiveness. For example, human cannot hear high-pitched whistles that dogs respond to easily. The study of the link between physical stimulation and resulting sensation is called psychophysics. It investigates the relationship between the psychological and the physical worlds.

There are three thresholds for each sense; and absolute threshold, a terminal threshold and differential threshold or just noticeable differences (JND). The absolute threshold is the lowest level at which an individual can experience a sensation. It is a point below which the physical stimulus can no longer be detected. Absolute limits can theoretically be established for every type of sensation (Wayne D. Hoyer and Deborah J. MacInnis 2008). The terminal threshold is the point beyond which further increments in the intensity of the stimulus produces no greater sensation.

The differential threshold or just-noticeable-difference (JND) is the smallest increment in the intensity of a stimulus that can be detected by an individual and still be perceived as an increase or decrease. In 1834 Ernst H. Weber, then a pioneer in the study psychophysics, quantified the relationship between the intensity of the stimulus and the change in intensity that is required to produce a recognizable difference. According to Weber, the size of the least detectable change in intensity of a stimulus, the JND, is a function of the initial intensity (Wayne D. Hoyer and Deborah J. MacInnis 2008).

### **What the JND means to marketers**

A number of potential applications for the JND exist in marketing. These relate to pricing, product sizing, and packaging strategies. Whether marketer desire a change (such as altered package size, higher or lower price, or adjusted product quality) to be discernable by consumers or not, they need to estimate the JND.

### **Situational influences on perception**

As consumers we are usually affected by the situation in which we buy and use products; that is, the factors above and beyond our own characteristics and those of the products or ads. We may feel exuberant or despondent, leisurely at ease or pressed for time (Pradeep Kakkar and Richard J. Lutz 1981). We often tailor our purchases according to how we feel at any given time and the specific circumstances in which we find ourselves. Such behavior reflects our situational self-image, the physical and mental state we are experiencing at a specific moment in time (Russell W. Belk 1974). For example, a person facing a frustrating situation may tend to smoke, drink or overeat.

Situational variables are environmental circumstances that constitute the context within which purchases, product usage, product-related communication occurs. There are five classes of situational variables: (1) physical surroundings, (2) social surroundings, (3) task definition, (4) time and (5) antecedent states. Like stimulus and individual factors, they influence the way we perceive an object or event as well as how we respond to it (Pradeep Kakkar and Richard J. Lutz 1981).

### **Physical surroundings**

Physical surroundings at any given site include its readily apparent properties, which act on our five senses. Physical surroundings include store location, parking facility, and product assortment. Retailers orchestrate layout (the visible arrangement of merchandise and promotional materials), atmospherics (décor, sounds or music, lighting, aromas, temperature, humidity), customer services and a verity of other factors including employees dress, presentation, and demeanor to generate the desired perception of their store. Clutter in the aisles, on-sales promotion, stock out, and return policies, as well as some elements beyond a retailer's control such as the weather, can likewise influence shoppers' perception.

While this variable is obviously applicable to physical retail store, similar principle applies to virtual stores visited by consumers who shop online. A creative and compelling website with a distinctive logo, digital photography, print collaterals, rich interactive media presentation, music and flash as well as clever graphic design is necessary to create the desired positive effect in an online environment.

### **Social surroundings**

Social surroundings are a second set of situational factors. These include other persons present in the shopping environment, such as family member, store personnel and clientele, and the degree of crowding. For example, in a supermarket, parents are often pestered by their young children to buy junk food. Similarly, salespeople's characteristics and manners, as well as interpersonal interactions occurring in the vicinity, are all elements of the social surroundings.

### **Task definition**

Task definition, a third situational factor, reflects an individual's defined role in the shopping process. For example, one parent may assume the role of purchasing clothing for the family's young children. Task definition may also be the shopper's reason to engaging in a particular behavior. When invited to a dinner party, we may purchase a bottle of wine as a gift for the hosts that is markedly different from one intended for our own consumption. Marketers can build on the concept of task definition to enhance sales. Department stores, for example, encourage engaged couples to sign up for bridal registries. This service facilitates for a couple's friends and relatives the task of purchasing wedding gifts.

### **Time perspective**

Time perspective is a fourth situational factor. Time can be regarded absolutely or relatively. In absolute terms, time dimensions are, for example, hour of the day, day of the week, or season of the year. In relative terms, time can be regarded in relationship to some past or future events (such as time since or until meals or a paycheck). The appeal of many products rests on their ability to save time. Both the absolute and relative dimensions of time influence how consumers behave in a market place. For example, working consumers often shop evening and weekends. People tend to spend more right after getting paid than later in the period between checks. Similarly, last-minute Christmas shoppers face a very difficult situation than individuals who complete their holiday shopping early.

Due to the immense growth in online buying, the element of shopping time has undergone drastic changes. Consumers can make purchase decisions more efficiently and conveniently on the web, where a great variety of products is available along with information about where to get the best deal. Moreover, there is no need for the shoppers to go through the time-consuming efforts of traveling, dealing with salespeople, and waiting in line at checkout counters, as is the case in conveniently retail stores.

### **Antecedent state**

Antecedent state, a fifth situational factor is the physical or psychological state of an individual immediately preceding his or her current state. Antecedent states are temporary. They can be

classified as momentary conditions or momentary moods. Momentary conditions include such circumstances as having cash on hand or none at all. Momentary moods are states like being happy or sad, calm or angry, relaxed or excited. Momentary conditions and moods can influence whether or not consumers buy, what they buy, and how much they buy.

Situational factors, separately or in combination, can exert a direct impact on purchase choice. They can also combine with the characteristics of a product or a consumer to influence purchases. For example, an elated executive who has just been promoted may decide to buy her husband an expensive set of golf clubs rather than a simple shirt for their anniversary. For marketers, knowing how a person feels and anticipating what is going on in the environment where a product is being purchased or consumed can help to better predict consumers' product and brand choices.

### **Gestalt psychology**

Gestalt psychologists suggest a different way of looking at perception. Unlike the traditional view, this perspective emphasizes perceiving cohesive wholes, recognizing meaningful patterns, and formulating total impression rather than noting discrete elements of a stimulus.

Gestalt is a German word, roughly meaning whole or total impression. We do not notice or perceive solitary stimuli; rather, we perceive them as part of an overall pattern or Gestalt. In fact we strive to perceive cohesive wholes and meaningful patterns that are simple and complete rather than discrete components (Harold H. Kassirjian 1973).

To marketers, too, the total configuration of the marketing mix is more important than product design, price, distribution, or promotion considered separately. A brand, store, or company image is a total perception formed by processing information from many sources over time. Marketers also know that altering a seemingly minor element of a product, package, or ad sometimes alters its entire character.

Consumers usually perceive environmental stimuli in a manner consistent with certain Gestalt principles-closure, grouping, proximity, context, and figure and ground. Let us see how these are relevant to marketing strategies and consumer perceptions (Harold H. Kassirjian 1973).

**Closure** is our tendency to perceive a complete object even though some parts are missing. Upon an experiencing incomplete stimulus, we mentally bring it to completion. In so doing, our active involvement with this stimulus helps us remember it better. Closure, for example, explains the popularity of soap operas. Viewers become hooked on a show out of the need to complete the story line. Similarly, advertisers sometimes use incomplete illustrations, words, or jingles to attract attention and enhance recall (James T. Heimbach and Jacob Jacoby 1972).

Several Gestalt principles relate to grouping. **Grouping** is the human tendency to perceive large data chunks rather than small units. We integrate bits of information in to organized wholes, which enables us to evaluate brands over a verity of product attributes. When prospective students evaluates universes they might attend, their perceptions often involves grouping. The process of assessing these schools is often based largely on global evaluation and overall reputation rather than on specific characteristics of each school under consideration.

**Proximity** is a Gestalt principle that suggests an object may become associated with another because of spatial and temporal nearness to that item. Objects close together seem to belong together or appear related in some way. Nuts, when sold in supermarkets, could be displayed with snack foods or cake mixes and other baking-related items, in which case we mentally group them with those foods and perceive them as fattening. When they are shelved with health foods, however, we may perceive nuts to be nutritious items that are high in protein. Similarly, proximity relates to product-positioning strategy. Advertisers associate their brands with positive symbols, images, or situations during which the product is used. They also attempt to build associations between products purchase and use and some desirable outcomes.

Likewise, the **context** or surrounding, circumstances, or setting in which stimuli occurs affects the way we perceive them. For example, an article that appears in the Wall Street Journal would be perceived quite differently than the same story on a supermarket tabloid. The ruggedness of a four-wheel-drive vehicle may be expressed by picturing the vehicle against a mountainous terrain. Similarly, a hybrid or a compact car is perceived as a desirable vehicle in an era of fuel shortages and skyrocketing gasoline prices.

**Figure and ground** suggests that objects or figures are perceived in relationship to their background or ground. Interaction between the object and its background is instrumental in

creating a desired perception (Robin Pogrebin 1995). Gestalt psychologists note that in organizing stimuli into whole, people tend to distinguish stimuli that are prominent (the figure that is generally in the foreground) from stimuli that are less prominent (those in the background). Print ads and broadcast commercials, as well as websites, are usually designed so that the figure dominates, while other elements recede into the background. If the figure is dominant, it is more likely that the eye will go directly to it, particularly if the background has a softer or fuzzier focus.

Up to this point we have discussed the physical and psychological processes that interact to produce a perception. Another area, which merits exploration, is broadly referred to as perceptual categorization—consumers' tendency to place products into logical categories or classes. In so doing, we simplify information processing and, consequently, the task of buying.

### **Perceptual categorization**

We tend to group objects together and respond to their class membership rather than to their unique attributes. This enables us to process quickly and simply the large volume of stimuli to which we are exposed. For example, a customer notices an unfamiliar item in a supermarket. Based on cues from its whereabouts in the store and its package design, the consumer identifies the item as a pasta product. This process is called perceptual categorization. To categorize objects, we weigh cues from the stimulus item to possible matches in our long-term memory. We are likely to react to the item as we would to other elements within the same category. If we believe that pasta is a healthy and tasty alternative to high-fat meals, we may try the item; if we dislike spaghetti, we may avoid it (Wayne D. Hoyer, Deborah J. MacInnis 2008).

Individuals formulate both generic product classes (detergent, snacks, and cereals) and subgroups within broader categories (dishwashing detergents and laundry detergents). The more specific subgroups are often based on such factors as quality, durability, prestige, economy, and usage occasion. Marketers attempt to facilitate proper categorization of their products (Wayne D. Hoyer, Deborah J. MacInnis 2008).

On principle of segmentation, most marketers today do not try to make products all things to all people. Although it is essential that consumers recognize a brand as part of its appropriate product class, marketers do not want their brands to be perceived as duplicates of other brands.

Rather, positioning strategies attempt to establish both correct brand categorization and brand uniqueness (Wayne D. Hoyer, Deborah J. MacInnis 2008).

Marketers attempt to understand how people make judgments about the properties they seek in products. They also try to provide clear, unambiguous cues that enable consumers to categorize products as intended. For example, the original Listerine's antiseptic color, medicinal taste, and tingling sensation suggest that the product kills germs. The swirl inside the top of a jar of peanut butter or tub of margarine suggests freshness. The sound of a new car door's slam suggests how well constructed it is (Wayne D. Hoyer, Deborah J. MacInnis 2008).

### **Surrogate indicators**

Today, complexity among many consumer products, particularly technology items, has never been greater. Some of these products have tens or even hundreds of features or applications. Consumers, in many cases, struggle to apprise and evaluate the features of these gizmos and their uses. Keeping pace with such products' new attributes requires significant time and technical knowledge on the part of consumers. However, since the majority of the consuming public often lacks both technical expertise and the time required to understand, evaluate, and compare between these brands, consumers simplify their choice process by relying on substitute cues to categorize the brands or their future. For example, if a consumer is contemplating a purchase of a digital camera, the shopper may use cues such as price/brand as benchmarks to guide his or her choice. These cues-price and brand-are called surrogate indicators. We use surrogate indicators to place products in to categories or discern uniqueness among brands within the same product class. For example, a recent study reveals that consumers rely on manufacturer's reputation, the variety a brand offers, retailer reputation, and product warranty as useful surrogate indicators in selecting products. Other common surrogate indicators include brand name, price, and physical appearance (Devavrat Purohit and Joydeep Srivastava 2001). Packaging and guarantee, when they serve as signals of product quality to consumers, are also surrogate indicators. Country of origin, in many cases, is also used by consumers as substitute cues. Country of origin affects the perceived value of a product. A consumer's prior experience with a country's product, as well as his or her cognitions and feelings about that nation's image, has a major influence on that person's purchasing behavior.

As suggested by the adage “you get what you pay for”, consumers often use price as a surrogate indicator. We tend to rely on price as an indicator of product quality when we face risky situations, when we lack confidence in our ability to assess quality directly, and when we suspect significant quality or price variation among brands. For different types of merchandise, we as consumers formulate notions of expected price that serve as reference points in judging the prices we encounter in the market place. Over time, these expected prices remain flexible. As selling price rises and fall, we adjust our price expectations according to market realities and personal experiences. Price, however, is not always the most important influence on our perception of quality. Other factors such as brand names, store images, prior brands experiences, and specific product-quality attributes can temper the impact of a price-quality relationship. Thus, our overall product perception blend information we derived from price, other external cues, and judgment of intrinsic product attributes.

### **Prototype matching**

A phenomena closely related to perceptual categorization is known as prototype matching, our tendency to compare brands in a product category against the exemplar or ideal brand in that category. For example, various brands in the luggage category would likely be compared to a leading brand such as Samsonite. A given luggage piece, therefore, would be judged as acceptable or unacceptable according to how closely it matches the attributes of the category exemplar. Prototype matching explains the power of a brand leader to set the standards for the rest of the product category (Mita Sujana 1985).

### **Perceptual inference**

Individuals form associations between stimuli. They develop beliefs about products, brands, stores, and companies based on previously acquired information and their own experiences with the stimuli. Perceptual inferences are beliefs based on these forms of prior knowledge and experience that a person unconsciously or consciously comes to assign to products, brands, or stores (Joseph W. Alba and J. Wesley Hutchinson 1987). For example, previous learning may cause consumer to associate high price with superior quality and, consequently, to anticipate a higher level of satisfaction when they select expensive brands and models. To prompt inferences

concerning product quality, marketers may incorporate appropriate sensory cues into the product design.

There are three types of perceptual inferences. Evaluation-based inferences are judgments leading to a consistently positive or negative brand evaluation. Someone who has had a positive experience with a Samsung TV may conclude that all Samsung merchandise is good. This is called halo effect. After a brand experience with the TV, the same person may conclude all Samsung merchandise is inferior (a negative halo effect). Some inferences are similarity based.

We may base our beliefs about a brand on its similarity to other products, simply by linking unfamiliar products to familiar ones. For example, a shopper may associate a new condiment packaged in a tall, slender bottle with ketchup. Still other inferences are correlational, based on drawing conclusions from the general to the specific. For example, a consumer may believe that the higher the dosage of pain reliever in a headache remedy, the more quickly the brand works. Thus, the brand containing the highest dose of medicine has to relieve pain the fastest (Joseph W Alba and J. Wesley Hutchinson 1987).

### **Schema and Scripts**

Consumers store in their memory categorized information about objects. As they gain shopping experience, they recall information in an orderly manner that permits them to buy more efficiently. A Schema is an organizing framework, a set of expectations that provides a structured for understanding and interpreting new information (Hanna/Wozniak's 2013).

Consumers have general schemas and subschemas. An individual may, for example, have general schemas about automobile makes and subschemas about specific car features, such as four-wheel drive, convertible top, stick shift, and automatic transmission. Similarly, a person may have general schemas about retailers and subschemas about various types of stores, such as department stores, discount stores, supermarkets, and convenience stores (Hanna/Wozniak's 2013).

Script refers to our knowledge about the appropriate behaviors to perform in response to recurring events that we may encounter. For example, as we order a product online, return a purchased merchandise item to a store, or negotiate the purchase price of a new car, we act out a

script, a behavior sequence appropriate for the situation. In buying a new automobile, for instance, we may 1) order the make, model, style, color, and various options; 2) agree on the delivery date; 3) negotiate a price; and 4) complete the details of a financing plan (Hanna/Wozniak's 2013).

Scripts include our expectations about locations, situations, people, and specific behaviors to perform, and outcomes of that behavior. They organize our knowledge about what to do in familiar situations and let us anticipate the outcomes of our actions. Once activated, a script automatically guides most relevant behaviors so that we don't have to make many deliberate, conscious decisions when faced with a similar situation. Scripts facilitate shopping. Rather than organizing information from the scratch, we rely on experiences to develop routines leading towards product purchase and use (Hanna/Wozniak's 2013).

### **Perception and Images**

Simply stated, image is a person's net impression of what a company, product, brand, or store is all about. Source of image includes sensory information from various sources such as advertising, personal experience, and symbols that people have come to recognize and respond to (Pierre Martineau 1957).

Martineau based on the earlier work of Levy, characterized image as "the total set of attitudes, the halo of psychological meanings, the associations of feelings, and the indelibly written aesthetic messages over and above bare physical qualities (Pierre Martineau 1957). In other words, image invokes a functional and psychological portrait that a stimulus paints in consumer's minds. It is the mental picture, personality, and feelings that an object conveys to consumers.

To attract consumers, manufacturers and retailers must project an image that is acceptable to their target market. Consumers frequently form preferences for one brand or store over another because of its image. The way a brand or store is perceived and what it communicates about the consumer to others can be more important than how well a product works or how much a dealer charges. Thus it is imperative that both manufacturers and retailers become cognizant of the many factors that contribute to brand and store images.

Image building presents a challenge for marketers because a mental image encompasses many facts, such as impressions of product attributes, types of people who use a brand, and situations surrounding brand use. Images can be built around notions of economy, safety, reliability, pleasure, status, distinctiveness, or other aspects of the product that may be of interest to the target market.

A product's image can differ greatly from its physical attributes. For example, it is often the image we hold of food or beverage items that determines our preference for them. Consumers frequently find it difficult to believe that brands in certain product categories are virtually identical. They come to insist on a particular brand largely due to image-building factors initiated by marketers such as branding, packaging, pricing, and promotion rather than due to physical product differences.

Like products and brands, stores also have images. In selecting stores, consumers look for those that match their self-concepts. Some stores intimidate a shopper, whereas others are comfortable to patronize. For some consumers, the same store is regarded as an acceptable store for some types of merchandise but not for others.

Because stores cannot be all things to all people, retailers attempt to create images congruent with the self-image held by the market segment they target. Store images are shaped by retailers' merchandise assortment, level of customer service, pricing policies, promotional activities, reputation for integrity, degree of community involvement, and atmospherics. Atmospherics entail all the various physical elements in a store's design, both inside and out, that appeal to consumers' emotions and stimulate buying. Interior atmospheric elements include sensory factors such as layout (arrangements of departments, width of aisles, grouping of products, locations of checkout areas), store fixtures, merchandise displays, wall and floor coverings, lighting, colors, sounds, scent, neatness, degree of crowding, personnel, and clientele. Exterior atmospheric elements include locations, appearance of the storefront, display windows, entrances, and degree of traffic congestions (Lil Berry 1998).

Interestingly, consumers formulate images of stores regardless of whether or not retailers deliberately attempt to convey a specific image. Although brand name appeared to be the most important cue when consumers formed impressions about a store's merit, the number of

salespersons per department seemed to most strongly influence consumer images concerning its qualities (Lil Berry 1998).

### **Imagery and Promotion**

Imagery is a process by which we visualize sensory information in our working memory. Working memory refers to our ability to hold and manipulate information in the mind over short period of time. For example, when we give direction to an out-of-town friend, we use mental imagery to picture the roads, exits, traffic lights, and stop signs, to verbally express our memory of the route. Imagery is helpful to consumers in at least two ways. It helps them to recall and express information they have stored in their memory. It also facilitates consumers' comprehension when products or situations are presented in a pictorial or graphic form (Hanna/Wozniak's 2013).

Imagery is therefore important as perceptual tool in promotion. In advertising, for example, imagery is created largely through illustrations. Pictures may be used to demonstrate how a product is used. Research shows that dually coded pictures (pictures that show the brand name along with the product) increases recall of the brand name. This enhances recall is thought to be the result of our seeing the information in two different forms-verbal and pictorial (Hanna/Wozniak's 2013).

Together with the other ingredients of the marketing mix, promotion-and advertising in particular-plays an important role in establishing and enhancing favorable corporate, brand, and store images (Kenneth A. Hunt and Susan M. Keaveny 1994). Because of advertising's ability to generate images, it has sometimes been referred to as the business of image management-creating and marinating images and meanings in a consumer's mind.

### **Image change**

The public's positive image of a firm is vital for its continued success. Images can range from clear to vague, from strongly positive to neutral or even negative. A favorable image virtually ensures continues attractiveness of the firm and becomes a valuable asset that is cherished and protected. A negative image, on the other hand, can seriously impair a firm's ability to do business and could even threaten its survival. As a result, image protection and restoration

strategy may take the form of aggressive, reactive, or defensive moves (Josee Bloemer and Ko Ruyter 1999).

Management may take a firm's positive image for granted until something unfortunate occurs and executives are faced with a negative image to rectify. Because attitudes are slow to change, image correction is a time consuming process. Examples abound in corporate history of companies that were faced with the challenges of changing negative images.

### **Brand Equity**

The most successful brands within their product category developed brand equity. Brand equity is the added value a brand brings to a product beyond the item's functional value. Companies develop equity from their brands by constantly delivering high quality, building strong associations between a brand and a set of benefits and developing a consistent image through sponsorship of humanitarian and environmental causes, the use of logos, trademarks, trade characters, or spokespeople (Don E. Schultz 1997).

Brand equity increases profits and market share. It also enhances both customer and distributors' loyalty to a brand. When firms apply brands with strong equity to new products or new lines of products, consumers are more apt to try them. Firms with brand equity may also allow other companies to license their brands for use on noncompeting products.

So far we have seen that consumers do not purchase objectively defined products. Rather, consumers buy products as they perceive them to be. They attend to only particular product attributes and process only a fragment of the advertising messages directed to them. What consumers learn about products, services, brands, and stores is largely an outcome of their experiences. What may seem obvious and critical for marketers may prove to be too subtle or even trivial for consumers. It is for this reason the study of consumer perception alone is insufficient to explain their behavior in the marketplace. It is equally important to understand how consumers learn about products, services, brands, and stores.

## **Risk Perception**

Perception of risk is a fact of life. Any task we undertake in performing our day-to-day activity involves some sort of risk or uncertainty. Whether you are driving your car, purchasing stocks through a broker, or online buying a product, you are taking a certain degree of risk.

Risk perception is a subjective judgment that we make about the characteristics and severity of uncertainties we face. Individuals confronted with the same decision perceive different degrees of ensuing loss or harm. Variations in the perception of risk are due to a number of individual factors that include a person's prior knowledge and experience, one's emotional state, his or her choice of exposure to the source of risk, degree of expected loss, whether or not the risk is within one's control, the level of uncertainty associated with the outcome, and the risk/benefit ratio of the consequences of an action. For example, a high sensation-seeking individual (i.e. one who craves challenges and thrills), such as a skydiver or mountain climber, perceives the risk of these activities differently than an acrophobic person (Wayne D. Hoyer and Deborah J. MacInnis 2008).

Perception of risk is inseparable from any investigation of consumer behavior. Consumers incur various degrees and variety of risk in the execution of every marketplace transaction. There are generally five types of risk that consumers experience. The first of these is **functional risk**, that is, whether or not the purchased product or service will perform as expected. A second type of risk is **financial risk**, that is, whether the product or service is worth the investment required. A third type is **physical risk**, which questions the danger the product or service possess to the individual or the environment. The fourth type of risk is **social risk**, which seeks to ascertain how significant others will perceive the purchase choice. The fifth type of risk is **psychological risk**, that is, the chance that a faulty choice may bruise the buyer's self-image.

Both consumers and sellers attempt to reduce the degree of risk perception in business transactions. Sellers, for example, adopt various risk-reduction strategies to aid buyers, including offerings 100 percent satisfaction guarantees, warranties, refunds, samples, and free non-committing trial periods. They also enhance the benefits accrued from a purchase in order to equalize the relationship between risk/benefit paradigms. Consumers, on the other hand, attempt to reduce risk by comparing various competing offerings, acquiring product information from

multiple sources, selecting reputable brands, and vendors, and seeking endorsed brands, as well as relying upon other surrogates indicators like price.

Unfortunately, the concept of risk perception had become abused to some degree by less-than-scrupulous marketers. Some vendors have come to recognize the power of preying upon consumers' perception of risk and fears of uncertainty. Often, vulnerable consumers fall prey to tactics where marketers cite harm if purchase action is not taken.

### **2.3 Product attributes of Beer**

Evaluating beer is an art as much as a science. We are judging beer every time we drink, whether we realize it or not. Evaluation is something that can be learned, with practice and a little knowledge of the terminology. I want to present you with some of that terminology used by the Beer Judge Certification Program (BJCP). Since beer has been around since the dawn of civilization, so has beer tasting and evaluation. These days, the science behind the sensory evaluation of beer has become so advanced that the subject can fill a book.

Today, more than ever before, home brewers and beer enthusiasts alike are interested in the flavor, aroma, body, and even the history behind the beers they make and consume. Today's beer drinkers are more sophisticated than ever.

#### **How senses are used when evaluating beer:**

- **Smell** - The first thing on the drinkers score-sheet will be the beer's aroma and bouquet. One want to evaluate that first because it is the most fleeting once the beer is opened. The aroma changes with time and temperature, so one want to quickly evaluate the beer's aroma before it changes.

In addition to relative levels of chemicals and contaminants, its aroma may also spark an emotional response while evaluating beer. One may recall a wonderful trip to a Country, or the wedding that he or she went to where one got hammered on a similar beer and spent the night hugging the toilet.

Drinkers' sense of smell can be impaired by a cold, using nasal sprays, cigarette smoke, certain drugs, and spicy foods. It can even become anesthetized from repeated use while

judging or evaluating. That's why some candle stores have a bag of fresh coffee beans for you to smell so you'll be able to continue smelling (and buying) their candles.

- **Sight** - Although drinkers' sight is an indispensable sense in one's everyday life, it isn't as important to a beer's evaluation. The beer's appearance includes its clarity, head size and retention, the head's texture, the beer's color, amount of sediment and the beer's fill level. For the most part anyone can evaluate these with accuracy. Only one is fairly subjective. A beer's color can be influenced by the light and background in which it is viewed.
- **Taste** - You might want to believe that what you taste in a beer is what constitutes its flavor. In reality, drinkers' beer's flavor is influenced by its taste, smell, appearance, mouthfeel, and even your memories. It is such an important part is the enjoyment of the beer.

**New research has revealed that there six basic flavors** that humans can perceive. These flavors have evolved through evolution to help us determine which foods are nutritious and which are poisonous. The six basic flavors are:

- **Sweet:** This familiar flavor evolved to alert us when something is highly nutritive that will provide us with lots of energy. In the hunter-gatherer days of human life, the environment we lived in had few sweet things to eat. This may be why the taste is so pleasurable; it lets us know that this foodstuff is good for us and generally safe to eat.

There is some sweetness in most beers, although it is most often overshadowed by the bitterness, roast-ness, etc. in the beer. Sweetness is usually a balancing aspect of the beer's flavor and is only prevalent in a few styles, milk stout, Scotch ale, barley wine and a few others.

- **Sour:** The sour taste developed to allow us to differentiate between ripe and unripe fruit, as well as rotten or spoiled food.

Beer is an acidic beverage (normally 4.0-4.5 pH), although some Belgian beers are in the range of 3.4-3.9 pH. Sourness is a minor flavor in beer and really only becomes important in fruit beers.

- **Salty:** Salty flavors come from our ability to detect mostly sodium (and to some extent potassium) ions in our environment. Most of these ions are important to our body's cellular activity and are not produced in the body. Thus, they must be obtained from our surrounding environment.

Salty tastes in beer are only a minor player, coming mostly from the water source in which the beer is made. When present, these flavors can give the beer a richer fuller profile. When in excess, the beer simply tastes "salty".

- **Bitter:** This is an important taste sensation in that it alerted early humans to a potentially toxic substance. The substances most often responsible for the strong reaction to bitterness are the alkaloids in many toxic or poisonous plants. The bitterness sensation takes a moment to register in the brain, unlike the lightning quick reaction we have to sourness (think of biting into a lemon).

The delayed reaction is one reason why you don't perceive the bitterness of hops immediately upon taking a sip of beer. It usually develops slowly and then lingers for a little while after the beer is swallowed. Bitterness plays a big part in beer flavor these days. Previously, it was used for balance and interest, but today, a whole genre of beers, which I call hop bombs, have sprung up to satisfy many "Hopheads" craving for this taste sensation.

- **Umami:** This is the flavor sensation you get when eating a succulent piece of meat. The Japanese word means "deliciousness" and sums up the flavor of aged meats, fermented foods and especially soy products such as tofu.

According to Randy Mosher in "Tasting Beer, An insider's guide to the world's greatest drink", Umami becomes noticeable in beer after the beer has aged and a rich malty-ness shows itself. He also notes that given enough aging time, notes similar to soy sauce may develop.

- **Fat:** The final, and most recent addition to the basic flavors, is fat. The flavors associated with fat were developed to alert us of a nutritive source of food. It is very similar to the sweet flavor in that it is one of the pleasurable sensations. More research needs to be done

on the role of the flavor of fat and beer. These receptors for this flavor were only found in 2005 so it is a recent addition to the basic flavor profile.

You only need about a tablespoon of beer per sip. Swish the beer around so it contacts all parts of your tongue and the palate of your mouth. Then swallow to finish the examination. On the first sip you record the character. With the second, you record the beer's sweet, sour, salty, and bitter qualities as they occur to you. With a third sip you record the mouthfeel. And with the fourth sip you can look for qualities of the aftertaste.

- **Feel** - The tactile sense, or the sense of touch or feel, is perceived in a beer's mouthfeel or body, and temperature. You will sense the beer's texture and perceive it as being thin, thick, silky, oily, warm, and cooling (menthol-like), and dry. You can also sense a beer's astringency which manifests itself as a mouth puckering sensation. It is most often caused by the tannins extracted from the grain's husks. Mouthfeel is such an important aspect of evaluating beer that many go to great lengths to manipulate it to their liking. For example, adding oats will give a beer an oily silky-smooth texture, decreasing the mash temperature will give a beer a thinner, more crisp finish, and controlling fermentation temperature can affect the beer's alcohol, making it less harsh or hot.
- **Pleasure** - The final category in the AHA/BJCP score-sheet is the overall impression of the beer. This means how much pleasure it gave the drinker. Would one want another beer just like it? Could one drink more than one pint? Would one seek it out and pay money to drink this beer again? This is the most important aspect of evaluating beer because that's what most of us are left with the next day or the next year, is that overall impression you take away each time you evaluate a beer.

References; This article was adapted from The Beer Enthusiast's Guide by Greg Smith and Evaluating Beer written by various beer gurus and edited by Brewer's Publications.

## Beer Flavor Descriptors

You must be able to describe a beer before you can refine your processes or ingredients to improve your beer's characteristic flavor, aroma, or mouthfeel. There are universal list of Beer Flavor Descriptors to be used during the evaluation of beer. These beer flavor descriptors describe a beer's visual aspects, flavor profile, aromatic characteristics, and tactile impressions, both good and bad.

Beer Flavor Descriptors are a common vocabulary used by most beer enthusiasts when describing or reviewing beer. As described in the above pages, the method of evaluating beer can be broken down into four basic sensory methods. These include:

- ✓ **Smell**
- ✓ **Sight**
- ✓ **Taste**
- ✓ **Touch or Feel**

To truly enjoy one's beer tasting experience, he or she should use all of his or her senses. What follows is a list of some common beer flavor descriptors broken down into the above categories.

### ➤ **Smell**

- ✓ **Basic Notes in Beer:** malty, grainy, sweet, corn-like, hay, straw, graham cracker, caramel, toast, roast, coffee, espresso, burnt, alcohol, tobacco, gunpowder, leather, pine, fresh cut grass
- ✓ **Dark Fruit Aromas:** raisins, currant, plum, dates, prunes, figs, blackberry, blueberry
- ✓ **Light Fruit:** banana, pineapple, apricot, pear, apple, nectarine, peach, mango, prickly pear
- ✓ **Citrus Notes:** lemon, lime, orange, tangerine, clementine, grapefruit, Curacao orange peel, lemon zest
- ✓ **Other Acidic-Type Aromas:** metallic, vinegar, copper, cindery, champagne-like, astringent, chlorine

- ✓ **Spices, Yeast, etc:** phenolic, white pepper, clove, anise, licorice, smoked bacon, fatty, nutty, butterscotch, vanilla, earthy, woody, horsey, fresh bread, saddle, musty, barnyard

- **Sight**

- ✓ **Beer Color:** honey, caramel, russet red, brown, root beer, amber, chestnut, dark red, apricot, orange, black, burnt auburn, garnet, ruby, copper, deep gold
- ✓ **Beer Clarity:** brilliant, hazy, cloudy, turbid, opaque, clear, crystal, bright, dull
- ✓ **The Beer's Head:** persistent, rocky, large, fluffy, dissipating, lingering, white, off white, tan, frothy, delicate

- **Taste**

- ✓ **Beer Flavors:** roasted, bready, bitter, sweet, spicy, fruity, chocolate, caramel, toffee, coffee, malty, tart, subtle, woody, earthy, sulfuric
- ✓ **Intensity of Flavor:** assertive, mild, bold, balanced, robust, intense, metallic, harsh, complex, delicate, refined, hearty
- ✓ **How Beer Taste Evolves:** rolls into..., evolves into..., dissipates to reveal..., displays..., underlying..., suggests hints of..., fades to...
- ✓ **The Beer's Finish:** dry, fruity, sweet, alcoholic, warming, bitter, acidic, buttery, wet, quenching, lingering

- **Touch or Feel**

- ✓ **A Beer's Mouthfeel:** smooth, silky, velvety, prickly, tingly, creamy, warming, viscous, hot, astringent, oily
- ✓ **Beer's Carbonation Level:** spritely, champagne-like, prickly, round, creamy, light, gassy, sharp, delicate
- ✓ **The Beer's Body:** full, heavy, dense, viscous, robust, medium, balanced, medium-light, light, delicate, wispy

The more you practice the art and science of evaluating beer, the more beer flavor descriptors you will acquire. These are but a few and you may find many beer flavor descriptors of your own.

**References:** Information for this article was adapted from the article “*Flavors in Beer* at <http://hbd.org/ford/judging/flavor.pdf> and the article *Flavors in Beer* at <http://www.alabev.com/taste.htm>.

#### **2.4 . Review of previous researches**

In this section articles that have related title and concern will be reviewed and used to develop conceptual frame work or working model. The articles will be reviewed in terms of introduction, theoretical frame work, findings and practical implication.

##### **Article one- Willingness to Pay for Sensory Attributes in Beer by Gnel Gabrielyan, Jill J. McCluskey, Thomas L. Marsh, and Carolyn F. Ross**

As microbrew beers have become more popular, the intrinsic characteristics of beer have become more important in consumer purchasing decisions. The researchers identify sensory properties that influence consumers’ willingness to pay for beer using a contingent valuation model that includes subjective sensory evaluations and socio demographic characteristics of consumers. They find that overall taste and hoppy-ness of a beer have a significant and positive impact on willingness to pay.

#### **Introduction**

The researchers apply sensory analysis and the contingent valuation (CV) method to evaluate consumers’ willingness to pay (WTP) for beers that have different intrinsic characteristics related to taste, hop intensity, aroma, and appearance. They examine the relationship between sensory characteristics and consumers’ WTP for beer and evaluate whether specific sensory attributes play a role in determining WTP. The results will allow them to better understand how consumers value taste, hoppy-ness, aroma, and appearance and thus to characterize potential buyers and prices for beers with premium quality and taste.

## **Theoretical frame work**

While hedonic price analyses study the effect of extrinsic and demographic characteristics on equilibrium prices in a market, WTP analyses study the value consumers place on characteristics expressed as the maximum amount they are willing to pay. When analyzing sensory characteristics, the objective was to examine WTP for the product in question and how its sensory properties influence that amount. The CV methodology is commonly used to estimate WTP. On the survey, the researchers included a double bounded question sequence. In a double-bounded model, each participant is presented with two bids. The amount of the second bid is contingent on the participant's response to the first bid. If the individual is willing to pay the amount of the initial bid (*BI*), the second bid presented is a "premium" (higher) bid (*BP*). If the individual is not willing to pay the amount of the initial bid, the second amount presented is a discounted (lower) bid (*BD*).

## **Findings**

As the bid amount increases, the probability of a participant choosing to buy the product decreases. In terms of sensory attributes, the taste variable has a positive and significant effect at the 1 percent level. Taste is one of the major factors on which consumers' base decisions about repeat purchases. Consumers are more likely to buy a beer that tastes good to them again and are willing to pay more for it than for other beers. Since consumers likely have heterogeneous preferences for the intensity of hop flavor, hoppy-ness is a "horizontal quality attribute"—there is a distribution of consumer preferences and an individual consumer prefers the level of that attribute that is closest to his or her ideal level. However, the results do not imply a direct relationship between actual hoppy-ness and WTP. Quality differentiation through taste is a major tool for microbreweries in a market dominated by macro brewers. The researchers find that the appearance and aroma of beer, on the other hand, do not have significant impacts on estimated WTP.

Consumers with relatively high incomes are willing to pay more for a beer, a difference that is significant at the 10 percent level. This result shows that beer is a normal good. Consumption frequency has a significant (at the 10 percent level) and positive impact on consumers' WTP for beer. Considering the size and importance of the beer market in the United

States, it is surprising that this study is the first to estimate consumers' WTP for beer based on sensory attributes and consumer demographics. The researchers study the effects of intrinsic characteristics on consumers' WTP for beer and find that taste and hoppy-ness have a positive impact with taste having the largest impact. In their sample of beers, appearance and aroma did not vary much and they found no significant impact from those characteristics. Intrinsic cues such as taste are a primary basis for consumers' expectations of quality and decisions about whether to make repeat purchases of a product. Taste attributes represent the most important differentiating factor for craft beers, and both taste and hoppy-ness have positive and significant impacts on WTP.

### **Practical implication**

The study findings can be useful to brewers making new product introductions into the market. Given beer and food trends in general, it is expected that newly introduced beers will be increasingly differentiated and that different hop varieties and levels of hop intensity will be keys to quality differentiation. As consumers' find beers that match their ideal concept of taste, they will be willing to pay a premium for them. However, the social aspect of beer consumption sets it apart from consumption of other products such as breakfast cereals and candy bars that also fall into the monopolistic competition category. Since beer is often consumed socially and is subject to an exposure effect, the researchers recommend that brewers target consumers who drink beer relatively frequently and socially. Those consumers will influence their peers' consumption habits and WTP for beer.

### **Article two; A comprehensive sensory evaluation of beers from the Chinese market by Chunfeng Liu, Jianjun Dong, Jinjing Wang, Xiangsheng Yin and Qi Li**

### **Introduction**

Fourteen different beers were evaluated by 60 Chinese untrained tasters and 10 beer sensory experts using the descriptive sensory analysis rating test and the fuzzy mathematics comprehensive evaluation (FCE) method. ANOVA results of descriptive analysis showed significant differences ( $p < 0.05$ ) among the beer samples. Bitter and sour tastes contribute greatly to the entire sensory characteristic of beers for the Chinese consumer. The two-tailed paired samples t-test showed that the effect of the age factor of the panelists on beer evaluation was

significant ( $p = 0.018$ ), but the effect of gender factor on beer evaluation was not significant ( $p = 0.591$ ). The results of the rating test and the whole harmony characteristic evaluation of the beer samples proved that, of the 14 samples, one possessed the best and one the worst sensory characteristics. Chinese consumers appeared to dislike beers that had a higher original gravity value, strong bitter or acidic tastes, or samples with obvious off flavors such as Sulphur, dactyl and stale flavor. For samples from the same country and beer type, higher ethanol concentration and original gravity were judged as unfavorable for the Chinese consumer. For the beers produced in China, one of the lager beer samples was the most welcome to the panelists because of its lower content of ethanol, dimethyl sculptured, vicinal dike tones, carbonyl compounds (as thiobarbituric acid value) and original gravity. The study indicated that FCE could be used for beer sensory evaluation as an objective method for breweries to produce beers compatible with consumer preference.

### **Theoretical framework**

Descriptive sensory analysis of the beers was conducted by the trained sensory panel. The materials used in ranking tests for intensity and sensory descriptors were as in the ASBC methods of analysis 2008. The terms sour, sweet, bitter, acerbity and gouty were chosen from the standard attributes terminology. The intensity scales producing the best discrimination between samples and the most reproducible results were chosen. The scoring of each sensory attribute was done on a five-point intensity scale, where 1 point means ‘recognizable’ and 5 points means ‘strong’. Reference standards were used to anchor the weak and strong points of the scale, and the materials used for sour, sweet, bitter, acerbity and gouty intensity anchoring were acetic acid, sucrose, isohumulone, quercitrin and octatonic acid, respectively. With the sweet flavor as an example, a weak intensity was defined as an addition of 5 g/L sucrose (the threshold level), and a strong intensity was defined as an addition of 20g/L. In order to reflect all kinds of sensory attributes as fully as possible, ‘other tastes’ was set as an index in this experiment, and contained perceptible flavors, such as Sulphur, yeasty, dactyl and stale. The sensory panel members had a minimum of 5 and a maximum of 30 years of experience in beer sensory evaluation. Tasting tests were performed in a special room and beer samples were kept at room temperature for 10 min before the test. A 50mL portion of each sample was poured into a clean glass and covered with a Petri dish to preserve the volatile compounds. All the beer samples were numbered and

every sample was tested in triplicate. Evaluators drank mineral water (Dong Ting Mountain, Hangzhou, Zhejiang, China) to avoid cross-contamination between samples.

### **Findings**

This work described a FCE method to make sensory evaluation results of beer samples more objective. ANOVA results of descriptive analysis showed significant differences among the 14 types of beer samples. The integrative effects of diversified sensory taste (for example, sourness, sweetness, bitterness, acidity, gummy taste), defined as harmony characteristics, were significantly different. Chinese consumers disliked the beer that had a very complex and unfamiliar sensory profile, because it had a higher OG value, and strong Sulphur, dactyl, stale or acidic taste. Also, the acidic beers, such as the Belgian and Munich beers, whose score for sour taste in the spider diagram was the maximum (about 4.0 and 3.5 points) were not favored by the Chinese consumers.

For samples from the same country and beer type, higher levels of EC and OG were unfavorable for the Chinese consumer. For the beers produced in China, the lager beer sample 14 was the most preferred by the Chinese assessors because of its lower content of EC, DMS, VDKs, TBA value and OG. The age factor of the panelists was a more important effect on the rating scores for beer samples than the gender factor. By using the FCE method, the sensory indices can be evaluated as a whole. The sensory characteristics of the 14 beers were ranked easily and objectively by FCE, which suggests that FCE could be a useful tool to evaluate beer taste and could provide a new way for beer breweries to control their beer quality.

### **Practical implications**

Most of the brewers focus on these chemical and physical properties of beers to control their flavor quality. However, the brewers' descriptions of diverse beer tastes are still very subjective and imprecise. The FCE method established in this study could be helpful in clarifying and objectifying these descriptions. It can synthesize the individual sensory property into a comprehensive index, which could instruct the brewers to produce a beer more compatible with a particular consumer preference.

**Article three; One brand perception? Or many? The heterogeneity of intra-brand knowledge by Oliver Koll and Sylvia von Wallpach**

**Introduction**

What customers associate with a brand is the result of what they have felt, learnt, seen and heard about the brand. This knowledge impacts the attitudinal and behavioral brand response of customers (and vice versa). This article aims to identify how customer segments of one brand characterized by different levels of behavioral and attitudinal response intensity differ in terms of content and structure of brand associations. The paper reports findings of two single-brand studies, each comparing brand associations of customer groups with different brand response intensity levels: one in a business-to-customer (B2C) setting where knowledge is determined via brand-to-association retrieval, one in a business-to-business (B2B) setting with benefit-to-brand retrieval. The findings show that consumer segments with differing behavioral and attitudinal brand response intensity show unique brand knowledge patterns. Consumers with high response intensity elicit more (favorable) brand associations, and elicit the brand more frequently when stimulated with the brand name. In addition, identical brand associations are rated differently favorable depending on the intensity of brand response. To learn about the strength of a brand, organizations may complement frequently used comparisons with competing brands by investigating what distinguishes brand knowledge of various customer segments that differ with respect to their relationship with the focal brand.

This allows targeting various segments more specifically. This paper adds to our understanding of brand strength by comparing multiple intra-brand segments and by understanding how their brand knowledge differs depending on their attitudinal and behavioral brand response. Such a perspective may provide more useful insights to fostering brand response than studying inter-brand differences. This paper aims to contribute to fill this gap by investigating how different levels of brand response intensity relate to consumer brand knowledge.

**Theoretical frame work**

The study segmented customers according to their levels of attitudinal and behavioral brand response. This results in a two dimensional segment solution based on attitudinal response

intensity (ARI) and behavioral response intensity (BRI) towards a brand. Each dimension spans a continuum from low to moderate to high response intensity. By combining the intensity consumers experience on both dimensions shows the consumer's overall response intensity Vis-a' -Vis the brand.

To study the link between brand knowledge and brand response the study applied Keller's (1993) framework of customer based brand equity who conceptualizes brand equity as the impact of brand knowledge – consumers' cognitive representations of a brand (Peter and Olson, 2001) – on reactions towards the brand (i.e. brand response). Brand equity is customer-based: equity is present when the customer is familiar with the brand and holds some favorable, strong, and unique brand associations in memory (Kamakura and Russell, 1991). This conceptualization implies that brand equity is a multifaceted construct consisting of both brand knowledge characteristics (i.e. content and properties of brand knowledge) and customer brand response defined in terms of attitudes and behaviors. While brand knowledge characteristics refer to brand perception, customer response “refers to the customer's processing of those perceptions to form subsequent comparative evaluations, preferences, behavioral intentions, or behavior”.

Tests of hypotheses involved data collected in two studies. Both apply the free elicitation technique, but one study uses the brand as the cue for retrieving associations, the other focuses on which cues evoke the brand.

### **Hypothesis**

H1a. The higher a segment's ARI the more associations the brand will elicit.

H1b. The higher a segment's BRI the more associations the brand will elicit.

H2a. The higher a segment's ARI the more positive associations the brand elicits.

H2b. The higher a segment's BRI the more positive associations the brand elicits.

H3a. The higher a segment's ARI the more often they elicit the brand when a choice-relevant cue is presented.

H3b. The higher a segment's BRI the more often they elicit the brand when a choice-relevant cue is presented.

### **Findings**

The study assigned respondents to one of four groups based on their levels of ARI (attitudinal loyalty) and BRI (share of wallet) towards the focal brand. A majority of studies on brand management and research aims to uncover differences in brand investments and brand outcomes between brands. The study objective is to investigate differences in brand knowledge and possible interrelationships with other brand-related phenomena (i.e. brand attitude and purchasing) among consumers of one brand. The results support that consumer segments with different brand relationship-intensity considerably differ with regard to their brand knowledge structures. In study 1, the researchers compare the number, favorability, and content of brand associations between consumers with high-intensity relationships and low-intensity relationships with the brand. Both dimensions of the relationship have a strong and positive effect on the number of associations the brand evokes and their favorability. However, the number of associations is more affected by changes in BRI than ARI whereas ARI affects the favorability of associations more than BRI. Study 2 confirms this result: Heavy brand users retrieve the association-to brand link significantly more than weak brand users, whereas the difference between high and low ARI consumers is smaller.

In terms of content the study found that the dominant brand associations relate to both ARI and BRI. Specifically, when BRI is high, consumers retrieve more experiential associations like product categories or quality evaluations than low BRI consumers. The top ten associations of high ARI consumers contain more positive product attributes and personality facets and also a positive quality evaluation compared to low ARI consumers. Both low BRI and ARI consumers elicit materials that appear similar, but do not match the material used in the brand's products. This response may serve as a signal for superficial brand knowledge resulting from weak relationship intensity.

### **Practical implications**

Brands mean different things to different consumers. While brand management may strive to communicate a specific and consistent image to the market, consumers may develop

different perceptions of the brand, also depending on their relationship-intensity with the brand. Brand management and research may be well advised to acknowledge the relationship between knowledge, attitude and behavior. This view leads to several relevant implications: Brand research should reconsider treating brand perception as an aggregate phenomenon, where different brands can be ranked according to certain criteria. Rather, differences in brand knowledge (and their underlying reasons) between consumers of one brand deserve more attention. Since each of these groups perceives the brand differently, it may have a different set of expectations towards the brand and compare it to a different competitive set. Just like marketing suggests to segment consumers for more effective measures, segment specific brand perceptions should impact the branding strategies of organizations. It seems unlikely that high and low ARI/BRI groups can be addressed effectively by the same branding strategies.

## **2.5 . Conceptual frame work**

So far we have defined perception and related issues that will affect perception. In section two we have defined perception as the process of selecting, organizing and interpreting sensations into a meaning full whole. From this definition we can understand that there need to be a contact with the stimuli in order to perform those three steps. The three steps begin with exposure to the stimuli. Exposure is the act of deliberately or accidentally coming in to contact with environmental stimuli. After we come in to contact with environmental stimuli, the stimuli will stay longer or shorter depending on the attention we allocate to the stimuli. Attention is the allocation of an individual's mental capacity to a stimuli or task. Those stimuli that are given attention will be further processed and develop meaning full sensation. Sensation is the response of a person's sensory receptors to environmental stimuli and transmission of this information to the brain via the nervous system. Those stimuli that lack much of attention will be forgotten and will not be further processed. The power of the stimuli will disappear.

After seeing the mere definition and process, we will go deep to evaluate what affects the process. The exposure will take place with the help of sensory receptors. They are like a door way for stimuli to contact to a person. These five sensory receptors are smells, taste, hear, feels and sees. The following are the sensory elements of beer with the respective definitions;

- **Beer:** alcoholic beverage made from cereal grains, usually barley, but also corn, rice, wheat, and oats.

- **Beer foam:** a mass of bubbles of gas or air on the surface of the beer.
- **Hangover:** illness after drinking with a set symptoms including headache, nausea, thirst, and sickness that result from drinking too much alcohol
- **Marketing stimuli:** any communications or physical stimuli that are designed to influence consumers.
- **Stimulus:** any physical, visual or verbal communication that can influence an individual's response.
- **Taste:** mouth felt acidity level of the beer when swiped
- **Color:** the color that the beer has which lead to the inference on thickness of the water/beer inside
- **Aroma:** a distinctive pervasive and usually pleasant or savory smell; *broadly* odor; Herb added to boiling wort or fermenting beer to impart a bitter aroma and flavor.
- **Foam:** the bubbling and gas created by beer swipe.
- **Alcoholic percentage:** the alcoholic content of the beer
- **Thirst quenching:** the ability of the beer to satisfy the consumer's water or beer thirst.
- **Price:** the market price of the beer

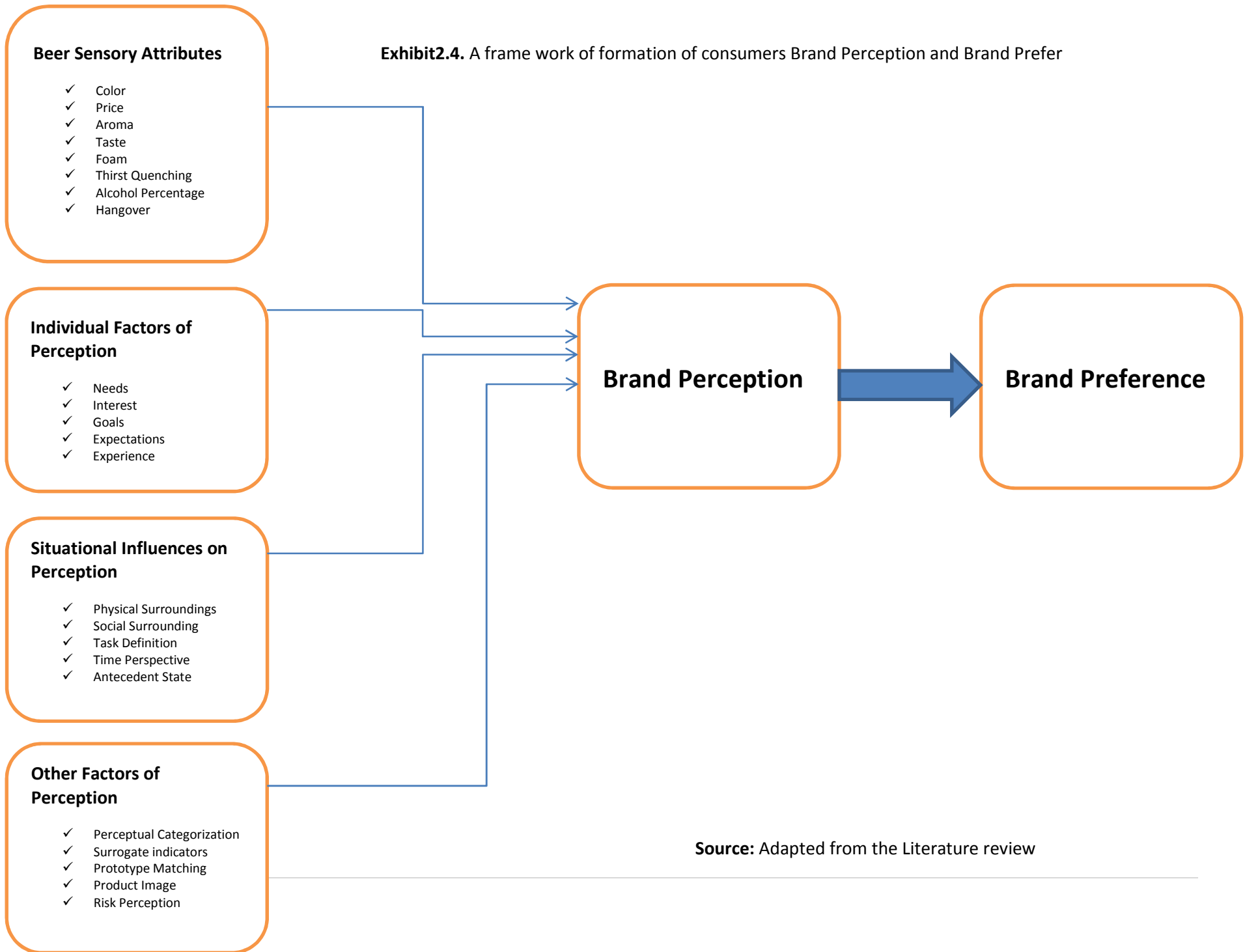
All the above sensory elements get their exposure through the sensory receptors and get exposure. As mentioned earlier, not all the stimuli get attention. But some does and will be further processed. While this was the case, stimuli lacks some attention due to factors that are non-related with the stimuli itself. These factors may be as of perceptual overload that is the inability to perceive stimuli that compete for an individual's attention at a given moment. This is accepting too many stimuli at a time. When this happens, the person's ability to give attention will decrease and the person will be forced for perceptual vigilance. Perceptual vigilance that is an individual's ability to disregard much of the stimulation one receives through the sense.

When perceptual vigilance is a must, persons use perceptual selectivity to attend the more important stimuli. To attain perceptual selectivity, persons use selective exposure that is a tendency of people to ignore media and ads that address topics that are unimportant to them and people use selective attention that is a tendency of individuals to heed information that interests them and to avoid information that is irrelevant. This is attained

using perceptual defense that is a tendency to block threatening or contradictory stimuli from extensive conscious processing.

From the stimuli we select some stimuli that will be further processed. This is called perceptual selectivity. Selective exposure is a tendency of people to ignore media and ads that address topics that are unimportant to them. There is as well selective attention that is a tendency of individuals to heed information that interests them and to avoid information that is irrelevant. In between there is perceptual defense that is a tendency to block threatening or contradictory stimuli for extensive conscious processing. The process of sensing stimuli is affected by selective sensitization that is a tendency to perceive more readily information that is consistent with one's needs and beliefs. After stimuli have been selected for further processing, there will be selective interpretation that is the act of combining relevant knowledge structures with expectations and intentions to derive meaning from stimuli. Adaptation level affects the intensity of the stimuli. Adaptation level is an indifference to a stimulus to which an individual has become accustomed.

**Exhibit2.4.** A frame work of formation of consumers Brand Perception and Brand Prefer



**Source:** Adapted from the Literature review

## **External factors affecting perception**

There are factors that affect the perception of the stimuli itself. These factors are divided in to two. The factors are stimulus factor and individual factor. Stimulus factor is the physical characteristic of an object that produces physiological impulse in an individual. Individual factors are the qualities of people that influence their interpretation of an impulse.

Processing of stimuli is in the form of two. Bottom-up processing that is the physical characteristics of the stimuli derive perception and top-down processing that is individual experiences, goal and expectations derives perception.

The other factor that affects perception is situational influences. These are divided in to two; situational self-image and situational variables. Situational self-image is the physical and mental state a person is experiencing at a specific moment in time. The situational variables are environmental circumstances that constitute the context within which transaction occurs. There are five classes of situational variables. These are physical surroundings, social surroundings, task definitions, time and antecedent states.

The other extraneous factor that affects perception is Gestalt psychology that is a view that people perceive cohesive wholes and formulate total impression. Consumers usually perceive environmental stimuli in a manner consistent with certain Gestalt principles-closure, grouping, proximity, context, and figure and ground.

The other thing affecting perception is perceptual categorization that is the tendency to group somehow similar objects together. Yet again there is a factor of surrogate indicator that affects the perception of stimuli that is the cues that consumers rely on to place products in to categories than the actual intensity of the stimuli. In categorization people use prototype matching that is the tendency to compare brands in a product category to the categories leading brand.

Prior experience affects perception. This will lead to perceptual inferences that are beliefs based on prior experience that a person assigns to products or stores. Consumers store in their memory categorized information about objects. These are in the form of schema and script. A

schema is a structure for understanding and interpreting new information. Script is the knowledge about procedures to follow in recurring situations. Perception is derived from the information stored in the brain in the form of script and schema.

Perception leads to some kind of image formation. Image is a person's view of what a company, product, brand or store is. This image creates imagery that is the way consumers visualize sensory information in working memory. To create and enhance imagery, promotion plays an important role. All these perception process and formation of imagery creates brand equity. Brand equity is the added value a brand name brings to a product beyond its functional worth. All these process will be affected by risk perception. A person's perception about a brand highly depends on the risk perception. There are four types of perceived risks. These are functional risk, financial risk, social risk and psychological risk.

## CHAPTER THREE

### RESEARCH DESIGN AND METHODOLOGY

#### **3.1. Introduction**

This research is conducted to analyze the brand perception and brand preference of consumers towards the newly introduced Walia beer. The study is conducted from the view point and judgment of consumers. The study will analyze the consumer side of perception. The study is done to understand the perception of consumers that lead to the brand preference. The study is conducted to assess what lies behind the great acceptance of the beer in Addis Ababa. The study will analyze which marketing stimuli brought this preference. The study will be carried out in the province of Addis Ababa at different bars and restaurants that are main distributors of Walia beer. The beer has country wide coverage. But due to lack of resource the study will be conducted only in the capital city.

#### **3.2. Research Approach**

The study used questionnaires as the means of data collection. The study used quantitative technique to analyze the findings of questionnaires. The study employs quantitative techniques to analyze the findings and do statistical analysis to infer the findings. Questionnaires will be developed and analyzed using a quantitative approach.

Based on the analysis of the questionnaires the study used inferential statistics to measure the output. The purpose of inferential approach to research is to form a data base from which to infer characteristics or relationships of population from the sample. This usually means survey research where a sample of population is studied to determine its characteristics, and it is then inferred that the population has the same characteristics. Due to shortage of time only questionnaires will be used for the study.

So the study used a quantitative approach only. The study has drawn a conclusion using a quantitative method approach towards identifying the consumers brand preference and perception towards Walia beer.

### **3.3. Research Type**

The study is a descriptive study used to describe the existing behavior of consumers of Walia beer. Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. In this case, describing the brand perception of consumers. The main characteristic of this method is that the researcher has no control over the variables; he can only report what has happened or what is happening.

This is an applied type of research that is used for administrative and understanding of a phenomenon. Research can either be applied (or action) research or fundamental (to basic or pure) research. Applied research aims at finding a solution for an immediate problem facing a society or an industrial/business organization.

This research is an empirical research. Empirical research relies on experience or observation alone, often without due regard for system and theory. It is data-based research, coming up with conclusions which are capable of being verified by observation or experiment. In such a research it is necessary to get at facts firsthand, at their source, and actively to go about doing certain things to stimulate the production of desired information.

Form the point of view of time, this research is one time research. One-time research is confined to a single time-period. This research is done on a single time period.

### **3.4. Source of Data**

Both primary and secondary data will be used to analyze the problem. Secondary data of past researches will be used to draw research model. Primary data in the form of self-administered questioners are used to assess the perception and view point of consumers. The secondary data will be retrieved from different books, journals and past research studies. The primary data will be conducted in the form of questioners.

### **3.5. Data Collection Method**

Self-administered questionnaires are distributed to 384 final beer consumers in order to find out the beer consumers' perception and brand preference towards Walia Beer and the factors that positively contributed for the formation, change and maintenance of these preferences are studied.

From the distributed questioners, only 365 are analyzed due to some were none returned and some were not valid for the analysis.

Questioner will be the main instrument of data collection. The questioner is used to identify the exact brand preference of consumers and the perceived variable or parameter that lead to the preference.

### **3.6. Sampling Design**

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample design may as well lay down the number of items to be included in the sample i.e., the size of the sample.

There are different types of sample designs based on two factors viz., the representation basis and the element selection technique. On the representation basis, the sample may be probability sampling or it may be non-probability sampling. Probability sampling is based on the concept of random selection, whereas non-probability sampling is ‘non-random’ sampling. On element selection basis, the sample may be either unrestricted or restricted. When each sample element is drawn individually from the population at large, then the sample so drawn is known as ‘unrestricted sample’, whereas all other forms of sampling are covered under the term ‘restricted sampling’. The study uses probability and non-probability sampling with unrestricted element selection. From non-probability sampling the study will use judgmental sampling to choose the target research area based on convenience. The study also uses judgmental sampling to choose respondents. Those respondents that drink Walia beer are targeted by the study.

Probability sampling is also known as ‘random sampling’ or ‘chance sampling’. Under this sampling design, every item of the universe has an equal chance of inclusion in the sample. Here it is blind chance alone that determines whether one item or the other is selected. The results obtained from probability or random sampling can be assured in terms of probability i.e., we can measure the errors of estimation or the significance of results obtained from a random sample, and this fact brings out the superiority of random sampling design over the deliberate sampling design. Random sampling ensures the law of Statistical Regularity which states that if on an average the sample chosen is a random one, the sample will have the same composition and characteristics as the universe. This is the reason why random sampling is considered for the study as the best technique

of selecting a representative sample. From the probability sampling, simple random sampling will be used on judgmental bases.

### **3.6.1. Population of the study**

The population of the study is all consumers of Walia beer served by different hotels and restaurants in Addis Ababa. And individual consumers of Walia beer will be randomly taken from the sampled bars and restaurants. Considering the time and resources available, the target population was only limited in Addis Ababa.

### **3.6.2. Sampling technique**

The researcher uses both probability and non-probability sampling techniques. From the non-probability sampling technique, judgmental sampling will be used to select the locations for the study, which are in Addis Ababa and to choose respondents. Due to accessibility to the researcher and bar concentration, only some areas from the city will be analyzed. A simple random method will be used from the probability sampling technique to select the bars and restaurants from these areas and also to pick the individual beer consumers from each sampled bars and restaurants.

### **3.6.3. Sample size**

To determine the sample size the study uses the formula for “test of significance for the population proportion” that is extracted from the book of “research methods for graduate business and social science students” written by John Adams, Hafiz T.A. Khan, Robert Raeside and David White 2007. Determining sample size varies for various types of research designs and there are several approaches in practice. For example, one can specify the desired width of a confidence interval and to determine the sample size that achieves that goal; a Bayesian approach can be used where we optimize some utility function— perhaps one that involves both precision of estimation and cost. Often the population proportion (P) is another parameter of interest, e.g., percentage of voters, percentage with a specific interest, prevalence rates of a disease and, so on. An example, a binary response in a survey such as respondents categorized as buyer and non-buyer, and then the mean of the sample is the proportions (percentage) who are buyers.

The standard error of proportion is,

$$SE = \sqrt{\frac{p(1-p)}{n_0}}$$

To estimate sample size, an estimate of the population proportion is also needed. And in a similar fashion a statistically valid sample size may be computed by the formula

$$n_0 = Z_{\alpha/2}^2 \frac{p(1-p)}{d^2}$$

Where;  $n_0$  = sample size,

$Z$  = Standardized normal value,

$\alpha$  = Level of significance,

$p$  = Estimated rate,

$d$  = Precision range.

Keeping the above formula in mind, we can consider the fortune survey as a base line or pilot survey for Walia brand preference percentage. On the survey presented at section that deals with Statement of the Problem, Fortune writers conducted a 15 days data on one bar and come up with the sales of Walia beer to be 7,641 bottles. Taking in to average of the percentage sales of Walia in this bar, we can take that the preference rate of Walia is 49 % compared to other brands sold in that 15 days. So the estimated rate will be 49 %. The study is conducted on a 95 percent confidence interval of the result. We can derive  $Z$  from the table that the result will be 1.96. The study supposed to be with the precision rate of  $\pm 5$  from the true value. We drive the sample size from infinite set of population. Now we can calculate the sample size from the following derived values;

Where;  $n_0$  = sample size,

$Z$  = Standardized normal value = 1.96 with 95 % confidence interval

$\alpha$  = Level of significance,

$p$  = Estimated rate = 49 %

$d$  = Precision range = 0.05 with  $\pm 5$  from the true value points

By substitution we can have the following figure;

$$n_0 = Z_{\alpha/2}^2 \frac{p(1-p)}{d^2}$$

$$n_0 = (1.96)^2 \frac{0.49(1-0.49)}{(0.05)^2}$$

$$n_0 = 3.8416 \frac{0.49(0.51)}{0.0025}$$

$$n_0 = 3.8416 \frac{0.2499}{0.0025}$$

$$n_0 = 3.8416 \times 99.96$$

$$n_0 = 384$$

So from the above calculation we can determine our sample size. The sample sizes of the study are 384 people who will be Walia beer consumers. Since it is difficult to address all bars in Addis Ababa city, the respondents will be chosen from specific areas that has the most concentrated bars. These areas are Bole, Kazanchis, Chichinia and Mexico area. This areas has been chosen, beside their bar concentration, due to convenience to the researcher and ease of access for data collection.

### **3.6.4. Research instrument**

The study used structured data collection instruments. Self-administered questionnaires are distributed to around 384 final beer consumers in order to find out the beer consumers' perception and brand preference towards Walia Beer and the factors that positively contributed for the formation, change and maintenance of these preference are studied. From the distributed questioners, only 365 are analyzed due to some were none returned and some were not valid for the analysis. The questioners are distributed personally by the data collector/researcher to respondents.

Using self-administered questioners is chosen due to its cost advantage. Using questioner also avoids personal biases that are mostly exhibited on interview. This advantage helps for the reliability of the study as it is pure judgment of the respondents are collected. The other advantage is that it gives more time for the respondents to respond. This will help to get uninterrupted attention of the respondent while responding. The questioner method helps to address more respondents at a time. The reliability of the result will increase as more respondents will be accessed.

Questioner method has also disadvantages. These disadvantages are low probability of return, it requires the eligibility of the respondent, and it is characterized by loss of control once the respondent has it, it is inflexible, prone for omission and missing value and it is the slowest method of data collection. To handle this disadvantages different method will be used. One of the methods is employing tight control over the questioner distribution and collection.

### **3.6.5. Data collection procedure**

Secondary data is analyzed first to form research frame work. This secondary data are analyzed in the form of literature review. The secondary data lead the direction of the study and initiate the base for the analysis. From the secondary data collection in the form of literature review, theoretical frame work and working model has been produced.

From the working model and theoretical frame work, questioners are developed. After testing the questioners and correcting errors in developing, the questioners are distributed randomly to 384 respondents using judgmental sampling. After giving reasonable time for the respondents, questioners are collected and analyzed using SPSS. The final result are submitted and presented.

### **3.7. Data Analysis Method**

After collecting and sorting the questionnaires, data are coded, computed, and analyzed using the Statistical Package for Social Sciences (SPSS) software which is identified as IBM SPSS Statistics 20.

The descriptive statistics has been used to explain the data of the questioner. To explain the characteristics of the response mean, median, mode, maximum, minimum and range has been used. To know the piled up of the scores and the pointiness of the score, Kurtosis and Skewness has been used. To justify this Kurtosis and Skewness Zskewness and Zkurtosis has been used. Based on the significance of this Z scores the scores piled up and concentrated area has been explained.

Regression has been used to see the effect of different perception attributes has on the perception variables. R and R squares have been used to know the percent effect of these different independent factors of perception has on perception of Walia beer. To justify R change from zero to some point has been justified for significance by F change and significant value. Pearson correlation and significance of 1-tailed has been used to explain the correlation between the variables and to justify the significance of this correlation. B coefficient and standardized B value has been used to identify the exact effect on change of one variable have on the other variable and to generalize to the population. This b values have been justified for significance with t values and significance of t values.

Simple correlation has been used to justify the effect of advertisement characteristics and respondents' intention to buy and likability potential of Walia beer. Pearson correlation coefficients have been used to exhibit the correlation between the two variables and 1-tailed significance value has been used to justify the significance of these correlations.

ANOVA between groups and within groups has been used to justify demographic group differences and perception variable differences. These differences have been justified for significance using F values and taking their significances in to consideration. After getting the significance of mean differences descriptive of ANOVA has been used to exhibit the actual differences of mean between groups.

To see the generalizability of the study to the population, comparison of the mean of the first fifty responses, the middle fifty responses and the last fifty responses has been used.

Cross tabularization has been used to exhibit respondents' first beer choice and their brand loyalty according to their first beer choice has been used.

Appropriate statistical analyses such as frequencies, descriptive, correlation analysis, regression Analysis and Analysis of Variance (ANOVA) have been used according to the respective objectives and descriptors.

The data analyses are presented using tables and graphs.

### **3.8. Validity and Reliability**

#### **3.8.1. 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). Validity is concerned with how well the concept is defined by the measure there are different types of validity. According to Bhattacharjee (2012) there are two assessments of validity theoretical or translational validity and empirical or criterion-related validity which includes **Content validity, Predictive Validity, Convergent validity and Concurrent validity**. **Content validity** is an assessment of how well a set of scale items matches with the relevant content domain of the construct that it is trying to measure. **Convergent validity** refers to the closeness with which a measure relates to (or converges on) the construct that it is purported to measure, **Predictive validity** is the degree to which a measure successfully predicts a future outcome that it is theoretically expected to predict. **Concurrent validity** examines how well one measure relates to other concrete criterion that is presumed to occur simultaneously. The study used content validity because it assess how well a set of scale items matches with the relevant content domain of the construct that it is trying to assess.

#### **3.8.2. Reliability**

Reliability is one of the measures of the representativeness of the data collection instruments used for a research study. As cited from Ellen (2011) reliability is consistency of measurement (Bollen, 1989), or stability of measurement over a variety of conditions in which basically the same results should be obtained (Nunnally, 1978). According to Bhattacharjee (2012) there are many

ways of estimating reliability, which are Inter-rater reliability, test retest reliability, split half reliability and internal consistency reliability. **Inter-rater reliability**, also called inter-observer reliability, is a measure of consistency between two or more independent raters (observers) of the same construct. Usually, this is assessed in pilot study. **Test-retest reliability** Test-retest reliability is a measure of consistency between two measurements (tests) of the same construct administered to the same sample at two different points in time. **Split-half reliability** Split-half reliability is a measure of consistency between two halves of construct measure. **Internal consistency reliability** internal consistency reliability is a measure of consistency between different items of the same construct. If a multiple-item construct measure is administered to respondents, the extent to which respondents rate those items in a similar manner is a reflection of internal consistency. Internal consistency was calculated by using Cronbach's alpha, also referred to as the coefficient alpha, a technique which calculates the mean of all possible combinations of split-half coefficients resulting from different splitting of the measurement instrument.

As sited from (Dejene,2012) coefficient alpha ranges in value from 0 meaning no consistency to 1 meaning complete consistency (all items yield corresponding values). Generally speaking, scales with a coefficient  $\alpha$  between 0.80 and 0.95 are considered to have very good reliability. Scales with a coefficient  $\alpha$  between 0.70 and 0.80 are considered to have good reliability, and value a coefficient  $\alpha$  between 0.60 and 0.70 indicates fair reliability. When the coefficient  $\alpha$  is below 0.6, the scale has poor reliability (Zikmund et al, 2010). To conduct the test in this study, IBM SPSS 20 was used to calculate Cronbach alpha.

All the independent variables of the study have been evaluated for reliability. The finding revealed a Cronbach's Alpha of 0.770. This shows that the study has a good reliability. While evaluating the value of Cronbach's Alpha if item deleted, all the yield values are between 0.758 and 0.784. This shows that the value of the reliability test would not be increases if an independent variable is deleted from analysis as the deleted analysis values are relatively similar.

Table 3.1 reliability teste table

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.770	.770	56

Source: own survey, 2015

### **3.9. Ethical Consideration**

The study considered some ethical issues. This are the respondent has the right to respond or not, the respondent has the right to participate or not, the study will inform respondents the purpose of the questioner and the study considers the confidentiality of the response by not asking to state name. While conducting the study, emerging ethical issues will be considered and will be given attention.

To increase the ethical standard of the questioners and the right of the respondents, the following statements will be included on the questioners;

- ✓ Introduction and rationale for study.
- ✓ Specific aim(s).
- ✓ Outcomes to be measured.
- ✓ Study procedures.
- ✓ Procedures for protecting against or minimizing potential risks. Plans for data safety monitoring and addressing adverse events if they occur. Alternative interventions and procedures that might be advantageous to the participants.

# **CHAPTER FOUR**

## **RESULTS AND DISCUSSION**

### **4.1. Introduction**

There was a total of 384 questioners have been distributed. The questioner has been developed both in Amharic and English. To validate the questioner translation and back translation has been applied by the professionals. Before the distribution, the questioner has been tested by few respondents as to test of the convenience to the respondents and understandability of the questions. Out of the 384 questioners only 365 will be analyzed. This is because some were none returned and some were not valid for the analysis. These questioners will be analyzed and inference will be given in this chapter. The chapter starts with the basic descriptive of the data. Further analysis will be dealt on the section subsequent to the descriptive analysis of the chapter. The analyses used are correlational, regression analysis, comparisons of two means and ANOVA between groups and within groups. These analyses technique are used due to their validity with the research question.

### **4.2. Descriptive Characteristics of the Data**

This section explores the data in depth to exhibit the general characteristics of the data and the frequency analysis of the data. To explain the data frequency distribution and percentage will be used. To explain the characteristics of the data mean, standard error of mean, median, mode, standard deviation, variance, range, minimum and maximum are used. To analyze the normality of the data, the study will employ Skewness and Kurtosis analysis. Further to enhance the analysis the study will employ Z score for both analyses.

#### **4.2.1. Demographic profile of respondents**

This subsection encompasses the demographic characteristics of respondents. The demographic characteristics were evaluated on the parameter of age, marital status, gender, education, occupation and monthly income.

Table-1: frequency distribution of age, marital status and gender

age of respondent					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	74	20.3	20.3	20.3
	25-34	198	54.2	54.2	74.5
	35-50	79	21.6	21.6	96.2
	50-60	14	3.8	3.8	100
	Total	365	100	100	
marital status of respondent					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	210	57.5	57.5	57.5
	married	145	39.7	39.7	97.3
	divorced	10	2.7	2.7	100
	Total	365	100	100	
respondents gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	249	68.2	68.2	68.2
	female	116	31.8	31.8	100
	Total	365	100	100	

Source: own survey, 2015

If we observe table one, it is exhibited that 21 % of the respondents are between the ages of 18 and 24. 54% of the respondents are between the age of 25 and 34. 22% of the respondents are between the age of 35 and 50. 3% of the respondents are between the age of 50 and 60. This shows that most of the respondents are between the age of 25 and 34. While observing the marital status of the respondents, 57% of the respondents are single. 40% of the respondents are married. 3% of the respondents are divorced. This shows that most of the respondents are single. The gender distribution of respondents consists of 68% of male respondents and 32% of female respondents. These findings exhibit that most of the respondents are male respondents.

Table-2: frequency distribution of education level, respondents' occupation and monthly income

respondents education level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	primary school complete	14	3.8	3.8	3.8
	secondary school complete	78	21.4	21.4	25.2
	college diploma	99	27.1	27.1	52.3
	Bachelor degree	124	34.0	34.0	86.3
	Above Bachelor degree	50	13.7	13.7	100.0
	Total	365	100.0	100.0	
respondents occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government Employee	229	62.7	62.7	62.7
	Private Organization Employee	76	20.8	20.8	83.6
	Running Own Business	56	15.3	15.3	98.9
	Others	4	1.1	1.1	100.0
	Total	365	100.0	100.0	
respondents monthly income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2001-4000	117	32.1	32.1	32.1
	4001-7000	120	32.9	32.9	64.9
	7001-10000	2	.5	.5	65.5
	10001-15000	112	30.7	30.7	96.2
	Above 15001	14	3.8	3.8	100.0
	Total	365	100.0	100.0	

Source: own survey, 2015

On table two exhibit the educational level, occupation and income of respondents. The education level of respondents consist 4% of primary school complete, 21% secondary school complete, 27% with college diploma, 34% of respondents hold college diploma and 14% of the respondents holds above bachelor degree. These shows that majority of the respondents have college diploma. Occupation of the respondents are 62.7% government employee, 20.8% private organization employee, 15.3% running own business 1.1% others. This other includes NGO and persons engaged in two of the above choices. This shows that majority of the respondents is government employee. On income status there is no respondent with blow income level of 2000, 32.1% 2001-4000, 32.9% 4001-7000, 0.5% 7001-15000 and 3.8% above 15,001. Since it is to small the group of that generating 7001-10000, it will be excluded from the analysis.

Table -3: statistical explanation of the demographic data

		<b>Statistics</b>					
		age of respondent	marital status of respondent	respondents gender	respondents education level	respondents occupation	respondents monthly income
N	Valid	365	365	365	365	365	365
	Missing	0	0	0	0	0	0
Mean		2.09	1.45	1.32	3.32	2.55	3.41
Std. Error of Mean		.039	.029	.024	.056	.041	.069
Median		2.00	1.00	1.00	3.00	2.00	3.00
Mode		2	1	1	4	2	3
Std. Deviation		.752	.551	.466	1.074	.789	1.316
Variance		.566	.303	.217	1.153	.622	1.732
Skewness		.395	.687	.786	-.191	1.125	.425
Std. Error of Skewness		.128	.128	.128	.128	.128	.128
Kurtosis		-.018	-.619	-1.390	-.780	-.012	-1.343
Std. Error of Kurtosis		.255	.255	.255	.255	.255	.255
Range		3	2	1	4	3	4
Minimum		1	1	1	1	2	2
Maximum		4	3	2	5	5	6
Sum		763	530	481	1213	930	1246

Source: own survey, 2015

On table three the statistical analysis of the demographic data is exhibited. It is exhibited that the analysis is done on 365 respondents. This shows that there is no missing value. Age of respondents has the mean of 2 with standard error of 0.39 and standard deviation of 0.752. to check

the distribution of the data the study use Skewness to check if the distribution is normal and Kurtosis to check if the data is pointy or not. For the age data Skewness is 0.395 with Std. error of 0.128. This shows that the scores are piled up to the left of the distribution. Zskewness is  $0.395/0.128=3$ . This shows that a non-significant positive skew and scores are piled up to the left of the distribution. The Kurtosis of the age data is -0.018 with standard error 0.255. This shows that the scores show that the distribution is a flat one. The Zkurtosis is  $-0.018/0.255=0.0705$ . This value shows the data is Mesokurtic. For the age group both Skewness and Kurtosis are closer to zero. This shows that the figure is not more skew and pointy. The mean of the martial status is 1.45 with the standard error of 0.29 and standard deviation of 0.551. The Skewness of the martial status is 0.687 with standard error of 0.128. The Zskewness is  $0.687/0.128=5.36$ . This shows that a significant positive skew and the scores are piled up to the left of the distribution. The Kurtosis of the martial status is -0.619 with the standard error of 0.255. The Zkurtosis is  $-0.619/0.255=2.42$ . This value shows that the data has non-significant value flat distribution. But this value is less than upper threshold that is 3.28. For the gender of the respondents the mean value is 1.32 with the standard error of 0.024 and standard deviation of 0.446. The Skewness of gender is 0.786 with standard error of 0.128. This value derives Zskewness of  $0.786/0.128=6.14$ . This shows that a significant positive skew and scores are piled up to the left of the distribution. This means that most of the respondents are male. The Kurtosis of the gender is -1.390 with standard error of 0.255. This derives Zkurtosis of  $-1.390/0.255=5.45$ . This shows that a significant flat distribution of the data. The data of the educational level shows the mean of 3.32 with standard error of 0.056 and standard deviation of 1.074. The Skewness of the education data is -0.191 with standard error of 0.128. This derives Zskewness of  $-0.191/0.128=1.49$ . This shows a non-significant negative Skewness and scores are piled up to the right of the distribution. The Kurtosis of the education data is -0.780 with standard error of 0.255. This derives Zkurtosis of  $-0.780/0.255=3.05$ . This shows that the data is has a flat distribution with in the upper limit. So we can say that the data is Mesokurtic. The data of the occupation of respondents show the mean of 2.55 with standard error of 0.041 and standard deviation of 0.789. The Skewness of the respondents' occupation is 1.125 with standard error of 0.128. Zskewness for the respondents' occupation is  $1.125/0.128=0.99$ . This shows that the data has a normal distribution. The kurtosis of the respondents' occupation is -0.12 with standard error of 0.255. Zkurtosis for the respondent occupation is  $-0.12/0.255=0.47$ . This shows that the data is Mesokurtic. The monthly income data shows the mean of 3.41 with standard error of 0.069 and

standard deviation of 1.316. The Skewness of the data is 0.425 with standard error of 0.128. Zskewness will be  $0.425/0.128=3.32$ . This shows that there is a non-significant positive skew and scores are piled up to the left of the distribution. The Kurtosis for income is -1.343 with standard error of 0.255. Zkurtosis will be  $-1.343/0.255=-5.26$ . This shows that the data have significantly flat distribution. In all demographic data Skewness is closer to zero except marital status and gender. This shows that most of the skew is close to normal distribution. All Kurtosis of the demographic data is negative and closer to zero except for gender, education and income. These show that the demographic data is more flat than pointy.

Table-4: statistics of for how long respondent use Walya

**Statistics**  
respondents how long use of Walya beer

N	Valid	365
	Missing	0
Mean		5.90
Std. Error of Mean		.115
Median		6.00
Mode		8
Std. Deviation		2.205
Variance		4.864
Skewness		-.549
Std. Error of Skewness		.128
Kurtosis		-1.132
Std. Error of Kurtosis		.255
Range		7
Minimum		1
Maximum		8
Sum		2154

Source: own survey, 2015

Table-5: frequency distribution of for how long respondent use Walya

respondents how long use of Walya beer				
	Frequency	Percent	Valid Percent	Cumulative Percent
1	6	1.6	1.6	1.6
2	24	6.6	6.6	8.2
3	52	14.2	14.2	22.5
4	22	6.0	6.0	28.5
Valid 5	44	12.1	12.1	40.5
6	36	9.9	9.9	50.4
7	28	7.7	7.7	58.1
8	153	41.9	41.9	100.0
Total	365	100.0	100.0	

Source: own survey, 2015

The other data that is included on section one of the questioner is the usage experience of respondents with Walya beer. The majority of the respondents used Walya for the last 8 months with the percentage of 41%. The respondents' use of Walya beer ranges from 1 month to 8 month. The majority next to eight month is with two months and five months with the percentage of 12% and 14%. The mean of the usage time is 5.90 with standard error of 0.115 and standard deviation of 2.205. The Skewness of the data is -0.549 with standard error of 0.128. Zskewness will be  $-0.549/0.128=4.28$ . This shows a negative Skewness and scores are piled up to the right of the distribution. This shows that the majority of the respondents have relatively more experience about the product. Kurtosis of the data is -1.132 with standard error of 0.255. Zkurtosis is  $-1.132/0.255=4.43$ . This shows that the data has significantly flat distributed.

#### **4.2.2. Beer sensory attributes evaluation for Walya**

Beer quality is measured with the evaluation of beer sensory attribute. Beer sensory attributes for this study are taste, color, aroma, foam, hangover, alcohol percentage, thirst quenching and price. This attribute was measured by the respondents as pre their perception for Walya beer.

Table-6: frequency distribution of respondent evaluation taste, color, aroma and foam of Walya

respondents evaluation taste of Walya beer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Bad	2	.5	.5	.5
	Moderate	34	9.3	9.3	9.9
	Good	181	49.6	49.6	59.5
	Very Good	148	40.5	40.5	100.0
	Total	365	100.0	100.0	
respondents evaluation color of Walya beer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bad	2	.5	.5	.5
	Moderate	42	11.5	11.5	12.1
	Good	197	54.0	54.0	66.0
	Very Good	124	34.0	34.0	100.0
	Total	365	100.0	100.0	
respondents evaluation aroma of Walya beer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Bad	2	.5	.5	.5
	Bad	6	1.6	1.6	2.2
	Moderate	61	16.7	16.7	18.9
	Good	150	41.1	41.1	60.0
	Very Good	146	40.0	40.0	100.0
	Total	365	100.0	100.0	
respondents evaluation foam of Walya beer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Bad	2	.5	.5	.5
	Bad	18	4.9	4.9	5.5
	Moderate	115	31.5	31.5	37.0
	Good	140	38.4	38.4	75.3
	Very Good	90	24.7	24.7	100.0
	Total	365	100.0	100.0	

Source: own survey, 2015

According to the frequency distribution of beer sensory evaluation exhibited on table-6, 0.5% of the respondents evaluate the test of Walya to be very bad. The rest of the evaluations are 9.3% moderate, 49.6% good and 40.5% very good. These shows that the taste of Walya beer perceived by the majority of the respondents to be good or very good. The color of Walya has been evaluated by the respondent as 0.5% very bad, 11.5% moderate, 54% good and 34% very good. The analysis shows that the respondent holds a good or very good attitude towards the color of Walya

beer. Aroma of Walia has been evaluated by respondents as 0.5% very bad, 1.6% bad, 16.7% moderate, 41.1% good and 40% very good. This also shows that the respondents have good and very good evaluation for the aroma of the beer. The Foam of Walia evaluated by the respondents as 0.5% very bad, 4.9% bad, 31.5% moderate, 38.4% good and 24.7% very good. This also shows that the respondents hold moderate and good evaluation for the foam of Walia beer.

Table-7: frequency distribution of respondent evaluation hangover, alcohol percentage, thirst quenching and price of Walya

<b>respondents evaluation hangover of Walia beer</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Bad	2	.5	.5	.5
	Bad	11	3.0	3.0	3.6
	Moderate	108	29.6	29.6	33.2
	Good	120	32.9	32.9	66.0
	Very Good	124	34.0	34.0	100.0
	Total	365	100.0	100.0	
<b>respondents evaluation Alcoholic percentage of Walia beer</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bad	4	1.1	1.1	1.1
	Moderate	97	26.6	26.6	27.7
	Good	150	41.1	41.1	68.8
	Very Good	114	31.2	31.2	100.0
	Total	365	100.0	100.0	
<b>respondents evaluation Thirst quenching of Walia beer</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Bad	4	1.1	1.1	1.1
	Bad	2	.5	.5	1.6
	Moderate	47	12.9	12.9	14.5
	Good	152	41.6	41.6	56.2
	Very Good	160	43.8	43.8	100.0
	Total	365	100.0	100.0	
<b>respondents evaluation price of Walia beer</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Bad	15	4.1	4.1	4.1
	Bad	26	7.1	7.1	11.2
	Moderate	98	26.8	26.8	38.1
	Good	120	32.9	32.9	71.0
	Very Good	106	29.0	29.0	100.0
	Total	365	100.0	100.0	

Source: own survey, 2015

On table seven the remaining sensory evaluation of the beer has been exhibited. As per the findings, the respondents evaluated the hangover deficiency of the beer as 0.5% very bad, 3% bad 29.6% moderate, 32.9% good and 34% very good. The hangover deficiency of the beer has been evaluated by respondents with the scale from moderate to very good. This shows that the beer does not impose hangover on the morning after. Even if all beer has an alcohol percentage of the same rate, breweries differ from one beer to another on their potential of making people feel drunk. This is the reason behind evaluating the alcohol percentage of the beer. The evaluation exhibited 1.1% bad, 26.6% moderate, 41.1% good and 31.2% very good. These show that the alcohol percentage of the beer meets the respondents' expectation and need. The alcohol percentage is evaluated as moderate, good and very good. Thirst quenching capacity of the beer has been evaluated as 1.1% very bad, 0.5% bad, 12.9% moderate, 41.6% good and 43.8% very good. This evaluation shows that the beer has fulfilled the thirst quenching expectation of the respondents as they evaluate it with significant percentage as good and very good. The respondents evaluated the price of Walia beer as 4.1% very bad, 7.1% bad, 26.8% moderate, 32.9% good and 29% very good. This shows that, unlike the pervious attributes, this attribute exhibited more percentage of bad and very bad. But the overall analysis shows that the price of the beer evaluated as moderate, good and very good.

On table seven the statistical analysis of the beer sensory attribute is exhibited. As per the exhibit taste of Walia beer has the mean of 4.3 with standard error 0.36 and standard deviation of 0.679. The Skewness of the taste attribute is -0.869 with standard error of 0.128. Zskewness is  $-0.869/0.128=6.78$ . This shows that the data is negatively skew and scores are piled up to the right of the distribution. Kurtosis of the taste attribute is 1.819 with standard error of 0.255. Zkurtosis is  $1.819/0.255=7.13$ . This shows that the data is a pointy one. Color of Walia beer has the mean of 4.21 with standard error of 0.34 and standard deviation of 0.657. Skewness of the attribute is -0.374 with standard error of 0.128. Zskewness will be  $0.374/0.128=2.92$ . This shows that the data is non-significantly negatively skew and the data is piled up to the right of the distribution. Kurtosis of the color attribute is -0.230 with standard error of 0.255. Zkurtosis will be  $-0.230/0.255=0.90$ . This shows that the data is Mesokurtic. Aroma attribute of the beer has the mean of 4.46 with standard error of 0.201 and standard deviation of 3.842. The Skewness of the attribute is 12.562 with the standard error of 0.128. Zskewness for the attribute is  $12.562/0.128=98.14$ . This shows that the data is significantly positively skew and scores are piled up to the left of the distribution. Kurtosis for

this attribute is 164.305 with standard error of 0.255. Zkurtosis will be  $164.305/0.255=644.33$ . This also significantly exists that the data is very pointy.

Table-8: Statics of beer sensory attribute for Walia

		Statistics							
		Evaluation of taste	evaluation of color	Evaluation of aroma	evaluation of foam	Evaluation of hangover	Evaluation of Alcoholic percentage	evaluation of Thirst quenching	Evaluation of price
N	Valid	365	365	365	365	365	365	365	365
	Missing	0	0	0	0	0	0	0	0
Mean		4.30	4.21	4.46	3.82	3.97	4.02	4.27	3.76
Std. Error of Mean		.036	.034	.201	.046	.047	.041	.041	.056
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00
Mode		4	4	4	4	5	4	5	4
Std. Deviation		.679	.657	3.842	.881	.898	.789	.787	1.076
Variance		.462	.432	14.760	.777	.807	.623	.619	1.157
Skewness		-.869	-.374	12.562	-.263	-.370	-.179	-1.120	-.647
Std. Error of Skewness		.128	.128	.128	.128	.128	.128	.128	.128
Kurtosis		1.819	-.230	164.305	-.480	-.641	-1.030	1.904	-.108
Std. Error of Kurtosis		.255	.255	.255	.255	.255	.255	.255	.255
Range		4	3	54	4	4	3	4	4
Minimum		1	2	1	1	1	2	1	1
Maximum		5	5	55	5	5	5	5	5
Sum		1568	1538	1627	1393	1448	1469	1557	1371

Source: own survey, 2015

The data on foam of the beer has a mean of 3.82 with standard error of 0.046. Skewness of the attribute is -0.263 with standard error of 0.128. Zskewness will be  $-0.263/0.128=2.05$ . This shows that the data is non-significantly negatively skew and scores are piled up to the right of the distribution. Kurtosis of the attribute is -0.480 with standard error of 0.255. Zkurtosis will be  $-0.480/0.255=1.88$ . This shows that the data is Mesokurtic. The data on hangover evaluation of respondents has the mean of 3.97 with standard error of 0.047 and standard deviation of 0.898. The Skewness of the data is -0.370 with standard error of 0.128. Zskewness will be  $-0.370/0.128=2.89$ . This shows that the data is non-significantly negatively skew and scores are piled up to the right of the distribution. Kurtosis of the data shows that -0.641 with standard error of 0.255. Zkurtosis will be  $-0.641/0.255=2.51$ . This shows that the data is Mesokurtic. The attribute of alcohol percentage has a mean of 4.02 with the standard error of 0.041 and standard deviation of 0.789. Skewness of the data is -0.179 with standard error of 0.128. Zskewness will be  $-0.179/0.128=1.39$ . This shows

that the data is non-significantly negatively skew and scores are piled up to the right of the distribution. Kurtosis of the data is -1.030 with standard error of 0.255. Zkurtosis will be  $-1.030/0.255=4.03$ . This shows that the data has significantly a flat distribution. The thirst quenching capacity of the beer has a mean of 4.27 with standard error of 0.041 and standard deviation of 0.787. Skewness of the attribute is -1.120 with standard error of 0.128. Zskewness will be  $-1.120/0.128=8.75$ . This shows that the data is significantly negatively skew and scores are piled up to the right of the distribution. Kurtosis of the attribute is 1.904 with standard error of 0.255. Zkurtosis will be  $1.904/0.255=7.46$ . This shows that the data is significantly pointy. The final attribute is price. Price attribute has mean of 3.76 and standard error of 0.056 and standard deviation of 1.076. Skewness of the data is -0.647 with standard error of 0.128. Zskewness will be  $1.076/0.128=8.40$ . This shows that the data is significantly negatively skew and scores are piled up to the right of the distribution. Kurtosis of the attribute is -0.108/0.255=0.42. This shows that the data is Mesokurtic. In all beer attribute the Skewness is close to zero except for the attribute of aroma and price. Kurtosis of the beer sensory attributes exhibits values nearly closer to zero except the attribute of aroma. This shows that the data of aroma attribute is not normally distributed and it is pointy. Most of the responses concentrated on good and very good parameters.

#### **4.2.3. Individual factors affecting perception**

Perception is mainly derived from the attribute of the product. But other factors amend or influences perception. The study categorizes the factor in to three. These are individual factor, situational factors and other factors accumulated to the last category. The individual factor is concerned with the individual goal, need, experience, interest and expectation.

Based on the analysis on table-9 the observation is exhibited. As per the frequency the respondents evaluate that drinking Walia beer satisfies the need of consumers they rated as 30.7% strongly agree, 50.1% agree, 12.6% neutral, 3.8% disagree and 2.7% strongly disagree. So this shows that respondents agree with high percentage that Walia beer satisfies the need of customers evaluating as strongly agree and agree.

Table-9: frequency data of individual factors of perception

<b>respondents evaluation that drinking Walia beer satisfies need</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	112	30.7	30.7	30.7
	Agree	183	50.1	50.1	80.8
	Neutral	46	12.6	12.6	93.4
	Disagree	14	3.8	3.8	97.3
	Strongly disagree	10	2.7	2.7	100.0
	Total	365	100.0	100.0	
<b>respondents evaluation that respondent has interest in drinking Walia beer</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	108	29.6	29.6	29.6
	Agree	196	53.7	53.7	83.3
	Neutral	46	12.6	12.6	95.9
	Disagree	4	1.1	1.1	97.0
	Strongly disagree	11	3.0	3.0	100.0
	Total	365	100.0	100.0	
<b>respondents evaluation that drinking Walia beer is consistent with one's goal</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	62	17.0	17.0	17.0
	Agree	114	31.2	31.2	48.2
	Neutral	136	37.3	37.3	85.5
	Disagree	28	7.7	7.7	93.2
	Strongly disagree	25	6.8	6.8	100.0
	Total	365	100.0	100.0	
<b>respondents evaluation that Walia beer meet ones expectation from brewery</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	88	24.1	24.1	24.1
	Agree	183	50.1	50.1	74.2
	Neutral	66	18.1	18.1	92.3
	Disagree	18	4.9	4.9	97.3
	Strongly disagree	10	2.7	2.7	100.0
	Total	365	100.0	100.0	
<b>respondents experience to evaluate beer sensory attributes</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	66	18.1	18.1	18.1
	Agree	120	32.9	32.9	51.0
	Neutral	116	31.8	31.8	82.7
	Disagree	49	13.4	13.4	96.2
	Strongly disagree	14	3.8	3.8	100.0
	Total	365	100.0	100.0	

Source: own survey, 2015

Respondents evaluation that they have an interest on Walia beer exhibit scores of 29.6% strongly agree, 53.7% agree, 12.6% neutral, 1.1% disagree 3% strongly disagree. As well on this evaluation respondents evaluate their interest with the majority score as strongly agree and agree. This shows that the respondents have a strong interest with the beer. Consumers have different goals for drinking Walia beer. Consumers consider buying beer for deferent reasons and goals. Some want to get drank, some want to relax and some want the beer for social life. The questioner holds a question that if Walia beer meets the consumer goal for beer. As per this evaluation the respondents evaluate as 17% strongly agree, 31.2% agree, 37.3% neutral, 7.7% disagree and 6.8% strongly disagree. This shows that Walia beer is consistent with respondents' goal with the rate agree and neutral. The highest percentage is neutral. Consumers have expectation when buying any product. While respondents evaluate the products capacity to meet expectation, they evaluated as 24.1% strongly agree, 50.1% agree, 18.1% neutral, 4.9% disagree and 2.7% strongly disagree. This shows that the product meet consumers expectation as the respondents with high percentage with strongly agree and agree. While asking respondents to evaluate their experience to evaluate the beer attribute, they respond as 18.1% strongly agree, 32.9% agree, 31.8% neutral, 13.4 disagree and 3.8% strongly disagree. These shows that the respondents have reach experience to evaluate the attributes of the beer. A point to stress here is that most of the respondents respond as neutral.

The statics of the individual factors exhibit with different Skewness and kurtosis for the parameters. The need satisfaction parameter has the mean of 1.98 with standard error of 0.048 and standard deviation of 0.914. The Skewness of the parameter is 1.217 with standard error of 0.128. Zskewness will be  $0.914/0.128=7.14$ . This shows that the data is positively skew and the record are to the left of the distribution leaning to strongly agree and agree. Kurtosis of the parameter is 1.868 with standard error of 0.255. Zkurtosis will be  $1.868/0.255=7.32$ . This shows that the record is pointy on the distribution. The parameter of the respondents' interest to drink Walia beer has the mean of 1.94 with standard error of 0.045 and standard deviation of 0.858. Skewness of the parameter is 1.371 with standard error of 0.128. Zskewness will be  $1.371/0.128=10.71$ . This shows that the data is significantly positively skew and scores are piled up to the left of the distribution. Kurtosis for this parameter is 3.042 with standard error of 0.255. Zkurtosis will be  $3.042/0.255=11.92$ . This shows that the data is significantly pointy.

Table-10: Statistics of individual factors of perception

		<b>Statistics</b>				
		respondents evaluation that drinking Walia beer satisfies need	respondents evaluation that respondent has interest in drinking Walia beer	respondents evaluation that drinking Walia beer is consistent with one's goal	respondents evaluation that Walia beer meet ones expectation from brewery	respondents experience experience to evaluate beer sensory attributes
N	Valid	365	365	365	365	365
	Missing	0	0	0	0	0
Mean		1.98	1.94	2.56	2.12	2.52
Std. Error of Mean		.048	.045	.056	.048	.055
Median		2.00	2.00	3.00	2.00	2.00
Mode		2	2	3	2	2
Std. Deviation		.914	.858	1.074	.924	1.055
Variance		.835	.736	1.153	.854	1.113
Skewness		1.217	1.371	.448	.977	.320
Std. Error of Skewness		.128	.128	.128	.128	.128
Kurtosis		1.868	3.042	-.110	1.155	-.473
Std. Error of Kurtosis		.255	.255	.255	.255	.255
Range		4	4	4	4	4
Minimum		1	1	1	1	1
Maximum		5	5	5	5	5
Sum		722	709	935	774	920

Source: own survey, 2015

The data that shows that the product is consistent with consumers' goal exhibits the mean of 2.56 with standard error of 0.056 and standard deviation of 1.074. Skewness of the parameter is 0.448 with standard error of 0.128. Zskewness will be  $0.448/0.128=3.5$ . This shows that the data is positively skew and it is to the left of the distribution. Kurtosis of the parameter is -0.110 with standard error of 0.255. Zkurtosis will be  $-0.110/0.255=0.43$ . This shows that the data is Mesokurtic. The data about the beer meeting expectation has the mean of 2.12 with standard error of 0.048 and standard deviation of 0.924. Skewness of the parameter is 0.977 with standard error of 0.128. Zskewness will be  $0.977/0.128=7.63$ . This shows that the data is significantly positively skew and the scores are piled up to the left of the distribution. Kurtosis for this parameter is 1.155 with standard error of 0.355. Zkurtosis will be  $1.155/0.355=3.25$ . This shows that the data is Mesokurtic. The parameter of respondents experience has the mean of 2.52 with standard error of

0.055 and standard deviation of 1.055. Skewness for the parameter is 0.320 with standard error of 0.128. Zskewness will be  $0.320/0.128=2.5$ . This shows that the data is non significantly positively skew to the left of the distribution. Kurtosis for the parameter is -0.473 with standard error of 0.255. Zkurtosis will be  $-0.473/0.255=1.85$ . This shows that the data is Mesokurtic.

#### **4.2.4. Situational influence on perception**

The environment in which the product is consumed has an impact on the perception formation. These environmental factors may not be directly related to the Walia beer. But this factor affects consumer perception formation and consumption to all breweries. These situational factors are physical surrounding, social surrounding, lifestyle, seasonal change and mood. These situational factors will not be analyzed from the Walia beer perspective only.

The data collected on the respondents evaluation that physical surrounding has influence has a record as 32.1% strongly agree, 43.8% agree, 8.2% neutral, 13.2% disagree and 2.7% strongly disagree. This shows that the respondents strongly agree and agree with the effect imposed by the physical surrounding. This shows that the physical surrounding has a strong influence on perception of breweries. The data on social surrounding influence evaluation are 33.2% strongly agree, 40.5% agree, 12.1% neutral, 12.6% disagree and 1.6% strongly disagree. This shows that the majority of the respondents agrees and strongly agrees with the influence of social surrounding. This shows that social surrounding has strong influence on perception formation and on consumption of breweries. The respondents evaluated life style effect as 29.3% strongly agree, 44.4% agree, 9.9% neutral, 14.2% disagrees and 2.2% strongly disagree. This shows that respondents strongly agree and agree that the life style they follow has a strong influence on their consumption and perception. The shows that people perceive brewery products according to their lifestyle. The respondents evaluated the influence of seasonal change as 23.3% strongly agree, 45.5% agree, 11.5% neutral, 17% disagree and 2.7% strongly disagree. This shows that respondents strongly agree and agree that seasonal change has a strong effect on consumption and perception. The respondents' evaluation of the mood effect exhibits 36.4% strongly agree, 38.9 % agree, 12.6% neutral, 10.4% disagree and 1.6% strongly disagrees. This shows that the respondents agree and strongly agree that mood has a strong effect on the consumption and perception. All the environmental or situational factors has a strong effect on perception for all breweries.

Table-11: frequency situational influence on perception

<b>Physical surrounding highly influences my consumption of beer</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	117	32.1	32.1	32.1
	Agree	160	43.8	43.8	75.9
	Neutral	30	8.2	8.2	84.1
	Disagree	48	13.2	13.2	97.3
	Strongly disagree	10	2.7	2.7	100.0
	Total	365	100.0	100.0	
<b>Social surrounding highly influences my consumption of beer</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	121	33.2	33.2	33.2
	Agree	148	40.5	40.5	73.7
	Neutral	44	12.1	12.1	85.8
	Disagree	46	12.6	12.6	98.4
	Strongly disagree	6	1.6	1.6	100.0
	Total	365	100.0	100.0	
<b>The lifestyle I have affects my consumption of beer</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	107	29.3	29.3	29.3
	Agree	162	44.4	44.4	73.7
	Neutral	36	9.9	9.9	83.6
	Disagree	52	14.2	14.2	97.8
	Strongly disagree	8	2.2	2.2	100.0
	Total	365	100.0	100.0	
<b>Seasonal change has an effect on my consumption of beer</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	85	23.3	23.3	23.3
	Agree	166	45.5	45.5	68.8
	Neutral	42	11.5	11.5	80.3
	Disagree	62	17.0	17.0	97.3
	Strongly disagree	10	2.7	2.7	100.0
	Total	365	100.0	100.0	
<b>The mood I am in highly affects my consumption of beer</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	133	36.4	36.4	36.4
	Agree	142	38.9	38.9	75.3
	Neutral	46	12.6	12.6	87.9
	Disagree	38	10.4	10.4	98.4
	Strongly disagree	6	1.6	1.6	100.0
	Total	365	100.0	100.0	

Source: own survey, 2015

The statistical data of the situational influence shows different Skewness and kurtosis. Physical surrounding effect has a mean of 2.11 with standard error of 0.57 and standard deviation of 1.080. The Skewness of this parameter is 0.943 with standard error 0.128. Zskewness will be  $0.943/0.128=7.36$ . This shows that the data is significantly positively skew and the data is to the left of the distribution. Kurtosis of the parameter is 0.075 with standard error of 0.255. Zkurtosis will be  $0.075/0.255=0.29$ . This shows that the data is Mesokurtic.

Table-12: statistics of situational influence on perception

		<b>Statistics</b>				
		Physical surrounding highly influences my consumption of beer	Social surrounding highly influences my consumption of beer	The lifestyle I have affects my consumption of beer	Seasonal change has an effect on my consumption of beer	The mood I am in highly affects my consumption of beer
N	Valid	365	365	365	365	365
	Missing	0	0	0	0	0
Mean		2.11	2.09	2.16	2.30	2.02
Std. Error of Mean		.057	.055	.056	.057	.054
Median		2.00	2.00	2.00	2.00	2.00
Mode		2	2	2	2	2
Std. Deviation		1.080	1.048	1.067	1.088	1.028
Variance		1.167	1.099	1.138	1.185	1.057
Skewness		.943	.825	.832	.684	.907
Std. Error of Skewness		.128	.128	.128	.128	.128
Kurtosis		.075	-.151	-.147	-.442	.085
Std. Error of Kurtosis		.255	.255	.255	.255	.255
Range		4	4	4	4	4
Minimum		1	1	1	1	1
Maximum		5	5	5	5	5
Sum		769	763	787	841	737

Source: own survey, 2015

The parameter of social surrounding effect has the mean of 2.09 with standard error of 0.055 and standard deviation of 1.048. Skewness of the data is 0.825 with standard error of 0.128. Zskewness will be  $0.825/0.128=6.44$ . This shows that the data is significantly positively skewed and the records are to the left of the distribution. Kurtosis of the parameter is -0.151 with standard

error of 0.255. Zkurtosis will be  $-0.151/0.255=0.59$ . This shows that the data is none significantly pointy. The life style effect has a mean of 2.16 with standard error of 0.56 and standard deviation of 1.067. Skewness of the parameter is 0.832 with standard error of 0.128. Zskewness will be  $0.832/0.128=0.59$ . This shows that the data is positively skewed and the data is piled up to the left of the distribution. Kurtosis for this parameter is -0.147 with standard error of 0.255. Zkurtosis will be  $-0.147/0.255=0.57$ . This shows that the data is Mesokurtic. The variable of seasonal change has a mean of 2.30 with standard error of 0.057 and standard deviation of 1.088. Skewness for the parameter is 0.684 with standard error of 0.128. Zskewness will be  $0.684/0.128=5.34$ . This shows that the data is significantly positively skew and the data is piled up to the left of the distribution. Kurtosis for this parameter is -0.442 with standard error of 0.255. Zkurtosis will be  $-0.442/0.255=1.73$ . This shows that the data is Mesokurtic. The data of mood influence has a mean of 2.02 with standard error of 0.054 and standard deviation of 1.028. Skewness for this parameter is 0.907 with standard error of 0.128. Zskewness will be  $0.907/0.128=7.08$ . This shows that the data is significantly positively skewed and the record is to the left of the distribution. Kurtosis for this variable is 0.085 with standard error of 0.255. Zkurtosis will be  $0.085/0.255=0.33$ . This shows that the data is Mesokurtic.

#### **4.2.5. Other factors of perception**

There are other factors which are considered by the study in combination. These factors are considering all breweries as same category, use of surrogate indicators, consideration of Walia beer as category leader, positive image and risk assumption. The first two variables are analyzed for all breweries in general and the consecutive three variables are measured specifically to Walia.

Respondents asked for if they consider all brewery products as same category and the response is 14.5% strongly agree, 25.8% agree, 18.1% neutral, 31.2% disagree and 10.4% strongly disagree. This shows that majority of the respondent disagree. On the other hand, the second majority group agrees. This shows that some consumers evaluate beer products as same category and drive perception as a whole. On the other hand, there are customers that evaluate each beer product alone. So it is difficult to infer that perception of beer quality is derived from product category or might be derived from evaluation of single product. The use of surrogate indicators to infer beer quality has been evaluated by respondents as 16.2% strongly agree, 40% agree, 26.8% neutral, 13.2% disagree and 3.8% strongly disagree.

Table-13: frequency of other factors of perception

<b>I consider all breweries as same category group of product</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	53	14.5	14.5	14.5
	Agree	94	25.8	25.8	40.3
	Neutral	66	18.1	18.1	58.4
	Disagree	114	31.2	31.2	89.6
	Strongly disagree	38	10.4	10.4	100.0
	Total	365	100.0	100.0	
<b>I use indicators other than the product quality to judge the value of brewery products</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	59	16.2	16.2	16.2
	Agree	146	40.0	40.0	56.2
	Neutral	98	26.8	26.8	83.0
	Disagree	48	13.2	13.2	96.2
	Strongly disagree	14	3.8	3.8	100.0
	Total	365	100.0	100.0	
<b>Walia beer is the leading product in brewery category</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	78	21.4	21.4	21.4
	Agree	137	37.5	37.5	58.9
	Neutral	86	23.6	23.6	82.5
	Disagree	52	14.2	14.2	96.7
	Strongly disagree	12	3.3	3.3	100.0
	Total	365	100.0	100.0	
<b>Walia beer has positive image than competing breweries</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	82	22.5	22.5	22.5
	Agree	189	51.8	51.8	74.2
	Neutral	58	15.9	15.9	90.1
	Disagree	32	8.8	8.8	98.9
	Strongly disagree	4	1.1	1.1	100.0
	Total	365	100.0	100.0	
<b>Drinking Walia beer have some kind of health or social risk</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	40	11.0	11.0	11.0
	Agree	60	16.4	16.4	27.4
	Neutral	94	25.8	25.8	53.2
	Disagree	109	29.9	29.9	83.0
	Strongly disagree	62	17.0	17.0	100.0
	Total	365	100.0	100.0	

Source: own survey, 2015

This indicates that the respondents agree with majority percentage. The next majority percentage is neutral. This shows that there are other indicators to evaluate or perceive actual quality. This shows that Walia beer perception might be derived from other factors than the product attribute. These factors may be societal related or environmental related which needs further study. The respondents' evaluation that Walia beer is the leading product in the category exhibit a result of 21.4% strongly agree, 37.5% agree, 23.6% neutral, 14.2% disagree and 3.3% strongly disagree. This shows that the majority of the respondents believe that Walia is the leading product category in the industry. Respondents evaluation of Walia beer image resulted in 22.5% strongly agree, 51.8% agree, 15.9% neutral, 8.8% disagree and 1.1% strongly disagree. This shows that the respondents hold a positive image for Walia brand. Respondents' asked to evaluate if drinking Walia beer has some kind of social or health risk and the result was 11% strongly agree, 16.4% agree, 25.8% neutral, 29.9% disagree and 17% strongly disagree. The majority response lies between neutral and strongly disagree. This shows that the majority of the respondents perceive that Walia beer is risk free product or beer.

Table-14: statistics of other factors of perception

		Statistics				
		Brewery category as one	Use of surrogate indicator	Walia beer leading product	Walia beer positive image	Risk perception
N	Valid	365	365	365	365	365
	Missing	0	0	0	0	0
Mean		2.97	2.48	2.41	2.14	3.25
Std. Error of Mean		.066	.054	.056	.047	.065
Median		3.00	2.00	2.00	2.00	3.00
Mode		4	2	2	2	4
Std. Deviation		1.253	1.034	1.074	.903	1.233
Variance		1.571	1.069	1.154	.815	1.520
Skewness		-.074	.483	.474	.797	-.301
Std. Error of Skewness		.128	.128	.128	.128	.128
Kurtosis		-1.151	-.301	-.510	.420	-.859
Std. Error of Kurtosis		.255	.255	.255	.255	.255
Range		4	4	4	4	4
Minimum		1	1	1	1	1
Maximum		5	5	5	5	5
Sum		1085	907	878	782	1188

Source: own survey, 2015

While analyzing the statistics of other factors we can observe that the case of wither respondents consider all breweries as same category has the mean of 2.97 with standard error of 0.066 and standard deviation of 1.253. Skewness for this parameter is  $-0.074$  with standard error of 0.128. Zskewness will be  $-0.074/0.128=0.57$ . This shows that the data is normally distributed. Kurtosis for this variable is  $-1.151$  with standard error of 0.255. Zkurtosis will be  $-1.151/0.255=4.51$ . This shows that the data has significantly flat distribution. The variable of respondents' evaluation of use of surrogate indicator to evaluate quality has a mean of 2.48 with standard error of 0.054 and standard deviation of 1.034. Skewness for this variable is 0.483 with standard error of 0.128. Zskewness will be  $0.483/0.128=3.77$ . This shows that the data is significantly positively skewed and the records are piled up to the left of the distribution. Kurtosis for this variable is  $-0.301$  with standard error of 0.255. Zkurtosis will be  $-0.301/0.255=1.18$ . This shows that the data is Mesokurtic. The data on the variable of respondents' evaluation if Walia beer is category leader has a mean of 2.41 with standard error of 0.56 and standard deviation of 1.074. Skewness for this variable is 0.474 with standard error of 0.128. Zskewness will be  $0.474/0.128=3.70$ . This shews that the data is significantly positively skewed and the scores are piled up to the left of the distribution. Kurtosis for this variable is  $-0.510$  with standard error of 0.255. Zkurtosis will be  $-0.510/0.255=2$ . This shows that the data is Mesokurtic. The statistics on the variable of respondents' evaluation that Walia has a positive image has a mean of 2.14 with the standard error of 0.047 and standard deviation of 0.903. Skewness for this data is 0.797 with standard error of 0.128. Zskewness will be  $0.797/0.128=6.22$ . This shows that the data is significantly positively skew and the records are piled up to the left of the distribution. Kurtosis for this variable is 0.420 with standard error of 0.255. Zkurtosis will be  $0.420/0.255=1.64$ . This shows that the data is Mesokurtic. The data of respondents' evaluation that drinking Walia beer has some kind of risk has the mean of 3.25 with standard error of 0.065 and standard deviation of 1.233. Skewness for this data is  $-0.301$  with standard error of 0.128. Zskewness will be  $-0.301/0.128=2.35$ . This shews that the data is non significantly negatively skewed and the records are piled up to the right of the distribution. Kurtosis for this data is  $-0.859$  with standard error of 0.255. Zkurtosis will be  $-0.859/0.255=3.36$ . This shows that the distribution has significantly flat distribution.

#### **4.2.6. Marketing stimuli and advertisement evaluation**

For any product to be successful in the market needs marketing stimuli. These marketing stimuli might be the effort of the company or might be generated from the consumer. Those efforts by the company are promotion, availability and test. Those that are generated by the consumers are influence by other consumers or word of mouth advertisements.

Table-15: frequency of contributing factors for Walia brand choice

<b>respondents evaluation on which marketing stimuli affect choice</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Taste	207	56.7	56.7	56.7
Promotion	46	12.6	12.6	69.3
Influence of others	70	19.2	19.2	88.5
Availability	40	11.0	11.0	99.5
Other	2	.5	.5	100.0
Total	365	100.0	100.0	

Source: own survey, 2015

The respondents asked to evaluate which marketing stimuli affected them to by the product and the result is as 56.7% taste, 12.6% promotion, 19.2% influence of others, 11% availability and 0.5% others. This shows that the product is mainly chosen by the taste. Other stimulus as promotion and word of mouth has also influenced the consumers. Availability holds the smallest portion but still is a valid stimulus. The statistics on respondents' evaluation of marketing stimuli has the mean of 1.86 and standard error of 0.058 and standard deviation of 1.109. The Skewness for the data is 0.862 with standard error of 0.128. Zskewness will be  $0.862/0.128=6.73$ . This shows that the data is significantly positively skew and the data is piled up to the left of the distribution. Kurtosis for this data is -0.692 with standard error of 0.255. Zkurtosis will be  $-0.692/0.255=2.71$ . This shows that the data is Mesokurtic.

Table-16: statistics of contributing factors for Walia brand choice

**Statistics**

respondents evaluation on which  
marketing stimuli affect choice

N	Valid	365
	Missing	0
Mean		1.86
Std. Error of Mean		.058
Median		1.00
Mode		1
Std. Deviation		1.109
Variance		1.230
Skewness		.862
Std. Error of Skewness		.128
Kurtosis		-.692
Std. Error of Kurtosis		.255
Range		4
Minimum		1
Maximum		5
Sum		679

**Source:** own survey, 2015

The advertisement of Walia beer has been evaluated by some advertisement characteristics with agreement and disagreement. Respondents' asked if they evaluate advertisement of Walia beer as seasonal and the response is 73.2% yes and 26.8% no. this shows that respondents evaluate the advertisement as seasonal. The variable of is the advertisement is entertaining has the response of 67.1% yes and 32.9% as no. the respondents evaluate the advertisement of Walia is entertaining. Respondents asked if the advertisement is a creative one and responded as 58.9% yes and 41.1% no. this is difficult to judge. Even if the majority agrees that the advertisement is creative, there are respondents' that do not think that the advertisement is seasonal with high percentage. This shows that the company needs more creative advertisement to entice the respondents who believe that it is not. Respondents asked if the ad is attractive and responded as 67.4% yes and 32.6% no. this shows that the ad is attractive. On the evaluation of if the advertisement is repetitive respondents evaluate as 49.9% yes and 50.1% no. this shows that the respondents' are indifference on the repetitiveness of the ad. To avoid sensory adaptation, the company should avoid repetitiveness of the advertisement. The respondents' asked if the ad is influential and rated as 67.1% yes and 32.9% no.

this shows that the company ad is influential. The respondents' asked if the ad is cultural and respond as 64.7% yes and 35.3 no. this shows that the ad is cultural.

Table-17: frequency for advertising attribute of Walya beer

<b>The advertisement of Walya beer is Seasonal</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	267	73.2	73.2	73.2
no	98	26.8	26.8	100.0
Total	365	100.0	100.0	
<b>The advertisement of Walya beer is Entertaining</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	245	67.1	67.1	67.1
no	120	32.9	32.9	100.0
Total	365	100.0	100.0	
<b>The advertisement of Walya beer is Creative</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	215	58.9	58.9	58.9
no	150	41.1	41.1	100.0
Total	365	100.0	100.0	
<b>The advertisement of Walya beer is Attractive</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	246	67.4	67.4	67.4
no	119	32.6	32.6	100.0
Total	365	100.0	100.0	
<b>The advertisement of Walya beer is Repetitive</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	182	49.9	49.9	49.9
no	183	50.1	50.1	100.0
Total	365	100.0	100.0	
<b>The advertisement of Walya beer is Influential</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	245	67.1	67.1	67.1
no	120	32.9	32.9	100.0
Total	365	100.0	100.0	
<b>The advertisement of Walya beer is Ethiopian/Cultural</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid yes	236	64.7	64.7	64.7
no	129	35.3	35.3	100.0
Total	365	100.0	100.0	

Source: own survey, 2015

In all variables of the advertisement there are respondents' who do not agree with the variables. This shows that the company needs to work hard to enhance the advertisement potential of the company.

#### **4.2.7. Attribute comparison table for St. Gorge, Dashen and Meta beer**

The sensory attribute of St. Gorge beer, Dashen beer and Meta beer has been evaluated by the respondents' for comparison purpose. This evaluation will be presented as frequency distribution and further analysis will be employed to get the exact comparison figure between the beer products. This sensory evaluation will be vital to the company to further enhance the attributes and to identify the beers position and level in comparison with computation products.

On sensory attributes of Dashen respondents evaluate different variables. On the parameter of taste respondents evaluate Dashen as 6% very bad, 7.1% bad, 39.2% moderate, 31.2% good and 16.4% very good. This shows that the respondents' evaluate taste of Dashen as moderate and good. On the variable of color respondents' evaluated as 2.7% very bad, 3.8% bad, 44.4% moderate, 31.2% good and 17.8% very good. Parameter of color as well is moderate and good. Aroma of Dashen has been evaluated by respondents as 2.2% very bad, 9.9% very bad, 44.4% moderate, 28.8% good and 14.8% very good. Here also respondents' evaluated aroma of Dashen as moderate and good. Foam parameter for Dashen is evaluated by respondents' as 2.2% very bad, 4.9% bad, 43.6% moderate, 32.3% good and 17% very good. This also lies on the score between moderate and good. Hangover deficiency of Dashen has been evaluated by respondents as 2.7% very bad, 8.8% bad, 35.6% moderate, 24.4% good and 28.5% very good. The variable of hangover deficiency for Dashen beer evaluated by respondents to be moderate to good. Alcohol percentage of Dashen is evaluated as 2.2% very bad, 7.7% bad, 42.5% moderate, 30.7% good and 17% very good. This shows that the alcohol percentage of Dashen is evaluated as moderate and good. Thirst quenching of the beer evaluated by respondents as 2.7% very bad, 5.5% bad, 46.8% moderate, 29.6% good and 15.3% very good. This shows that the respondents' have evaluated this parameter as moderate and good. The evaluation of price for Dashen is as 4.9% very bad, 13.7% bad, 42.2% moderate, 26.6% good and 12.6% very good. This also shows that price of Dashen has been evaluated from moderate to good. This indicates that the majority of the respondent evaluated sensory attribute of Dashen as moderate. This shows that the company needs to work on the sensory attributes to enhance the perception of consumers.

Table-18: frequency distribution of respondent evaluation taste, color, Aroma and foam of Dashen

Dashen beer test					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	22	6.0	6.0	6.0
	Bad	26	7.1	7.1	13.2
	Moderate	143	39.2	39.2	52.3
	Good	114	31.2	31.2	83.6
	Very Good	60	16.4	16.4	100.0
	Total	365	100.0	100.0	
Dashen beer color					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	10	2.7	2.7	2.7
	Bad	14	3.8	3.8	6.6
	Moderate	162	44.4	44.4	51.0
	Good	114	31.2	31.2	82.2
	Very Good	65	17.8	17.8	100.0
	Total	365	100.0	100.0	
Dashen beer aroma					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	8	2.2	2.2	2.2
	Bad	36	9.9	9.9	12.1
	Moderate	162	44.4	44.4	56.4
	Good	105	28.8	28.8	85.2
	Very Good	54	14.8	14.8	100.0
	Total	365	100.0	100.0	
Dashen beer foam					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	8	2.2	2.2	2.2
	Bad	18	4.9	4.9	7.1
	Moderate	159	43.6	43.6	50.7
	Good	118	32.3	32.3	83.0
	Very Good	62	17.0	17.0	100.0
	Total	365	100.0	100.0	

Source: own survey, 2015

The statistical analysis of Dashen sensory attributes exhibit different Skewness and Kurtosis. The variable of taste has a mean of 3.45 with standard error of 0.054 and standard deviation of 1.041. Skewness for the variable is -0.423 with standard error of 0.128. Zskewness will be  $-0.423/0.128=3.30$ . This shows that the data is significantly negatively skewed and scores are piled up to the right of the distribution. Kurtosis for this variable is -0.003 with standard error of 0.255. Zkurtosis will be  $-0.003/0.255=0.011$ . This shows that the data is Mesokurtic. The attribute

of color has a mean of 3.58 with standard error of 0.048 and standard deviation of 0.919. Skewness for this variable is -0.213 with standard error of 0.128. Zskewness will be  $-0.213/0.128=1.66$ . This shows that the data is normally skew. Kurtosis for this variable is 0.173 with standard error of 0.255. Zkurtosis will be  $0.173/0.255=0.67$ . This shows that the data is Mesokurtic.

Table-19: frequency distribution of respondent evaluation hangover, alcohol percentage, thirst quenching and price of Dashen

<b>Dashen beer hangover</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	10	2.7	2.7	2.7
	Bad	32	8.8	8.8	11.5
	Moderate	130	35.6	35.6	47.1
	Good	89	24.4	24.4	71.5
	Very Good	104	28.5	28.5	100.0
	Total	365	100.0	100.0	
<b>Dashen beer alcohol percentage</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	8	2.2	2.2	2.2
	Bad	28	7.7	7.7	9.9
	Moderate	155	42.5	42.5	52.3
	Good	112	30.7	30.7	83.0
	Very Good	62	17.0	17.0	100.0
	Total	365	100.0	100.0	
<b>Dashen beer thirst quenching</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	10	2.7	2.7	2.7
	Bad	20	5.5	5.5	8.2
	Moderate	171	46.8	46.8	55.1
	Good	108	29.6	29.6	84.7
	Very Good	56	15.3	15.3	100.0
	Total	365	100.0	100.0	
<b>Dashen beer price</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	18	4.9	4.9	4.9
	Bad	50	13.7	13.7	18.6
	Moderate	154	42.2	42.2	60.8
	Good	97	26.6	26.6	87.4
	Very Good	46	12.6	12.6	100.0
	Total	365	100.0	100.0	

Source: own survey, 2015

The parameter of aroma has a mean of 3.44 with standard error of 0.049 and standard deviation of 0.935. Skewness for this variable is -0.051 with standard error of 0.128. Zskewness will be  $-0.051/0.128=0.39$ . This shows that the data is Mesokurtic. The parameter of foam for the beer has a mean of 3.57 with standard error of 0.047 and standard deviation of 0.904. Skewness for this variable is -0.165 with standard error of 0.128. Zskewness will be  $-0.165/0.128=1.28$ . This shows that the variable is negatively skewed and the data piled up to the right of the distribution. Kurtosis for this variable is 0.063 with standard error 0.255. Zkurtosis will be  $0.063/0.255=0.24$ . This shows that the data is Mesokurtic.

Table-20: Statistics for beer sensory attribute of Dashen

		Statistics							
		Dashen beer test	Dashen beer color	Dashen beer aroma	Dashen beer foam	Dashen beer hangover	Dashen beer alcohol percentage	Dashen beer thirst quenching	Dashen beer price
N	Valid	365	365	365	365	365	365	365	365
	Missing	0	0	0	0	0	0	0	0
Mean		3.45	3.58	3.44	3.57	3.67	3.53	3.49	3.28
Std. Error of Mean		.054	.048	.049	.047	.056	.049	.048	.053
Median		3.00	3.00	3.00	3.00	4.00	3.00	3.00	3.00
Mode		3	3	3	3	3	3	3	3
Std. Deviation		1.041	.919	.935	.904	1.065	.936	.913	1.014
Variance		1.083	.844	.874	.817	1.133	.876	.833	1.027
Skewness		-.423	-.213	-.051	-.165	-.303	-.136	-.132	-.143
Std. Error of Skewness		.128	.128	.128	.128	.128	.128	.128	.128
Kurtosis		-.003	.173	-.190	.063	-.611	-.160	.161	-.244
Std. Error of Kurtosis		.255	.255	.255	.255	.255	.255	.255	.255
Range		4	4	4	4	4	4	4	4
Minimum		1	1	1	1	1	1	1	1
Maximum		5	5	5	5	5	5	5	5
Sum		1259	1305	1256	1303	1340	1287	1275	1198

Source: own survey, 2015

Hangover deficiency has a mean of 3.67 with standard error of 0.56 and standard deviation of 1.065. Skewness for this variable is -0.303 with standard error of 0.128. Zskewness for the variable will be  $-0.303/0.128=2.36$ . This shows that the data is none significantly negatively skew and scores are piled up to the left of the distribution. Kurtosis for this variable is -0.611 with standard error of 0.255. Zkurtosis will be  $-0.611/0.255=2.39$ . This shows that the data is Mesokurtic. The variable of alcohol percentage for Dashen beer has a mean of 3.53 with standard

error of 0.049 and standard deviation of 0.936. Skewness for this variable is -0.136 with standard error of 0.128. Zskewness will be  $-0.136/0.128=1.06$ . This shows that the data is non significantly negatively skew and the scores are piled up to the right of the distribution. Kurtosis for the variable is -0.160 with standard error of 0.255. Zkurtosis will be  $-0.160/0.255=0.62$ . This shows that the data is Mesokurtic. The variable of thirst quenching has a mean of 3.49 with standard error of 0.048 and standard deviation of 0.913. Skewness for the variable is -0.132 with standard error of 0.128. Zskewness will be  $-0.132/0.128=1.03$ . This shows that the data is none significantly negatively skew and the records are piled up to the right of the distribution. Kurtosis for the data is 0.161 with standard error of 0.255. Zkurtosis will be  $0.161/0.255=0.63$ . That shows that the data is Mesokurtic. The final sensory attribute for Dashen beer is price. Price variable has a mean of 3.28 with standard error of 0.053 and standard deviation of 1.014. Skewness for the variable is -0.143 with standard error of 0.128. Zskewness will be  $-0.143/0.128=1.11$ . This shows that the data is none significantly negatively skew and the scores are piled up to the right of the distribution. Kurtosis for the data is -0.244 with standard error of 0.255. Zkurtosis will be  $-0.244/0.255=0.95$ . This shows that the data is Mesokurtic.

The other major competitor of Walia beer is St. Gorge beer. Sensory attribute of St. Gorge beer has also been evaluated by the respondents. Taste of St. Gorge beer has been evaluated by respondents' as 2.7% very bad, 4.4% bad, 43% moderate, 39.7% good and 19.2% very good. This shows that the respondents' evaluated taste of St. Gorge beer as moderate and good. Color variable of the beer evaluated by respondents as 2.7% very bad, 4.9% bad, 34% moderate, 40.8% good and 17.5% very good. Color variable is also evaluated by the majority of the respondents' as moderate and good. Aroma of the beer evaluated as 3.3% very bad, 8.8% bad, 33.7% moderate, 35.1% good and 19.2% very good. Aroma of St. Gorge beer is evaluated as moderate and good by the majority of the respondents'. Foam variable is evaluate as 2.7% very bad, 6.6% bad, 35.1% moderate, 33.7% good and 21.9% very good. The result exhibit that the foam of the beer is moderate and good. Hangover deficiency has been evaluated by respondents as 4.4% very bad, 14.8% bad, 36.4% moderate, 30.7% good and 13.7% very good. So the imposition of hangover on the morning after deficiency of the beer has been evaluated by the respondents' as moderate and good. Alcohol percentage rated by the respondents' as 0.5% very bad, 8.5% bad, 43.8% moderate, 32.3% good and 14.8% very good. This shows that alcohol percentage like the other variables has been evaluated as good and moderate. Thirst quenching variable has been evaluated by the respondents'

as 3.3% very bad, 6.3% bad, 33.4% moderate, 31.8% good and 25.2% very good. This shows that the thirst quenching capacity of the beer is moderate and good. Price of St. Gorge beer has been evaluated as 6% very bad, 11% bad, 37.8% moderate, 31.2% good and 14% very good. Price also been evaluated by the respondents' as very good and moderate. One point to stress here is that majority of the scores for the sensory attributes lies on moderate. For the beer to stay in business and to keep on competing with other brands, the company should work strongly on the sensory attributes potential of the beer.

Table-21: frequency distribution of respondent evaluation taste, color, Aroma and foam of St. Gorge Beer

<b>St gorge teste</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	10	2.7	2.7	2.7
	Bad	16	4.4	4.4	7.1
	Moderate	124	34.0	34.0	41.1
	Good	145	39.7	39.7	80.8
	Very Good	70	19.2	19.2	100.0
	Total	365	100.0	100.0	
<b>St gorge color</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	10	2.7	2.7	2.7
	Bad	18	4.9	4.9	7.7
	Moderate	124	34.0	34.0	41.6
	Good	149	40.8	40.8	82.5
	Very Good	64	17.5	17.5	100.0
	Total	365	100.0	100.0	
<b>St gorge aroma</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	12	3.3	3.3	3.3
	Bad	32	8.8	8.8	12.1
	Moderate	123	33.7	33.7	45.8
	Good	128	35.1	35.1	80.8
	Very Good	70	19.2	19.2	100.0
	Total	365	100.0	100.0	
<b>St gorge foam</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	10	2.7	2.7	2.7
	Bad	24	6.6	6.6	9.3
	Moderate	128	35.1	35.1	44.4
	Good	123	33.7	33.7	78.1
	Very Good	80	21.9	21.9	100.0
	Total	365	100.0	100.0	

Table-22: frequency distribution of respondent evaluation hangover, alcohol percentage, thirst quenching and price of St. Gorge beer

<b>St gorge hangover</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	16	4.4	4.4	4.4
	Bad	54	14.8	14.8	19.2
	Moderate	133	36.4	36.4	55.6
	Good	112	30.7	30.7	86.3
	Very Good	50	13.7	13.7	100.0
	Total	365	100.0	100.0	
<b>St gorge alcohol percentage</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	2	.5	.5	.5
	Bad	31	8.5	8.5	9.0
	Moderate	160	43.8	43.8	52.9
	Good	118	32.3	32.3	85.2
	Very Good	54	14.8	14.8	100.0
	Total	365	100.0	100.0	
<b>St gorge thirst quenching</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	12	3.3	3.3	3.3
	Bad	23	6.3	6.3	9.6
	Moderate	122	33.4	33.4	43.0
	Good	116	31.8	31.8	74.8
	Very Good	92	25.2	25.2	100.0
	Total	365	100.0	100.0	
<b>St gorge price</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	22	6.0	6.0	6.0
	Bad	40	11.0	11.0	17.0
	Moderate	138	37.8	37.8	54.8
	Good	114	31.2	31.2	86.0
	Very Good	51	14.0	14.0	100.0
	Total	365	100.0	100.0	

**Source:** for both table own survey, 2015

The statistics for the taste of St. Gorge beer exhibits a mean of 3.68 with standard error of 0.048 and standard deviation of 0.925. Skewness for the variable is -0.502 with standard error of 0.128. Zskewness will be  $-0.502/0.128=3.92$ . This shows that the data is significantly negatively skew and records are piled up to the right of the distribution. Kurtosis for the variable is 0.359 with standard error of 0.255. Zkurtosis will be  $0.359/0.255=1.40$ . This shows that the data is Mesokurtic. The variable of color for the beer has a mean of 3.65 with standard error of 0.048 and standard

deviation of 0.918. Skewness for the variable is -0.506 with standard error of 0.128. Zskewness will be  $-0.506/0.128=3.95$ . This shows that the data is significantly negatively skew and scores are piled up to the right of the distribution. Kurtosis for the data is 0.387 with standard error of 0.255. Zkurtosis will be  $0.387/0.255=1.51$ . This shows that the data is Mesokurtic.

Table-23: Statistics for beer sensory attribute of St Gorge Beer

		Statistics							
		St gorge teste	St gorge color	St gorge aroma	St gorge foam	St gorge hangover	St gorge alcohol percentage	St gorge thirst quenching	St gorge price
N	Valid	365	365	365	365	365	365	365	365
	Missing	0	0	0	0	0	0	0	0
Mean		3.68	3.65	3.58	3.65	3.35	3.52	3.69	3.36
Std. Error of Mean		.048	.048	.052	.051	.054	.045	.053	.055
Median		4.00	4.00	4.00	4.00	3.00	3.00	4.00	3.00
Mode		4	4	4	3	3	3	3	3
Std. Deviation		.925	.918	1.001	.981	1.030	.866	1.021	1.046
Variance		.855	.842	1.002	.963	1.062	.750	1.043	1.094
Skewness		-.502	-.506	-.405	-.386	-.215	.094	-.462	-.346
Std. Error of Skewness		.128	.128	.128	.128	.128	.128	.128	.128
Kurtosis		.359	.387	-.150	-.121	-.403	-.430	-.155	-.201
Std. Error of Kurtosis		.255	.255	.255	.255	.255	.255	.255	.255
Range		4	4	4	4	4	4	4	4
Minimum		1	1	1	1	1	1	1	1
Maximum		5	5	5	5	5	5	5	5
Sum		1344	1334	1307	1334	1221	1286	1348	1227

Source: own survey, 2015

The variable of aroma for the beer has a mean of 3.58 with standard error of 0.052 and standard deviation of 1.001. Skewness for the variable is -0.405 with standard error of 0.128. Zskewness will be  $-0.405/0.128=3.16$ . This shows that the data is none significantly negatively skew and scores are piled up to the right of the distribution. Kurtosis for the variable is -0.150 with standard error of 0.255. Zkurtosis will be  $-0.150/0.255=0.58$ . This shows that the data is Mesokurtic. The variable of foam has a mean of 3.65 with standard error of 0.051 and standard deviation of 0.981. Skewness for the variable is -0.386 with standard error of 0.128. Zskewness will be  $-0.386/0.128=3.01$ . This shows that the data is none significantly negatively skew and the records are piled up to the right of the distribution. Kurtosis for the variable is -0.121 with standard

error of 0.255. Zkurtosis will be  $-0.121/0.255=0.47$ . This shows that the data is Mesokurtic. The variable of hangover for the beer has a mean of 3.35 with standard error of 0.054 and standard deviation of 1.030. Skewness for the variable is -0.215 with standard error of 0.128. Zskewness will be  $-0.215/0.128=1.67$ . This shows that the data is none significantly negatively skew and the records are piled up to the right of the distribution. Kurtosis for the data is -0.403 with standard error of 0.255. Zkurtosis will be  $-0.403/0.255=1.58$ . This shows that the data is Mesokurtic. The variable of alcohol percentage has a mean of 3.52 with standard error of 0.045 and standard deviation of 0.045. Skewness for the variable is 0.094 with standard error of 0.128. Zskewness will be  $0.094/0.128=0.73$ . This shows that the data is normally distributed. Kurtosis for the variable is -0.430 with standard error of 0.255. Zkurtosis will be  $-0.430/0.255=1.68$ . This shows that the data is Mesokurtic. The variable of thirst quenching has a mean of 3.69 with standard error of 0.053 and standard deviation of 1.021. Skewness for the variable is -0.462 with standard error of 0.128. Zskewness will be  $-0.462/0.128=3.60$ . This shows that the data is significantly negatively skew and records piled up to the right of the distribution. Kurtosis for the variable is -0.155 with standard error of 0.255. Zkurtosis will be  $-0.155/0.255=0.60$ . This shows that the data is Mesokurtic. The last sensory attribute variable price has a mean of 3.36 with standard error of 0.055 and standard deviation of 1.046. Skewness for the variable is -0.346 with standard error of 0.128. Zskewness will be  $-0.346/0.128=2.70$ . This shows that the data is none significantly negatively skew and the scores are piled up to the right of the distribution. Kurtosis for the data is -0.201 with standard error of 0.255. Zkurtosis will be  $-0.201/0.255=0.78$ . This shows that the data is Mesokurtic.

The other giant competitor of Walia beer is Meta beer. Sensory attributes of Meta beer also been evaluated by respondents. As per respondents' evaluation of Meta beer of taste is 5.5% very bad, 14.2% bad, 42.2% moderate, 22.7% good and 15.3% very good. This shows that respondents' evaluated taste of Meta as moderate and good. The variable of color of Meta has been evaluated by respondents as 2.2% very bad, 7.1% bad, 37.3% moderate, 34.5% good and 18.9% very good. This also shows that respondents evaluated color of Meta as moderate and good. Aroma of Meta is evaluated as 2.2% very bad, 16.4% very bad, 38.9% moderate, 26% good and 16.4% very good. Aroma of Meta evaluated by respondents as moderate and good. Foam of the beer is evaluated as 2.7% very bad, 11.5% bad, 41.1% moderate, 28.2% good and 16.4% very good. Foam variable is evaluated by respondents' as moderate and good. Hangover deficiency has been evaluated by respondents as 12.6% very bad, 18.4% bad, 38.4% moderate, 19.7% good and 11% very good. The

score of hangover lies between bad to good. Majority of the scores lie on moderate. Alcohol percentage for the beer evaluated as 4.9% very bad, 12.1% bad, 36.2% moderate, 28.2% good and 18.6% very good. This shows that alcohol percentage of Meta is moderate and good.

Table-24: frequency distribution of respondent evaluation taste, color, Aroma and foam of Meta beer

<b>meta test</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	20	5.5	5.5	5.5
	Bad	52	14.2	14.2	19.7
	Moderate	154	42.2	42.2	61.9
	Good	83	22.7	22.7	84.7
	Very Good	56	15.3	15.3	100.0
	Total	365	100.0	100.0	
<b>meta color</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	8	2.2	2.2	2.2
	Bad	26	7.1	7.1	9.3
	Moderate	136	37.3	37.3	46.6
	Good	126	34.5	34.5	81.1
	Very Good	69	18.9	18.9	100.0
	Total	365	100.0	100.0	
<b>meta aroma</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	8	2.2	2.2	2.2
	Bad	60	16.4	16.4	18.6
	Moderate	142	38.9	38.9	57.5
	Good	95	26.0	26.0	83.6
	Very Good	60	16.4	16.4	100.0
	Total	365	100.0	100.0	
<b>meta foam</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	10	2.7	2.7	2.7
	Bad	42	11.5	11.5	14.2
	Moderate	150	41.1	41.1	55.3
	Good	103	28.2	28.2	83.6
	Very Good	60	16.4	16.4	100.0
	Total	365	100.0	100.0	

Source: own survey, 2015

Thirst quenching is evaluated by respondents' as 3.8% very bad, 9.3% bad, 45.5% moderate, 22.5% good and 18.9% very good. This shows that thirst quenching variable of the beer is moderate. Price of Meta is evaluated by respondents as 5.5% very bad, 16.4% very bad, 42.5%

moderate, 25.8% good and 9.9% very good. This exhibit that the price of Meta is evaluated as moderate. Like the previous two beer brands, Meta beer also need to work on sensory attribute variables as majority of the respondents rated as moderate.

Table-25: frequency distribution of respondent evaluation hangover, alcohol percentage, thirst quenching and price of Meta beer

<b>meta hangover</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	46	12.6	12.6	12.6
	Bad	67	18.4	18.4	31.0
	Moderate	140	38.4	38.4	69.3
	Good	72	19.7	19.7	89.0
	Very Good	40	11.0	11.0	100.0
	Total	365	100.0	100.0	
<b>meta alcohol percentage</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	18	4.9	4.9	4.9
	Bad	44	12.1	12.1	17.0
	Moderate	132	36.2	36.2	53.2
	Good	103	28.2	28.2	81.4
	Very Good	68	18.6	18.6	100.0
	Total	365	100.0	100.0	
<b>meta thirst quenching</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	14	3.8	3.8	3.8
	Bad	34	9.3	9.3	13.2
	Moderate	166	45.5	45.5	58.6
	Good	82	22.5	22.5	81.1
	Very Good	69	18.9	18.9	100.0
	Total	365	100.0	100.0	
<b>meta price</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	20	5.5	5.5	5.5
	Bad	60	16.4	16.4	21.9
	Moderate	155	42.5	42.5	64.4
	Good	94	25.8	25.8	90.1
	Very Good	36	9.9	9.9	100.0
	Total	365	100.0	100.0	

Source: own survey, 2015

The statistics for the beer brand shows different Skewness and kurtosis. Taste of Meta has a mean of 3.28 with standard error of 0.56 and standard deviation of 1.061. Skewness for the data is -0.084 with standard error of 0.128. Zskewness will be  $-0.084/0.128=0.65$ . This shows that the data is normally distributed. Kurtosis about the data is -0.396 with standard error of 0.255. Zkurtosis will be  $-0.396/0.255=1.55$ . This shows that the data is Mesokurtic. The variable of color has a mean of 3.61 with standard error of 0.049 and standard deviation of 0.945. Skewness for the data is -0.285 with standard error of 0.128. Zskewness will be  $-0.285/0.128=2.22$ . This shows that the data is none significantly negatively skew and the records are piled up to the right of the distribution. Kurtosis for the data is -0.135 with standard error of 0.255. Zkurtosis will be  $-0.135/0.255=0.52$ . This shows that the data is Mesokurtic. The variable of aroma has a mean of 3.38 with standard error of 0.053 and standard deviation of 1.014. Skewness for the data is 0.009 with standard error of 0.128. Zskewness will be  $0.009/0.128=0.07$ . This shows that the data has a normal distribution. Kurtosis for the data is -0.633 with standard error of 0.255. Zkurtosis will be  $-0.633/0.255=2.48$ . This shows that the data is a little pointy, but since the Z score is under 3.28 we can conclude that the data is Mesokurtic. Foam variable for the beer has a mean of 2.98 with standard error of 0.052 and standard deviation of 0.986. Skewness for the data is -0.112 with standard error of 0.128. Zskewness will be  $-0.112/0.128=0.875$ . This shows that the data is normally distributed. Kurtosis for the data is -0.348 with standard error of 0.225. Zkurtosis will be  $-0.348/0.255=1.36$ . This shows that the data is Mesokurtic. The data of hangover deficiency has a mean of 2.98 with standard error of 0.060 and standard deviation of 1.152. Skewness for the variable is -0.028 with standard error of 0.128. Zskewness will be  $-0.028/0.128=0.21$ . This shows that the data is normally distributed. Kurtosis for the variable is -0.624 with standard error of 0.255. Zkurtosis will be  $-0.624/0.255=2.44$ . This shows that the data is Mesokurtic. The variable of alcohol percentage has a mean of 3.44 with standard error of 0.056 and standard deviation of 1.076. Skewness for the data is -0.271 with standard error of 0.128. Zskewness will be  $-0.271/0.128=2.11$ . This shows that the data is none significantly negatively skew and the scores are piled up to the right of the distribution. Kurtosis for the data is -0.439 with standard error of 0.255. Zkurtosis will be  $-0.439/0.255=1.72$ . This shows that the data is Mesokurtic. The variable of thirst quenching for the data has a mean of 3.42 and standard error of 0.053 and standard deviation of 0.021. Skewness for the variable is -0.090 with standard error of 0.128. Zskewness will be  $-0.090/0.128=0.70$ . This shows that the data has a normal distribution. Kurtosis for the variable is -0.292 with standard error of 0.255. Zkurtosis

will be  $-0.292/0.255=1.14$ . This shows that the data is Mesokurtic. The last variable for the beer is price. Price variable has a mean of 3.18 with standard error of 0.052 and standard deviation of 1.003. Skewness with the data is -0.106 with standard error of 0.128. Zskewness will be  $-0.106/0.128=0.82$ . This shows that the data is normally distributed. Kurtosis for the data is -0.247 with standard error of 0.255. Zkurtosis will be  $-0.247/0.255=0.98$ . This shows that the data is Mesokurtic.

Table-26: Statistics for beer sensory attribute of Meta Beer

		Statistics							
		meta test	meta color	meta aroma	meta foam	meta hangover	meta alcohol percentage	meta thirst quenching	meta price
N	Valid	365	365	365	365	365	365	365	365
	Missing	0	0	0	0	0	0	0	0
Mean		3.28	3.61	3.38	3.44	2.98	3.44	3.43	3.18
Std. Error of Mean		.056	.049	.053	.052	.060	.056	.053	.052
Median		3.00	4.00	3.00	3.00	3.00	3.00	3.00	3.00
Mode		3	3	3	3	3	3	3	3
Std. Deviation		1.061	.945	1.014	.986	1.152	1.076	1.021	1.003
Variance		1.126	.893	1.028	.972	1.327	1.159	1.043	1.006
Skewness		-.084	-.285	.009	-.112	-.028	-.271	-.090	-.106
Std. Error of Skewness		.128	.128	.128	.128	.128	.128	.128	.128
Kurtosis		-.396	-.135	-.633	-.348	-.624	-.439	-.292	-.247
Std. Error of Kurtosis		.255	.255	.255	.255	.255	.255	.255	.255
Range		4	4	4	4	4	4	4	4
Minimum		1	1	1	1	1	1	1	1
Maximum		5	5	5	5	5	5	5	5
Sum		1198	1317	1234	1256	1088	1254	1253	1161

Source: own survey, 2015

#### **4.2.8. Brand preference evaluation**

To analyze the preference of respondents', seven questions have been prepared. The first question asks about the usage rate of respondents for all beer. The second question deals with beer brand choice. Question from three to five deals about respondents perception to Walia beer. The six question deals with what kind of feelings respondents generate when drinking Walia beer. The last question deals with brand loyalty for respondents' first choice of beer brand.

Table-27: frequency and statistics of respondents drinking rate

respondents drinking beer rate						Statistics		
		Frequency	Percent	Valid Percent	Cumulative Percent			
Valid	Daily	54	14.8	14.8	14.8	N	Valid	365
	Weekly	124	34.0	34.0	48.8		Missing	0
	monthly	22	6.0	6.0	54.8	Mean		3.03
	Sometimes	87	23.8	23.8	78.6	Std. Error of Mean		.075
	Occasionally	78	21.4	21.4	100.0	Median		3.00
	Total	365	100.0	100.0		Mode		2
						Std. Deviation		1.425
						Variance		2.029
						Skewness		.084
						Std. Error of Skewness		.128
						Kurtosis		-1.459
						Std. Error of Kurtosis		.255
						Range		4
						Minimum		1
						Maximum		5
						Sum		1106

Source: own survey, 2015

Respondents drinking rate has been evaluated and respondents state that 14.8% drinks daily, 34% drinks weekly, 6% drinks monthly, 23.8% drinks some times and 21.4% drinks occasionally when there is holiday or ceremony. The majority of the respondents' drinks weekly. The statistics shows that the drinking rate has a mean of 3.03 with standard error of 0.75 and standard deviation of 1.425. The Skewness for the data is 0.084 with standard error of 0.128. Zskewness will be  $0.084/0.128=0.65$ . This shows that the data is normally distributed. Kurtosis for the data is -1.459 with standard error of 0.255. Zkurtosis will be  $-1.459/0.255=-5.72$ . This exhibits that the data has significantly flat distribution.

The bear brand choice analyzed only for the first choice only. The frequency table 28 shows that 12 respondents with 3.3 percent choice Bedele beer as first choice, 32 respondents' that is 8.8 percent chose Dashen as a first choice, 18 responds that is 4.9 percent chose Harar beer, 189 respondents that is 52.2 percent chose Walia, 96 respondents that is 26.4 percent chose St Gorge beer, 16 respondents' 4.32 percent chose Meta and there are to responses with missing value. This shows that number one brand choice of respondents' is Walia beer followed by St Gorge and Dashen.

Table-28: first beer brand choice table

first beer brand choice rank			
		Frequency	Percent
Bedele beer	1st	12	3.3
Dashen beer	1st	32	8.8
Harer beer	1st	18	4.9
Walia beer	1st	189	52.2
St. Gorge beer	1st	96	26.4
Meta beer	1st	16	4.35
Missing value		2	0.05
Total		363	100.0

Source: own survey, 2015

Table-29: Walia beer brand perception and preference table

respondents attitude towards drinking Walia beer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	2	.5	.5	.5
	Bad	2	.5	.5	1.1
	indifference	48	13.2	13.2	14.2
	Good	194	53.2	53.2	67.4
	Very good	119	32.6	32.6	100.0
Total		365	100.0	100.0	
respondents valuation on likability potential of Walia beer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very bad	4	1.1	1.1	1.1
	Bad	2	.5	.5	1.6
	Moderate	50	13.7	13.7	15.3
	Good	161	44.1	44.1	59.5
	Very good	148	40.5	40.5	100.0
Total		365	100.0	100.0	
respondents intention to buy Walia beer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely will not buy	4	1.1	1.1	1.1
	Probably will not buy	28	7.7	7.7	8.8
	Might buy	135	37.0	37.0	45.8
	Probably will buy	46	12.6	12.6	58.4
	definitely will buy	152	41.6	41.6	100.0
Total		365	100.0	100.0	

Source: own survey, 2015

The brand perception and preference questions were attitude towards drinking Walia beer, likability potential of Walia beer and respondents' intention to buy Walia beer. On respondents' evaluation on attitude towards drinking Walia beer rated as 0.5% very bad, 0.5% bad, 13.2% indifference, 53.2% good and 32.6% very good. This shows that respondents' hold positive attitude towards drinking Walia beer. The evaluation of the likability of Walia beer has been evaluated as 1.1% very bad, 0.5% very bad, 13.7% moderate, 44.1% good and 40.5% very good. This exhibits that the respondents' evaluated that Walia beer has a strong and positive likability potential. The respondents' intention to buy Walia beer evaluated as 1.1% definitely will buy, 7.7% probably will not buy, 37% might buy, 12.6% probably may buy and 41.6% definitely will buy. This shows that respondents' have a good intention to buy Walia beer.

Table-30: statistics Walia beer brand perception and preference table

		<b>Statistics</b>		
		respondents attitude towards drinking Walia beer	respondents valuation on likability potential of Walia beer	respondents intention to buy Walia beer
N	Valid	365	365	365
	Missing	0	0	0
Mean		4.17	4.22	3.86
Std. Error of Mean		.037	.041	.057
Median		4.00	4.00	4.00
Mode		4	4	5
Std. Deviation		.709	.784	1.084
Variance		.502	.614	1.175
Skewness		-.717	-1.038	-.292
Std. Error of Skewness		.128	.128	.128
Kurtosis		1.314	1.771	-1.138
Std. Error of Kurtosis		.255	.255	.255
Range		4	4	4
Minimum		1	1	1
Maximum		5	5	5
Sum		1521	1542	1409

Source: own survey, 2015

The statistics of Walia beer shows that attitude towards drinking Walia beer has a mean of 4.17 with standard error of 0.37 and standard deviation of 0.709. Skewness for the variable is -0.717 with standard error of 0.128. Zskewness will be  $-0.717/0.128=5.60$ . This shows that the data

is significantly negatively skew and the scores are piled up to the right of the distribution. Kurtosis for the variable is 1.314 with standard error of 0.255. Zkurtosis will be  $1.314/0.255=5.15$ . This shows that the data has significantly pointy distribution. The variable of likability potential of Walia has mean of 4.22 with standard error of 0.041 and standard deviation of 0.784. The Skewness for the variable is -1.038 with standard error of 0.128. Zskewness will be  $-1.038/0.128=8.10$ . This shows that the data is significantly negatively skew and the records are piled up to the right of the distribution. Kurtosis for the variable is 1.771 with standard error of 0.255. Zkurtosis will be  $1.771/0.255=6.94$ . This shows that the data has significantly pointy distribution. The variable of intention to buy Walia beer has a mean of 3.86 with standard error of 0.057 and standard deviation of 1.084. Skewness for the variable is -0.292 with the standard error of 0.128. Zskewness will be  $-0.292/0.128=2.28$ . This shows that the data is none significantly negatively skew and the scores are piled up to the right of the distribution. Kurtosis for the data is -1.138 with standard error of 0.255. Zkurtosis will be  $-1.138/0.255=4.46$ . This shows that the data has significantly flat distribution.

Table-31: frequency of feeling while drinking Walia beer and brand loyalty

<b>respondents feeling while drinking Walia beer</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Valid satisfaction	104	28.5	28.5	28.5
	Relaxation	215	58.9	58.9	87.4
	Acceptance from others	20	5.5	5.5	92.9
	Confidence	18	4.9	4.9	97.8
	Others	8	2.2	2.2	100.0
	Total	365	100.0	100.0	
<b>respondents willingness to switch/change first choice of beer brand</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very much	16	4.4	4.4	4.4
	Yes	50	13.7	13.7	18.1
	May be	135	37.0	37.0	55.1
	Not sure	76	20.8	20.8	75.9
	Definitely no	88	24.1	24.1	100.0
	Total	365	100.0	100.0	

Source: own survey, 2015

The evaluation of respondents' on what kind of feeling they develop while drinking Walia beer is 28.5% valid satisfaction, 58.9% relaxation, 5.5% acceptance from others, 4.9% confidence and 2.2% develop other feelings that is not in the choice. This shows that most of the respondents develop a feeling of relaxation. On brand loyalty question respondents' evaluated as 4.4% very

much, 13.7% yes, 37% may be, 20.8% not sure and 24.1 definitely no. this shows that respondents exhibits weak brand loyalty for the first beer brand choice of their. The statistics for the two questions is that for that of the feeling developed has a mean 1.93 with standard error of 0.045 and standard deviation of 0.856. The Skewness for the variable is 1.450 with standard error of 0.128. Zskewness will be  $1.450/0.128=11.32$ . This shows that the data is significantly positively skew and the scores are piled up to the left of the distribution. Kurtosis for this variable is 2.196 with standard error of 0.255. Zkurtosis will be  $2.196/0.255=8.66$ . This shows that the data is significantly pointy. The statistics for the brand loyalty question exhibits a mean of 3.47 with standard error of 3.47 and standard deviation of 1.128. Skewness to the variable is -0.157 with standard error of 0.128. Zskewness will be  $-0.157/0.128=1.22$ . This shows that the data is normally distributed. Kurtosis for the data is -0.740 with standard error of 0.255. Zkurtosis will be  $-0.740/0.255=2.90$ . This shows that the data is Mesokurtic.

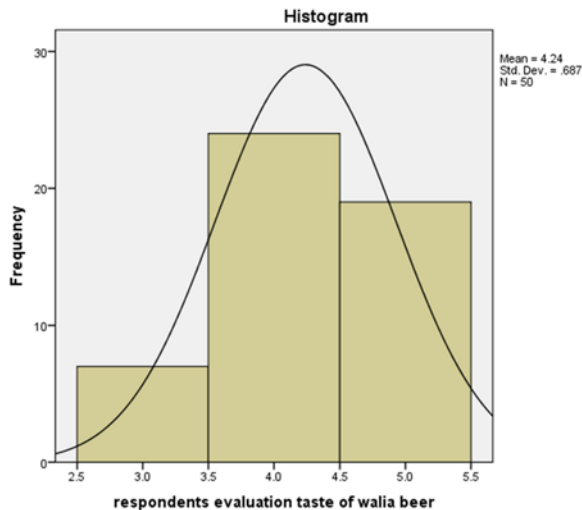
Table-32: statics of feeling while drinking Walia beer and brand loyalty

		<b>Statistics</b>	
		respondents feeling while drinking Walia beer	respondents willingness to switch/change first choice of beer brand
N	Valid	365	365
	Missing	0	0
Mean		1.93	3.47
Std. Error of Mean		.045	.059
Median		2.00	3.00
Mode		2	3
Std. Deviation		.856	1.128
Variance		.732	1.271
Skewness		1.450	-.157
Std. Error of Skewness		.128	.128
Kurtosis		2.916	-.740
Std. Error of Kurtosis		.255	.255
Range		4	4
Minimum		1	1
Maximum		5	5
Sum		706	1265

Source: own survey, 2015

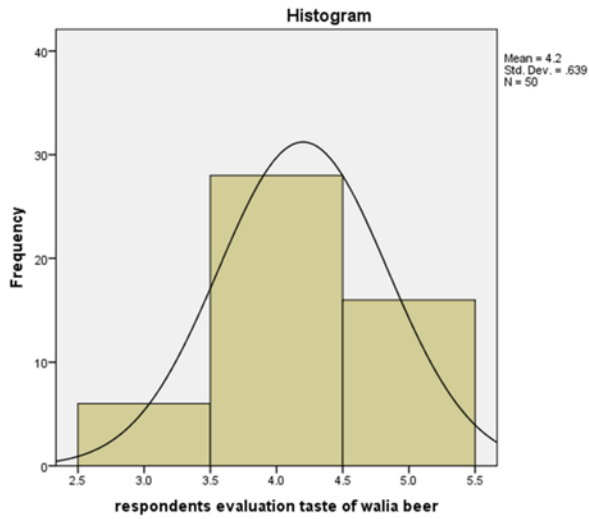
## 4.2. Generalizability to the Population

To check the generalizability of the responses to the population we will use mean for comparative. Imagine that you took three different random samples from a given population, and for each sample, you derived sample statistics such as sample mean and standard deviation. If each random sample was truly representative of the population, then your three sample means from the three random samples will be identical (and equal to the population parameter), and the variability in sample means will be zero. But this is extremely unlikely, given that each random sample will likely constitute a different subset of the population, and hence, their means may be slightly different from each other. However, you can take these three sample means and plot a frequency histogram of sample means. If the mean from the three samples is equal or nearly equal, it will be interpreted that the sample is representative of the population. For the comparative purpose we will use the taste variable for Walia beer as a sample statistic parameter. The study took the first 50 responses, the middle 50 responses and the last 50 responses and we will compare the mean value.



respondents evaluation taste of Walia beer		
N	Valid	50
	Missing	0
Mean		4.24

Figure-1. Frequency distributions for the sample mean one

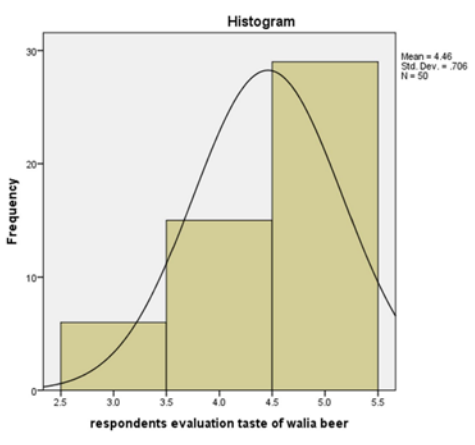


**Statistics**

respondents evaluation taste of  
Walia beer

N	Valid	50
	Missing	0
Mean		4.20

Figure-2. Frequency distributions for the sample mean two



**Statistics**

respondents evaluation taste of  
Walia beer

N	Valid	50
	Missing	0
Mean		4.46

Figure-3. Frequency distributions for the sample mean three

Mean of the first 50 responds become 4.24 with standard deviation of 0.687. Mean of the middle 50 response becomes 4.20 with standard deviation of 0.639. The man of the last 50 responses is 4.46 with standard deviation of 0.706. Since the three means closely vary we can estimate that the sample is true representative of the population.

**4.3. Influence of Advertising on Likability**

The advertisement parameter is compared with the products likability potential and intention to buy. This is done to measure the effect of advertisement on likability potential of the product and

intention to buy. This is done to identify that the perception of the consumers really come from the product quality of the advertisement influence.

Table-33: point-biserial correlation between advertisement parameter and intention to buy and likability potential

		Correlations						
		ad of Walya beer is Seasonal	ad of Walya beer is Entertaining	ad of Walya beer is Creative	ad of Walya beer is Attractive	ad of Walya beer is Repetitive	ad of Walya beer is Influential	The advertisement of Walya beer is Ethiopian/Cultural
respondents intention to buy Walya beer	Pearson Correlation	-.070	-.050	-.057	-.099*	-.048	-.071	-.111*
	Sig. (1-tailed)	.090	.172	.140	.029	.182	.087	.017
	N	365	365	365	365	365	365	365
respondents valuation on likability potential of Walya beer	Pearson Correlation	.016	.008	.059	.039	.062	-.022	-.095*
	Sig. (1-tailed)	.383	.441	.130	.227	.118	.337	.035
	N	365	365	365	365	365	365	365

\*\* . Correlation is significant at the 0.01 level (1-tailed).

\*. Correlation is significant at the 0.05 level (1-tailed).

Source: own survey, 2015

Since one variable is dichotomy and the other is desecrating variable, we will use point-biserial correlation. Based on the report from table-33, we can observe that there is no significant relation between wither the advertisement of Walya beer is seasonal or not and intention to buy and likability potential of the product with significant value 0.090 and 0.383 respectively. Both significance does not meet the value of  $P < 0.05$ . We can also conclude that there is no significant relationship between the advertisement being entertaining and intention to buy and likability with significant value 0.172 and 0.441 respectively. The ad being creative also is not significantly correlated with intention to buy and likability with significance level of 0.14 and 0.130 respectively. The attractiveness of the advertisement is significantly related with intention to buy with  $r_{pb} = -0.099$  with significant level 0.029 which is less than  $p < 0.05$ . The effect of the attractiveness on intention to buy contributes with  $R^2$  will be 0.009801. This shows that attractiveness of the ad contributes 0.98% to the intention to buy. This shows that attractiveness of the ad has a small effect

on intention to buy. Attractiveness of the ad has no significant effect on likability potential of the product. The advertisement being repetitive develops adaptation. While doing the correlation, repetitiveness has no significant effect on intention to buy and likability of the product with significant value 0.182 and 0.118 respectively. The advertisement being influential also shows that there is no significant relation with intention to buy and likability of the product with significant value 0.087 and 0.337 respectively. The advertisement being cultural or Ethiopian based has a relationship with intention to buy and likability with significant value 0.017 and 0.35. The effect size or  $R^2$  will be  $(-0.111)^2$  that is 0.012321 and that will be 1.2% effect on the intention to buy. The effect size or  $R^2$  for the likability potential is  $(-0.095)^2$  that will be 0.009025 and that will be 0.9% effect on the likability of the product.

We can conclude that advertisement parameters have no effect on the intention to buy of the product and likability of the product. This excludes the effect of 0.98% that advertising being attractiveness have on intention to buy, 1.2% affect that the ad being cultural have on intention to buy and 0.9% affect that the ad being cultural on likability potential of the product. These effects are too small to conclude that the parameters have an effect.

This analysis will lead as to the next analysis that the perception of consumers may be generated from other perception factors like beer sensory attribute, individual factors and other factors. Since the situational influence has an effect on brewery it will be excluded from the analysis. This analysis also justifies that from the marketing stimulus that most contribute to the choice of Walia beer, 56.7% is derived from the taste parameter and 12.6% derived from promotion. This shows that the consumers rely more on taste than promotion.

#### **4.4. Effect of Determinant of Perception on Perception Formation**

Determinant of perception are beer sensory attribute, individual factors, situational factors and other factors. Three factors are related to Walia beer in specific. Situational factor is related with all brewers. So situational factor will be dealt with grand mean only and inference will be made on the grand mean to all breweries.

Table-34: grand mean of situational influence

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Grand Mean situational	365	1.00	5.00	2.1353	.78179
Valid N (listwise)	365				

Source: own survey, 2015

The situational influences analyzed in general and grand mean have been derived. The grand mean on table 34 shows that the grand mean for this variable is 2.1353. Rounding up we can get 2 as a grand mean. This means that respondents agree that situational factors like physical surrounding, social surrounding, life style, seasonal change and mood has effect on consumption and perception of breweries. This implies that brewery distributor should consider these factors while advertising and distributing brewery products.

Table-35: correlation between beer sensory attribute and attitude towards drinking Walia beer.

Correlations									
		respondents evaluation taste of Walia beer	respondents evaluation color of Walia beer	respondents evaluation aroma of Walia beer	respondents evaluation foam of Walia beer	respondents evaluation hangover of Walia beer	respondents evaluation Alcoholic percentage of Walia beer	respondents evaluation Thirst quenching of Walia beer	respondents evaluation price of Walia beer
Pearson Correlation	respondents attitude towards drinking Walia beer	.411	.230	.355	.150	.242	.214	.388	.209
Sig. (1-tailed)	respondents attitude towards drinking Walia beer	.000	.000	.000	.002	.000	.000	.000	.000
N	respondents attitude towards drinking Walia beer	365	365	365	365	365	365	365	365

Source: own survey, 2015

Beer product attribute is related to attitude towards drinking Walia beer. To test this study will use regression analysis between beer attributes as independent variable and attitude towards drinking Walia beer and dependent variable. To do the analysis the study will use forced entry method so that all eight beer attribute evaluated equally. To avoid outliers the study uses those data that are within three standard deviation limit.

Summarizing the descriptive table has already been explained on the descriptive part of the analysis. There is no need to repeat it here again. What is important is the correlation table. The correlation table shows that the numbers of cases contributing for the correlation are 365. Based on this number of cases we can see that respondents evaluation of taste of Walia beer and attitude towards drinking the beer is correlated at  $R=0.411$  with significance of  $p<0.001$ . Respondents evaluation of color of Walia beer is correlated with intention to buy at  $R=0.230$  with significance of  $p<0.001$ . Respondents evaluation of aroma of Walia beer is correlated with attitude towards drinking the beer at  $R=0.355$  with significance of  $p<0.001$ . Respondents evaluation foam of Walia beer is correlated with attitude towards drinking the beer at  $R=0.150$  with significance level  $p<0.01$ . This shows us that there is a correlation between respondents evaluation of foam of the beer and attitude towards drinking the beer. Respondents evaluation of the hangover deficiency of Walia beer is correlated with attitude towards drinking the beer at  $R=0.242$  with significance level of  $p<0.001$ . Respondents evaluation of alcohol percentage of Walia beer is correlated with attitude towards drinking the beer at  $R=0.214$  at significance level of  $p<0.001$ . Respondents evaluation of thirst quenching potential of Walia beer is correlated with attitude towards drinking the beer at  $R=0.388$  with significance level  $p<0.001$ . Respondents evaluation of Walia beer is correlated with attitude towards drinking the beer at  $R=0.209$  with significance level  $p<0.001$ . This shows that taste is highly correlated with attitude towards drinking the beer and foam has weak correlation with attitude towards drinking the beer. Thirst quenching has the second most strongly correlated variable.

While observing model summery, we can see that beer attributes are correlated with attitude towards drinking the beer at  $R=0.480$ . The r square tells us that the effect of beer attribute accounted for 23% for the sample. To take the effect of beer attribute on the population we will use the adjusted R square and that is 21.3%. This shows us that the effect of beer attribute on attitude

towards drinking the beer accounts for 21.3%. The remaining percentage is affected from other variables which are not included on the beer attribute relation model.

Table-36: model summary for beer sensory attribute and attitude towards drinking Walia beer.

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.480 <sup>a</sup>	.230	.213	.629	.230	13.327	8	356	.000	1.935

a. Predictors: (Constant), respondents evaluation price of Walia beer, respondents evaluation hangover of Walia beer, respondents evaluation color of Walia beer, respondents evaluation Alcoholic percentage of Walia beer, respondents evaluation foam of Walia beer, respondents evaluation taste of Walia beer, respondents evaluation Thirst quenching of Walia beer, respondents evaluation aroma of Walia beer

b. Dependent Variable: respondents attitude towards drinking Walia beer

Source: own survey, 2015

This shows as the deference of 1.7% difference if the study is conducted on the population. This shows us the cross validation of this model is very good. The change on R square from zero to 0.230 is significant at F=13.327 with significant F change of  $p < 0.001$ . Durbin-Watson ratio shows 1.935. This value should be between one and three. The closer it gets to two is good. Since our value is closer to two this shows that the assumption that there is a relationship between beer sensory attribute and attitude towards drinking the beer is certainly meet. The F change shows that the change in the predictor value is significant at  $p < 0.001$ . This shows that the effect of the independent on the dependent is occurred accurately not by chance.

On the coefficient table we can see that the contribution of all beer sensory attribute to attitude towards drinking the beer. If b value is negative we can conclude that there is a negative relationship between the variable and attitude towards drinking the beer. If the B value is positive we can say that there is a positive relation between the variables and attitude towards drinking the beer. We will take the standardized value of beta as it is representative of the population. The B value for respondents' evaluation of taste of Walia beer is 0.274. The value of t is  $t(365) = 4.525$  with significant value  $p < 0.001$ . This shows that this variable has made significant contribution to the model. Respondents' evaluation on color of Walia beer has B value of -0.70. The t value is  $t(365) = -1.180$  with significance of  $p > 0.05$ . This shows us this variable is not contributing much to the model. This also shows that color has a negative contribution to attitude towards drinking the beer.

Table-37: model summary for beer sensory attribute and attitude towards drinking Walia beer.

**Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
(Constant)	1.939	.266		7.285	.000	1.416	2.463					
respondents evaluation taste of Walia beer	.286	.063	.274	4.525	.000	.162	.410	.411	.233	.210	.590	1.696
respondents evaluation color of Walia beer	-.075	.064	-.070	1.180	.239	-.200	.050	.230	-.062	-.055	.620	1.613
respondents evaluation aroma of Walia beer	.088	.059	.100	1.493	.136	-.028	.203	.355	.079	.069	.483	2.072
respondents evaluation foam of Walia beer	-.034	.045	-.042	-.747	.456	-.123	.055	.150	-.040	-.035	.675	1.480
respondents evaluation hangover of Walia beer	.034	.043	.043	.777	.437	-.051	.119	.242	.041	.036	.718	1.393
respondents evaluation Alcoholic percentage of Walia beer	-.014	.050	-.016	-.286	.775	-.112	.083	.214	-.015	-.013	.707	1.414
respondents evaluation Thirst quenching of Walia beer	.188	.058	.209	3.218	.001	.073	.303	.388	.168	.150	.513	1.949
respondents evaluation price of Walia beer	.053	.035	.081	1.516	.131	-.016	.122	.209	.080	.070	.759	1.317

a. Dependent Variable: respondents attitude towards drinking Walia beer

**Source:** own survey, 2015

Respondents evaluation of aroma of Walia beer has a B value of 0.10.the t value is  $t(365)=1.493$  with significance level at  $p>0.05$ . This shows us that this variable is not contributing much for the model. But there is still a positive relationship between aroma and attitude towards drinking the beer. Foam evaluation of respondents' has a negative correlation with intention to buy with b value -0.042. t value for the variable is  $t(365)=-0.747$  with significant level  $p>0.05$ . This shows us that this variable has no significant contributes to the model. But still the variable has a negative effect on attitude towards drinking the beer. Respondents' evaluation of hangover deficiency has a b value of 0.043. The t value for this variable is  $t(365)=0.777$  with significant value  $p>0.05$ . This shows that the variable has no significant effect on the model. But there is still the variable has a positive effect on attitude towards drinking the beer. Respondents' evaluation of alcohol percentage has b value of -0.016. The t value for this variable is  $t(365)=-0.286$  with significance of  $p>0.05$ . This shows that the variable has no significant contributed for the model. But the variable has a negative effect on attitude towards drinking the beer. Thirst quenching has a positive relation with attitude towards drinking the beer with b value 0.209. t value for the variable is  $t(365)=3.218$  with significant value  $p<0.01$ . This shows that the variable has significant contribution for the model. There is a positive relation between his variable and attitude towards drinking the beer. Respondents' evaluation of price of Walia beer has a b value of 0.081. The t value for this variable is that  $t(365)=1.516$  with significant level of  $p>0.05$ . This shows that price has less contribution to the model. But still price has a positive effect on attitude towards drinking the beer.

Even if there is a correlation between attitude towards drinking the beer and beer attribute, the effect of different attribute has different beta value and different t value with significance level high and low. This shows that the model of the relation is highly affected by taste and thirst quenching variable of the beer. The 21.3% of effect is happened majorly by the contribution of taste and thirst quenching. This shows us that there is a strong relation between the two variables and attitude towards drinking the beer. This also confirm the strong correlation between taste and thirst quenching variable with attitude towards drinking the beer.

The other factor of perception is individual factor. These individual factors are related with need satisfaction, goal, lifestyle, experience and mood. These parameters have been associated with attitude to drink Walia beer. Attitude for drinking beer requires some kind of goal. This goal is

enhanced by the evaluation of need satisfaction of the consumer to drink the beer. This goal and need satisfaction will be shaped with experience lifestyle and mood. We will try to see the effect of individual factors on respondents' attitude towards drinking Walia beer and infer about the effect of individual factor. On the questioner individual factor is evaluated from strongly agree to strongly disagree. While attitude towards drinking Walia beer is measured from strongly disagree to strongly agree. This creates a magnitude difference. To overcome this magnitude difference the sign of correlation is interoperated inversely. This means that a negative value of correlation will be interpreted as a positive effect and a positive value of correlation will be interpreted as positive effect.

Table-38: correlation between beer sensory attribute and individual factors of perception

		Correlations					
		respondents attitude towards drinking Walia beer	respondents evaluation that drinking Walia beer satisfies need	respondents evaluation that respondent has interest in drinking Walia beer	respondents evaluation that drinking Walia beer is consistent with one's goal	respondents evaluation that Walia beer meet ones expectation from brewery	respondents experience to evaluate beer sensory attributes
Pearson Correlation	respondents attitude towards drinking Walia beer	1.000	-.325	-.251	-.272	-.291	-.161
Sig. (1-tailed)	respondents attitude towards drinking Walia beer		.000	.000	.000	.000	.001
N	respondents attitude towards drinking Walia beer	365	365	365	365	365	365

Source: own survey, 2015

As per the correlation table we can observe that all the analysis is done on the sample of 365. we can see that respondents evaluation of the beer need satisfaction potential and attitude towards Walia beer has a correlation coefficient of -0.325 with significant level of  $p < 0.001$ . This shows that there is a positive correlation between need satisfaction of the beer and attitude towards drinking the beer with significant value. The correlation between interest of respondents' and attitude towards drinking Walia beer has a value of -0.251 with significance level  $p < 0.001$ . This shows that there is significant positive correlation between interest to drink and attitude towards

drinking the beer. The evaluation of Walia beer meeting ones goal has a correlation with attitude to drink the beer with the value of -0.272 with significant level of  $p < 0.001$ . This shows that there is a significant positive relation with attitude towards drinking the beer and beer capacity of meeting ones goal. The evaluation of respondents' that the beer meet ones expectation and attitude towards drinking the beer has a correlation value of -0.291 with significance level of  $p < 0.001$ . This shows that there is a significant positive relation between the beer meeting ones expectation and attitude towards drinking the beer. The evaluation of respondents' evaluation that the respondents have potential experience to evaluate beer sensory attribute and attitude towards drinking the beer has a correlation coefficient of -0.161 with significance at  $p < 0.01$ . This shows that attitude towards drinking Walia beer is strongly related to mostly satisfying respondents need with second in relation satisfaction of expectation. The last related individual factor with attitude towards drinking the beer is respondents' experience.

Table-39: model summary on beer sensory attribute and individual factors of perception

Model Summary <sup>b</sup>										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.387 <sup>a</sup>	.150	.138	.658	.150	12.643	5	359	.000	1.917

a. Predictors: (Constant), respondents experience experience to evaluate beer sensory attributes , respondents evaluation that drinking Walia beer satisfies need, respondents evaluation that Walia beer meet ones expectation from brewery, respondents evaluation that drinking Walia beer is consistent with one's goal, respondents evaluation that respondent has interest in drinking Walia beer

b. Dependent Variable: respondents attitude towards drinking Walia beer

**Source:** own survey, 2015

While analyzing the fitness of the model that individual factor contributes to attitude drinking Walia beer, we can find that  $R = 0.387$ . The r square for the sample is 1.50. If we take adjusted R square we can inference that for the population that the effect of individual factor is 13.8% to the attitude of drinking the beer. This shows that the model fits. The difference between the sample R square and the adjusted R square is 1.2%. The small percentage variation shows that the model is a good fit. The change in R square from zero to 0.15 has an F change of 12.643 with significance level of  $p < 0.001$ . This shows that the change in R square is not derived by chance.

Table-40: coefficients on beer sensory attribute and individual factors of perception

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error				Beta	Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance
1 (Constant)	4.973	.118		42.138	.000	4.741	5.205					
respondents evaluation that drinking Walia beer satisfies need	-.161	.050	-.208	-3.226	.001	-.259	-.063	-.325	-.168	-.157	.571	1.752
respondents evaluation that respondent has interest in drinking Walia beer	-.001	.054	-.002	-.024	.981	-.107	.104	-.251	-.001	-.001	.560	1.785
respondents evaluation that drinking Walia beer is consistent with one's goal	-.084	.038	-.127	-2.214	.027	-.158	-.009	-.272	-.116	-.108	.723	1.382
respondents evaluation that Walia beer meet ones expectation from brewery	-.122	.044	-.159	-2.782	.006	-.208	-.036	-.291	-.145	-.135	.728	1.373
respondents experience to evaluate beer sensory attributes	-.005	.036	-.007	-.134	.893	-.076	.067	-.161	-.007	-.007	.811	1.233

a. Dependent Variable: respondents attitude towards drinking Walia beer

Source: own survey, 2015

If we analyze the beta coefficient we can infer the contribution of each individual factor to the model. Respondents evaluation of Walia beer satisfies need has a standardized b value of -0.208. This value has a  $t(365)=-3.226$  with significant level of  $p<0.01$ . This shows that the variable has significantly contributed to the model. Respondents evaluation of ones interest on drinking

Walia beer has b value of -0.002 with  $t(365)=-0.24$  with significance level of  $p>0.05$ . This shows that even if there is a positive effect generated by the variable, the variables contribution to the model is very low. Respondents evaluation that drinking Walia is consistent with one's goal has a b value of -0.127 with  $t(362)=-2.214$  with significance level of  $p<0.05$ . This shows that the variable significantly contributed to the model. Respondents evaluation that Walia beer meets ones expectation has a b value of -0.159 with  $t(365)=-2.782$  with significance level of  $p<0.01$ . This shows that the variable of meeting expectation significantly contribute to the model. Evaluation of respondents' experience has a b value of -0.007 with  $t(365)=-0.134$  with significance level  $p>0.05$ . This shows that even if the variable has a positive correlation, it has less significant contribution to the model.

This shows that from individual factors the variables of meeting expectation, consistent with one's goal and need satisfaction has strong effect on attitude towards drinking Walia beer. On the other hand, interest on drinking the beer and respondents' experience has less effect on attitude towards drinking Walia beer. Of all the variables, the variable of Walia beer meeting the satisfaction of need has a strong effect on the model with larger beta value and minimum significance level.

There are also other factors that contribute for the perception of a beer. These other factors are considering all breweries as one category, use of surrogate indicators, consideration of Walia as market leader, evaluation of positive image and risk perception. These factors in general affect a consumer's perception of the product. As of individual factors, these factors also measured from strongly agree to strongly disagree unlike attitude towards drinking the beer that is measured from strongly disagrees to strongly agree. The sign of the correlation will be interpreted inversely as positive to have a negative relation and negative as positive relation.

As per the correlation table we can observe that there is a correlation value of -0.001 between respondents evaluation that all breweries are same category and attitude towards drinking Walia beer with significance level  $p>0.05$ . This shows that even if there is a positive relation between the two variables, their relation is insignificant as the significance level is at  $p>0.05$ . So we can infer that there is no correlation between beer category evaluation and attitude towards drinking the beer.

Table-41: correlation between other factors of perception and attitude towards drinking Walia beer

Correlations								
			respondents attitude towards drinking Walia beer	I consider all breweries as same category group of product	I use indicators other than the product quality to judge the value of brewery products	Walia beer is the leading product in brewery category	Walia beer has positive image than competing breweries	Drinking Walia beer have some kind of health or social risk
Pearson Correlation	respondents attitude towards drinking Walia beer	attitude drinking	1.000	-.001	-.032	-.205	-.149	.149
Sig. (1-tailed)	respondents attitude towards drinking Walia beer	attitude drinking		.492	.270	.000	.002	.002
N	respondents attitude towards drinking Walia beer	attitude drinking	365	365	365	365	365	365

Source: own survey, 2015

The use of surrogate indicators to identify beer quality and attitude towards drinking Walia beer is correlated at -0.032 with significance level  $P > 0.05$ . This also shows that there is no correlation between the use of surrogate indicator and attitude towards drinking Walia beer. The variable of respondents considering that Walia beer is the leading beer in the category and attitude towards drinking Walia beer coordinate at -0.205 with significant level of  $p < 0.001$ . This shows that there is a positive significant correlation between the two variables. Respondents' evaluation that Walia beer has a positive image and attitude towards drinking Walia beer is correlated at -0.149 with significant level  $p < 0.01$ . This shows that there is a significant positive relation between the variables. Respondents' evaluation that drinking Walia beer has some kind of risk and attitude towards drinking Walia beer is correlated at 0.149 at significant level  $p < 0.01$ . This shows that there is a negative relationship between the two variables. Of all the variables, there is a strong relationship between attitude towards drinking Walia beer and respondents' evaluation that the beer is category leader.

Table-42: model summary on other factors of perception and attitude towards drinking Walia beer

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.259 <sup>a</sup>	.067	.054	.689	.067	5.166	5	359	.000	1.867

a. Predictors: (Constant), Drinking Walia beer have some kind of health or social risk , Walia beer has positive image than competing breweries , I use indicators other than the product quality to judge the value of brewery products , I consider all breweries as same category group of product , Walia beer is the leading product in brewery category

b. Dependent Variable: respondents attitude towards drinking Walia beer

**Source:** own survey, 2015

On the model summary we can try to measure the fit of the model. The model has  $R=0.259$ . The R square will be 0.067. This shows that change in attitude is 6.7% affected by other factors for the sample. To see the real effect of the model on the population we will use adjusted R square. This value is 5.4% is affected by other factors. The difference between the sample R and the population R is 1.3%. This is relatively a small change. So we can infer that the model is a good fit. The change in R square from zero to 0.067 has F change of 5.166 with significance level of  $p<0.001$ . This shows that the change did not happen by chance. From the three detriment of perception other factor of perception has small percentage of effect on attitude.

If we see the effect of each variable on the model we can find that respondents' evaluation of all beer breweries as the same has a b value of -0.021 with  $t(365)=-0.378$  and significance level  $p>0.05$ . This shows that this variable has a small effect on the model. The use of surrogate indicator to evaluate beer quality has b value of 0.005 with  $t(365)=0.088$  and significance level of  $p>0.05$ . This shows that this variable has no effect on the model too. Respondents evaluation that Walia beer is the leading product in the category has a b value of -0.168 with  $t(365)=-2.873$  and significance level of  $p<0.01$ . This shows that this variable has strong effect on the model. Respondents evaluation that the beer has positive image has b value of -0.070 with  $t(365)=-1.203$  and significance level  $p>0.05$ . This shows that this variable is not contributing to the model. The respondents' evaluation that Walia beer has some kind of risk has a b value of 0.151 with  $t(365)=2.832$  and significance level of  $p<0.01$ . This shows that the variable has strong effect on the model. This shows that attitude towards drinking Walia beer strongly affected by respondents

evaluation that the beer is brewery category leader and respondents evaluation that the beer has some kind of risk.

Table-43: coefficients on other factors of perception and attitude towards drinking Walia beer

Model	Coefficients <sup>a</sup>											
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
(Constant)	4.296	.155		27.638	.000	3.990	4.602					
I consider all breweries as same category group of product	-.012	.031	-.021	-.378	.706	-.073	.050	-.001	-.020	-.019	.854	1.171
I use indicators other than the product quality to judge the value of brewery products	.003	.038	.005	.088	.930	-.071	.077	-.032	.005	.004	.861	1.161
Walia beer is the leading product in brewery category	-.111	.039	-.168	-2.873	.004	-.186	-.035	-.205	-.150	-.146	.762	1.312
Walia beer has positive image than competing breweries	-.055	.046	-.070	-1.203	.230	-.145	.035	-.149	-.063	-.061	.768	1.303
Drinking Walia beer have some kind of health or social risk	.087	.031	.151	2.832	.005	.026	.147	.149	.148	.144	.919	1.088

a. Dependent Variable: respondents attitude towards drinking Walia beer

Source: own survey, 2015

From three model test we can understand that beer sensory attribute is the most influential factor of perception for Walia beer followed by individual factors and other factors.

**4.5. Product Attribute Comparison**

Beer sensory attribute has been evaluated by respondents for Walia beer, Dashen beer, St. Gorge beer and Meta beer. As per the finding of this we will do mean comparison between the products to evaluate that which beer brand has stronger beer sensory attribute.

Table-44: grand mean comparisons table between beer sensory attributes

Descriptive Statistics					
Grand Mean	N	Minimum	Maximum	Mean	Std. Deviation
Mean Walia beer	365	1.38	5.00	4.0654	.54111
Mean Dashen beer	365	1.00	5.00	3.5010	.66851
Mean St gorge beer	365	1.50	5.00	3.5620	.65167
Mean Meta beer	365	1.50	5.00	3.3428	.70934
Valid N (listwise)	365				

Source: own survey, 2015

Table 44 shows that descriptive statistics of beer sensory attributed evaluated by respondents. To compare the sensory attributes we will use the grand mean and standard deviation. Sensory attribute of Walia beer has a grand mean of 4.0654 with standard deviation of 0.54111. Sensory attribute of Dashen beer has a grand mean of 3.5010 with standard evaluation of 0.66851. Sensory attribute of St Gorge beer has a grand mean of 3.5620 with standard deviation of 0.65167. Sensory attribute of Meta beer has a grand mean of 3.3428 with standard error of 0.70934. This shows that Walia beer has the largest grand mean on beer sensory attribute. This is one thing contributing to the preference of respondents’ and population as a whole. We can conclude that Positive image is derived from the sensory attributes. The sensory attributes of St. Gorge is has the second grand mean followed by Dashen and Meta. This shows that sensory attribute of Walia has a strong preference by respondents than competing brands.

**4.6. Beer Brand Choice of Respondents and Brand Loyalty**

The brand loyalty question has been evaluated with respondents’ first choice of beer. This evaluation will infer that which brand consumers has strong brand loyalty for their first choice. From the choice table we can see that 12 respondents’ chose Bedele as first choice, 32 respondents’ chose Dashen as their first choice, 18 respondents’ choose Harare as their first choice, 189

respondents chose Walia as first choice, 96 respondents chose St Gorge as their first choice and 16% chose Meta as first choice.

Table-45: respondents' first beer choice and brand loyalty

<b>Bedele beer choice rank * respondents willingness to switch/change first choice of beer brand Cross tabulation</b>							
		respondents willingness to switch/change first choice of beer brand					Total
		Very much	Yes	May be	Not sure	Definitely no	
Bedele beer choice rank	1st	0	0	6	0	6	12
<b>Dashen beer choice rank * respondents willingness to switch/change first choice of beer brand Cross tabulation</b>							
		respondents willingness to switch/change first choice of beer brand					Total
		Very much	Yes	May be	Not sure	Definitely no	
Dashen beer choice rank	1st	2	8	6	6	10	32
<b>Harar beer choice rank * respondents willingness to switch/change first choice of beer brand Cross tabulation</b>							
		respondents willingness to switch/change first choice of beer brand					Total
		Very much	Yes	May be	Not sure	Definitely no	
Harar beer choice rank	1st	2	4	4	6	2	18
<b>Walya beer choice rank * respondents willingness to switch/change first choice of beer brand Cross tabulation</b>							
		respondents willingness to switch/change first choice of beer brand					Total
		Very much	Yes	May be	Not sure	Definitely no	
Walya beer choice rank	1st	6	24	73	38	48	189
<b>St George beer choice rank * respondents willingness to switch/change first choice of beer brand Cross tabulation</b>							
		respondents willingness to switch/change first choice of beer brand					Total
		Very much	Yes	May be	Not sure	Definitely no	
St George beer choice rank	1st	6	12	38	20	20	96
<b>meta beer choice rank * respondents willingness to switch/change first choice of beer brand Cross tabulation</b>							
		respondents willingness to switch/change first choice of beer brand					Total
		Very much	Yes	May be	Not sure	Definitely no	
Meta beer choice rank	1st	0	2	8	4	2	16

Source: own survey, 2015

On brand loyalty questions, the choice from A to D reflects low brand loyalty and the choice E reflects strong brand loyalty. As per that analysis, respondents' of Bedele first brand choice chose 50% may be and 50% as definitely no. this is difficult to infer the loyalty of the consumers. As of Dashen beer the majority of respondents want that is 22 respondents consisting of 68.75% are not loyal customers to the brand. As of Harar beer 16 respondents that are 88.88% were not loyal to the brand and want to change a brand. As of Walia beer 141 respondents that is 74.60% is not loyal to

the brand. As of St Gorge brand 76 respondents that is 79.16 is not loyal to the rand. As of Meta beer 14 respondents that are 87.5% is not loyal to the brand.

This shows us that there is no brand loyalty in the industry. If consumers find better opportunity to switch to other brands, they will switch their brand choice. This is alarming for organizations that are involved in the industry. This is an industry that exhibits low brand loyalty.

#### **4.6. Demographic Factors and Perception on Walia**

The dependent variables for the study are attitude towards drinking Walia beer, respondents' evaluation of the likability potential of Walia beer and respondents intention to buy. The study employed six demographic factors. These factors are age, marital status, gender, education, occupation and income. The other demographic factor is for how long respondents used Walia beer. We will try to identify that if there is an impact of demographic factors on dependent variables of perception. This will be analyzed using ANOVA between groups and within groups. There might be a difference between different demographic factors. ANOVA will be used to identify group differences.

Table-46: ANOVA between age and dependent variables of perception

		<b>ANOVA</b>				
		Sum of Squares	df	Mean Square	F	Sig.
respondents attitude towards drinking Walia beer	Between Groups	2.032	3	.677	1.353	.257
	Within Groups	180.773	361	.501		
	Total	182.805	364			
respondents valuation on likability potential of Walia beer	Between Groups	3.789	3	1.263	2.075	.103
	Within Groups	219.789	361	.609		
	Total	223.578	364			
respondents intention to buy Walia beer	Between Groups	2.235	3	.745	.632	.595
	Within Groups	425.639	361	1.179		
	Total	427.874	364			

**Source:** own survey, 2015

According to age variability, there is no significant difference among different groups of age and intention to buy, attitude towards drinking Walia beer and likability potential of the beer. This shows that there is no variation between age group and perception towards Walia beer. As it is

exhibited on table 46 all significance levels are above  $p > 0.05$ . This shows those different age groups perceive Walia beer similarly.

Table-47: ANOVA between marital status and dependent variables of perception

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
respondents attitude towards drinking Walia beer	Between Groups	1.473	2	.736	1.470	.231
	Within Groups	181.333	362	.501		
	Total	182.805	364			
respondents valuation on likability potential of Walia beer	Between Groups	1.880	2	.940	1.535	.217
	Within Groups	221.699	362	.612		
	Total	223.578	364			
respondents intention to buy Walia beer	Between Groups	12.185	2	6.092	5.305	.005
	Within Groups	415.689	362	1.148		
	Total	427.874	364			

Source: own survey, 2015

Table-48: descriptive of ANOVA between marital status and intention to buy.

		Descriptive							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
respondents intention to buy Walia beer	single	210	3.95	1.084	.075	3.80	4.10	1	5
	married	145	3.68	1.066	.089	3.50	3.85	1	5
	divorced	10	4.60	.843	.267	4.00	5.20	3	5
	Total	365	3.86	1.084	.057	3.75	3.97	1	5

Source: own survey, 2015

As per ANOVA analysis of marital status and dependent variable, we can find that there is no significant difference between different group of marital status and attitude towards drinking beer and evaluation of likability potential of the beer. This is evidenced by significance of F is all  $p > 0.05$ . Surprisingly, there is a variability between group of marital status and intention to buy Walia beer with significance of F  $p < 0.01$ . This shows that there is variability between the groups on intention to buy. To further analyze this we have to observe the descriptive table. At the descriptive table we can observe that single respondents' has a mean of intention to buy 3.95 and married

respondents' generate a mean towards intention to buy of 3.68. We can see a great variability on the mean of divorced people that the mean of intention to buy is 4.60. This shows that divorced people have strong intention to buy. Wither it is to avoid loneliness or spending to much time out of home needs further study. For the sake of this study we can conclude that divorce people have strong intention to buy Walia beer.

Table-49: ANOVA between gender and dependent variables of perception

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
respondents attitude towards drinking Walia beer	Between Groups	1.424	1	1.424	2.849	.092
	Within Groups	181.382	363	.500		
	Total	182.805	364			
respondents valuation on likability potential of Walia beer	Between Groups	.821	1	.821	1.338	.248
	Within Groups	222.757	363	.614		
	Total	223.578	364			
respondents intention to buy Walia beer	Between Groups	1.212	1	1.212	1.031	.311
	Within Groups	426.662	363	1.175		
	Total	427.874	364			

Source: own survey, 2015

Across different gender we can see that there is no variability between groups. All the F values are significant with  $p > 0.05$ . This shows that there is no difference of all dependent variable between the gender group of male and female. Both genders perceive Walia beer similarly.

Table-50: ANOVA between education level and dependent variables of perception

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
respondents attitude towards drinking Walia beer	Between Groups	2.417	4	.604	1.206	.308
	Within Groups	180.389	360	.501		
	Total	182.805	364			
respondents valuation on likability potential of Walia beer	Between Groups	3.239	4	.810	1.323	.261
	Within Groups	220.339	360	.612		
	Total	223.578	364			
respondents intention to buy Walia beer	Between Groups	2.506	4	.627	.530	.714
	Within Groups	425.368	360	1.182		
	Total	427.874	364			

Source: own survey, 2015

Educational level has for different groups. We fit those groups on three dependent variables of perception. We have found that there is no difference among different education group and perception variables. All F values are significant at  $p>0.05$ . This justifies that there is no variation on perception between different educational level groups.

Table-51: ANOVA between occupation and dependent variables of perception

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
respondents attitude towards drinking Walia beer	Between Groups	.605	3	.202	.399	.754
	Within Groups	182.201	361	.505		
	Total	182.805	364			
respondents valuation on likability potential of Walia beer	Between Groups	.474	3	.158	.256	.857
	Within Groups	223.104	361	.618		
	Total	223.578	364			
respondents intention to buy Walia beer	Between Groups	5.303	3	1.768	1.510	.212
	Within Groups	422.570	361	1.171		
	Total	427.874	364			

Source: own survey, 2015

Respondents came from different occupation. The occupation of respondents' has five different groups. He study tries to identify that if there is variability between these different groups. We can see from table-51 that there is no significant difference between group means. All the F values are significant at  $p>0.05$ . This shows that there is no variability among groups on perception towards Walia beer. The group perceives the beer in similar way.

Table-52: ANOVA between income and dependent variables of perception

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
respondents attitude towards drinking Walia beer	Between Groups	3.991	4	.998	2.009	.093
	Within Groups	178.814	360	.497		
	Total	182.805	364			
respondents valuation on likability potential of Walia beer	Between Groups	2.745	4	.686	1.119	.347
	Within Groups	220.834	360	.613		
	Total	223.578	364			
respondents intention to buy Walia beer	Between Groups	15.053	4	3.763	3.282	.012
	Within Groups	412.821	360	1.147		
	Total	427.874	364			

Source: own survey, 2015

Table-53: descriptive of ANOVA between income and intention to buy.

		Descriptives							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
						Lower Bound	Upper Bound		
respondents intention to buy Walia beer	2000-4000	117	3.67	1.059	.098	3.47	3.86	1	5
	4000-7000	120	4.00	1.145	.105	3.79	4.21	1	5
	7000-10000	2	2.00	.000	.000	2.00	2.00	2	2
	10000-15000	112	3.91	1.027	.097	3.72	4.10	2	5
	Above 15000	14	4.14	.864	.231	3.64	4.64	3	5
	Total	365	3.86	1.084	.057	3.75	3.97	1	5

Source: own survey, 2015

The other demographic variable is income. Incomes of respondents earn six different groups. The study tries to identify if there is a perception difference while income increases or decreases. We can see from table 53 that there is no between group mean differences between income level and attitude towards drinking Walia beer and respondents' evaluation the likability potential of Walia beer. But, we can see that there is a significant between group mean difference on income level and intention to buy. The F value is significant at  $p < 0.05$ . To observe the effect we can see the descriptive table. We can see that the income level between 2000-4000 has a mean of 3.67, income level 4001-7000 has mean of 4, income level 7001-10,000 has a mean of 2, income level 10,001-15000 has a mean of 3.91 and income level above 15,001 has a mean of 4.14. Since income level of 7001-10,000 has a respondent of 2. This is a minimum response. So, we can exclude this income group and conclude that whenever income increases, intention to buy Walia beer will be stronger. This shows that whenever respondents start to earn larger income, they will tend to buy more beer. Beer products have small prices compared to other liquors. We will expect beer products to have low involvement products. In low involvement products, whenever income increases intention to buy decreases. This research reveals the reverses. This association needs further study too.

Table-54: ANOVA between respondents for how long used Walia beer and dependent variables of perception

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
respondents attitude towards drinking Walia beer	Between Groups	16.496	7	2.357	5.059	.000
	Within Groups	166.309	357	.466		
	Total	182.805	364			
respondents valuation on likability potential of Walia beer	Between Groups	14.947	7	2.135	3.654	.001
	Within Groups	208.631	357	.584		
	Total	223.578	364			
respondents intention to buy Walia beer	Between Groups	14.510	7	2.073	1.790	.088
	Within Groups	413.364	357	1.158		
	Total	427.874	364			

Source: own survey, 2015

Table-55: descriptive on ANOVA between respondents' for how long used Walia beer and dependent variables of perception

Descriptives									
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
respondents attitude towards drinking Walia beer	1	6	3.67	.516	.211	3.12	4.21	3	4
	2	24	3.83	.816	.167	3.49	4.18	2	5
	3	52	4.19	.561	.078	4.04	4.35	3	5
	4	22	4.00	.617	.132	3.73	4.27	3	5
	5	44	4.00	.747	.113	3.77	4.23	3	5
	6	36	4.06	.924	.154	3.74	4.37	1	5
	7	28	3.86	.756	.143	3.56	4.15	3	5
	8	153	4.39	.608	.049	4.29	4.48	3	5
Total	365	4.17	.709	.037	4.09	4.24	1	5	
respondents valuation on likability potential of Walia beer	1	6	4.33	.516	.211	3.79	4.88	4	5
	2	24	4.17	.702	.143	3.87	4.46	3	5
	3	52	4.12	.855	.119	3.88	4.35	1	5
	4	22	4.45	.671	.143	4.16	4.75	3	5
	5	44	4.36	.838	.126	4.11	4.62	3	5
	6	36	3.78	.989	.165	3.44	4.11	1	5
	7	28	3.93	.813	.154	3.61	4.24	3	5
	8	153	4.35	.664	.054	4.25	4.46	3	5
Total	365	4.22	.784	.041	4.14	4.31	1	5	

Source: own survey, 2015

Respondents for how long they use Walia beer create familiarity. This familiarity in turn affects perception. The respondents' how long they use Walia beer and dependent factors of perception has been evaluated on table 55. We can see from this table that there is a significant between group means variation between how long have respondents' used Walia beer and attitude towards drinking the beer and likability potential of the beer. The F value has been significant on

$p < 0.001$  and  $p < 0.01$  respectively. This shows that for how long has been the product used has effect on the two dependent variables of perception. There is no significant between group difference between how long respondents used the beer and intention to buy. The f value is significant at  $p > 0.05$ . While observing in detail the variance between groups we will use the descriptive table. In the descriptive table we can observe that respondents' how long use of beer increase, attitude towards drinking beer increases as well. This shows us that the more time respondents' drink the beer the stronger their attitude towards drinking beer. The surprising fact is that the relation between how long the respondents' use the beer and valuation of the likability potential of the beer. The respondents' likability potential evaluation increases to the point where they reach the month of six and seven. At six and seven their evaluation decreases. This decrease on the evaluation to the likability potential of the beer shows some kind of adaptation to Wafia beer. As adaptation is exhibited the likability potential evaluation decreases. Then at the eighth month the likability potential increases. This increase is exhibited out of familiarity to the product. The respondents' become accustomed to drinking the beer and their evaluation of likability potential of the beer will increase. This study reveals the adaptation effect on factor of perception and the familiarity effect as well.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

In chapter four we have seen different analysis for the study. On this chapter we will summarize the findings and draw a conclusion based on the summary. After the conclusion, recommendations and managerial implications will be forwarded. The analysis is done in the form of first descriptive. Then advertisement characteristics and intention to buy and likability potential have been evaluated for relation using correlation. The other thing is that regression is done based on the perception factors and perception variability. Then the brand loyalty has been analysis with respondents first brand choice. Finally demographic factors have been analyzed for different demographic groups and variables of perception have been measured. Major findings will be stated on the summary section and conclusions will be drawn.

#### **5.1. Summary**

Respondents use Walia beer from inauguration to eight months. Majority of the respondents used Walia beer for the last eight months. Different beer sensory attributes of Walia beer has been evaluated and respondents gave different evaluation. All sensory attribute of the beer has positive perception by the respondents as all the scores are piled up to the right of the distribution. This shows that respondents have positive perception for the beer sensory attributes of Walia beer. Perception can be influenced by different factors. These factors are classified as individual factors, situational influences and other factors of perception. These factors are evaluated by the respondents to identify their effect on perception. The evaluation of individual factors of perception is evaluated by the respondents as having strong effect on perception. All scores are piled up to the right of the distribution and this shows that these individual factors have strong impact on perception. Situational factors influence all brewers in general. The factors of situational influence have been evaluated by respondents as having strong impact. All the scores for situational influences are piled up to the left of the distribution. This shows that situational factors have a strong effect on perception. The effect of other factors also found to be significant on perception of the beer. For some other factors of perception the data is normally distributed. But for the majority of the variables the scores are piled up to the left of the distribution. This shows us that other factors also have strong effect on perception.

From different marketing stimuli, respondents chose taste as the primary evaluation for preference of the beer. Other factors like promotion, word of mouth/influence of others and availability also contributed for the choice of the beer brand. This shows us that people drive perception to the product mainly on taste. Some characteristics of advertisement have been evaluated by respondents for the advertisements of Walia beer. Respondents agreed that the advertisement of Walia beer is seasonal, entertaining, attractive, influential and cultural. On the advertisement characteristics of creative and repetitive, respondents evaluation is half yes and half no. It is difficult to draw conclusions on this small fraction of differences. So we can see that the company advertisement lacks the characteristics of being creative and the advertisement of Walia beer is repetitive. The other characteristics have positive evaluation by the respondents.

Respondents' beer sensory evaluation for Dashen beer generated a response of more than moderate. This shows that respondents also have a good perception for the beer sensory attribute of Dashen beer. Beer sensory attribute of St Gorge beer also been evaluated by respondents as above moderate. This also shows that the respondents hold positive perception to this beer also. Beer sensory attribute for Meta beer also has above moderate evaluation. This evaluation excludes the parameter of hangover of the beer. This shows that respondents have a good perception for the beer. But, the hangover deficiency of the beer is evaluated by respondents as strong. This needs to be corrected by the company.

On perception and preference section, we can identify different parameters. The majority of the respondents drink beer daily and weekly. This shows that the majority of the respondents are frequent user of brewery products. This validated the response they give. On beer brand choice we can see that Walia beer has upper hand on the consumers' choice. St. Gorge beer is the second in consumer choice. This shows us that Walia beer is preferred by majority of the consumers. This also shows us that St Gorge beer is the giant competitor of Walia beer. On the response of attitude towards drinking Walia beer we can see that the scores are piled up to the right of the distribution. This shows us that consumers have strong positive attitude towards drinking Walia beer. The evaluations of likability potential of the beer by respondents generated the same effect. All scores are piled up to the right of the distribution. This shows us that Walia beer has strong likability potential by the customers. Intentions to buy of respondents also have scores piled up to the right of the distribution. This shows that consumers have strong intention to buy Walia beer. These three

variables lead us to infer that Walia beer has strong perception by the consumers. Respondents feel valid satisfaction and relaxation while drinking Walia beer. This shows us that consumers chose to drink Walia beer to get valid satisfaction and relaxation. This will assist the company to concentrate its positioning on creating the feeling of valid satisfaction and relaxation. The brand loyalty of beer consumers is weak. Most of the respondents are ready to switch to another product for sure. The percentage of loyal customers is too low. This poses a threat to Walia beer as respondents can change or switch their brand preferences. This requires the company to work very hard.

To check the generalizability of the findings to the population, comparisons of mean have been conducted by different samples of the respondents. As per the finding there is small variable of mean differences. Since the variability between samples means are too insignificant, we can conclude that the findings of the study can be generalized to the population.

The main idea of having advertisement is to increase the likability potential of the beer and to enhance the intention to buy of a product. Advertisement characteristics of Walia beer has been evaluated if it has effect on intention to buy and likability potential of the beer. This study discovers that there is no significant relation between the intention to buy and advertisement seasonality, ad being entertaining, ad being creative, ad being repetitive, ad being influential. But there is a significant relationship between the ad being attractive and cultural and intention to buy. On the other hand likability potential of Walia beer is significantly related to the ad being cultural. But while we try to see the effect of these parameters of the ad, ad attractiveness has 0.98% effect and ad being cultural has 1.2% effect on intention to buy. This shows us that the variables have very small effect on intention to buy. Ad being attractive has 0.9% effect on likability potential of the beer. This also shows that the ad being cultural has a small effect on likability potential. This drives us to conclude that advertisement has no effect on creation of perception. Even those variables that have effect have insignificant effect on perception formation.

The four factors of perception have been evaluated for their effect on perception formation. To evaluate that the study used attitude towards drinking Walia beer as perception variable and used to test factors of perception. Since situational factors affected all breweries, they are generalized for their effect on the industry. Situational factors have a mean of 2.13. This shows us that situational factors strongly influence perception of breweries. Since situational factors affect all breweries we can conclude that situational factors highly influence Walia beer perception also. As per the

analysis we can see that beer sensory attributes of Walia beer contributes for 21.3% effect on attitude towards drinking Walia beer. This shows us that beer sensory attribute has strong effect on perception formation. From eight variables of beer sensory attributes, taste and thirst quenching variables has strong effect on attitude towards drinking the beer. This shows us that taste and thirst quenching variables has strong effect on formation of perception. one point to keep in mind here is that all beer sensory attributes have strong correlation with perception formation.

Individual factors of perception have strong correlation with attitude towards drinking Walia beer. Individual factors have 13.8% effect on attitude towards drinking Walia beer. This shows us that individual factors contribute 13.8% to formation of perception. From individual factors, meeting ones expectation, consistency with one's goal and need satisfaction has strong effect on attitude towards drinking Walia beer. This shows us that the factors of meeting ones expectation, consistency with one's goal and need satisfaction have strong effect on formation of perception to Walia beer from individual factors.

From the other factors of perception consideration of Walia beer as leading brewery from the product category, evaluation of the beer has positive image and social risk have strong correlation with attitude towards drinking Walia beer. This shows us that these factors have strong effect on formation of perception. Generally other factors have an effect of 5.3% on attitude towards drinking Walia beer. This shows us that other factors contribute 5.3% to formation of perception. From other factors variables evaluation of Walia as a leading beer in the brewery category and risk perception have strong effect on attitude towards drinking the beer. This shows us that consideration of Walia beer as beer category leader and risk perception has strong effect on perception formation of Walia beer.

Competing brands beer sensory attribute have been evaluated by the respondents. Since beer sensory attribute contribute for 21.3% of perception formation, we will compare the grand mean of different beer products sensory attribute. As per the finding, Walia beer sensory attribute has a grand mean of 4.06, beer sensory attribute of Dashen beer has a grand mean of 3.5 and beer sensory attributes of St Gorge beer has grand mean of 3.56 and beer sensory attributes of Meta has a grand mean of 3.34. This shows that beer sensory attributes for Walia beer has by far good perception by respondents than competing brands. The other competing brand beer sensory evaluation has relatively equal grand mean as St Gorge being second largest. This shows us that Walia beer has a

positive evaluation relative to competing brands on beer sensory attributes. This shows us that the product has beer sensory attribute advantage.

As per brand loyalty evaluation, the study reveals that consumer's exhibit more weak brand loyalty. This shows that the industry exhibits volatile loyalty. This poses a threat that respondents' choice may be changed if other competing brand joins the industry. The company should work on creating brand loyalty in this volatile industry.

The variation of perception evaluation has been tested for different demographic characteristics. The study reveals that there is variability on intention to buy the beer and marital status of the respondents. The study revealed that divorce consumers have strong intention to buy. As per income there is variability on intention to buy Walia beer. The study reveals that as income increases intention to buy also increases. This is unlikely to happen on low involvement product. Respondents for how long used Walia beer has effect on attitude towards drinking Walia beer and likability potential of the beer. The more time the consumers drink Walia beer attitude towards drinking beer increases. But on the other hand the small time the consumers spend drinking Walia beer creates strong likability potential for the beer. While further times spend or longer time on using the product or drinking the beer, the likability potential of the beer decreases that is resulted from adaptation. At the maximum time respondents have while starting drinking Walia beer the likability of the beer increases from the factor of familiarization. So the long time the respondent from starting drinking Walia beer creates familiarity and adaptation.

## **5.2. Conclusion**

We can conclude that respondents hold a positive attitude towards beer sensory attributes of Walia beer. Perception is affected by different factors. These factors are divided on the study as individual factors, situational factors and other factors. All these factors have strong influence on perception formation. The perception for Walia beer is generated from consumers evaluation of taste. This shows us that the wide acceptance of Walia beer by consumers is due to its taste potential. The advertisement of Walia lacks creativity. This needs to be adjusted by the company to add more creative advertisements. The advertisements of Walia are also repetitive. This may lead to adaption to the ad. This in turn reduces the influential of the ad as it is adapted by consumers. All brewery products have above average sensory attribute evaluation by the consumers. But, Meta has

a strong hangover deficiency. Meta beer imposes sickness on the morning after. This needs to be avoided by Meta Company. Walia beer has the majority preference by the consumers. Next to Walia, St Gorge has the next preference. This makes St Gorge beer the giant competitor of Walia beer. So, the company's advertisements and competitive advantages should be directed towards St Gorge beer. Consumers hold a positive attitude towards drinking Walia beer. Consumers also hold a strong intention to buy the beer and they evaluated that Walia beer has strong likability potential. This made us conclude that Walia beer has a positive perception by consumers. Brewery industry is characterized by low brand loyalty. This poses threat to all breweries in the industry. This make us conclude that brewery products need to win the heart of consumers.

The findings have been evaluated for generalizability and the study can be generalized to the population. The idea of having advertisement is that to increase likability potential and intention to buy. In this regard advertisement of Walia beer has no effect on formation of perception. This led us to conclude that the perception of consumers is not generated on promotion. This conclusion assists the generalization that was forwarded before. The perception of Walia beer is derived from the bear taste than advertisements and other marketing stimuli. From the four factors of perception, beer sensory attribute has a significant effect on formation of perception towards Walia beer. Situational factors highly affect the perception formation of all breweries. This indicates that all breweries need to consider situational factors on their marketing strategies and on their marketing communications. Individual factors and other factors also affect the formation of perception with individual factors with the highest intensity and other factors to be the second on intensity. So, we can conclude that the major factor for perception is beer sensory attributes. Individual factors and other factors also contribute to perception formation. From beer sensory attributes taste and thirst quenching influences perception formation to the highest degree. This also confirms the pervious finding that perception of Walia beer is based on taste. From individual factors, meeting ones expectation, constancy with one's goal and need satisfaction has strong influence on perception formation. From other factors, considerations of consumers that Walia beer has a leading product from brewery category and perception of risk have a strong effect on perception formation. In comparison between St Gorge beer, Dashen beer, Meta beer and Walia beer sensory attribute, Walia beer has a strong perception on the products beer sensory attribute evaluation by consumers. The three beer sensory attribute has more or less a similar perception. As mentioned by the previous paragraphs, consumers exhibit low brand loyalty in the industry.

The variation among demographic characteristics reveals some surprising factors. Divorcee people have a strong intention to buy Walia beer than single consumers and married ones. The logic behind the intention to buy needs further study. Attitude towards drinking Walia beer increases as consumer's income increases. This is the reverse for low involvement product. As the product has a small price and it requires low motivation, ability and opportunity to buy, the product supposed to generate reverse relationship with income. The variability on involvement needs further research. Respondents for how long used Walia beer has been evaluated by the study. As respondents have little experience with the beer the intention to buy increases. While the consumers develop more experience through time, their intention to buy decreases. As consumers develop better experience with the product their intention to buy increases. This is the effect of familiarization and adaptation. As they have a little experience with the product curiosity and novelty effect increases the intention to buy. As they develop more experience their intention to buy decreases due to adaptation. While the consumer has long experience with the beer, intention to buy increases due to the effect of familiarization and association with the product.

The distinct quality of Walia beer that leads to the short time facilitation to the consumer is due to the beer sensory attributes quality. From these beer sensory quality attribute, taste and thirst quenching potential of the beer helped the product to penetrate the market. The competitive advantage of Walia beer over competing brands is generated from its beer sensory attribute potential. The factors that lead to the beer to be preferred by consumers is due to its good taste attribute. Perception to the beer is generated from the taste potential of the product. To maintain the acceptance of the beer in the future the company should work on associating the product with the consumers. The consumers exhibit low brand loyalty. This poses threat to the company. The company needs to work on consumers' loyalty programs. Due to the volatility of consumers brand choice, the industry opens room for other bands to win consumers from Walia beer and other beer brands.

### **5.3. Recommendation**

The consumers hold a positive perception for Walia beer. This helps the company to get market acceptance in short period of time. All the beer sensory attributes of Walia beer has been evaluated by the respondents being good. This shows that the company has a strong beer sensory attribute. Beer sensory attribute has strong effect on perception than other factors of perception.

Walia beer has strong evaluation by consumers to have positive effect on these factors of perception. The company should maintain this positive perception of consumers through different marketing communication tools. The company should also further enhance the current perception of consumers so that the company stays competitive in the market. The products preference is generated from the beer taste. The company should maintain this taste. The companies resources should engage on maintain the taste quality of Walia beer. Advertisement is done to stimulate sales of the product. The study revealed that the advertisements of Walia lack creative quality and it is repetitive. If an advertisement is not supported with creativity, it lacks the potential of attracting consumers. The company should work on making more creative advertisements so that the advertisement can achieve its objective of stimulating sales. Repetitive advertisement crates advertisement adaption. If the advertisement is adopted by the consumers, it lacks attention. The cost of advertisement is due to make influential gesture. If the ad is repetitive, the cost invested on the advertisement will be wasted as the advertisement loses its influential potential. So the company should work on these two characteristics of advertisement to make advertisement spending worth their investment.

Beer sensory attribute of the product is by far better than the competing brewery products. The company should maintain this evaluation by incorporating beer sensory attribute enhancements. Brewery industry has farce competition. The company should strive to enhance beer sensory attributes further so that the company stays competent in this farce competition. The beer sensory evaluation reveals that Walia beer giant competitor is St Gorge beer. St. Gorge beer has been evaluated by consumers as the next best on beer sensory attribute. These signals alarming to the company that St Gorge may take the market of Walia beer. So, Walia Beer Company should monitor the movement of St Gorge beer closely. Majority consumers prefer Walia beer as primary brewery product. Next preference of respondents is St Gorge beer. This also discloses the conclusions that Walia beers competitor is St Gorge.

Mata beer has moderate evaluation by the consumer for all beer sensory attributes except for hangover deficiency. This shows that Meta beer imposes strong morning after sickness. The company of Meta beer should work on enhancing the hangover deficiency of the beer. If all resources are not engaged on this beer sensory attribute, the company may lose its market and cannot compete in this tense competition.

Advertisement of Walia beer has little effect on perception formation. This might be because the advertisement lacks creative potential and the advertisement is repetitive. But one thing to be noted by the management is that spending more money on advertisement is not going to yield the company additional sales. So the company should cut its spending budget and work on other factors that really contribute for perception formation. The advertisement of Walia beer should concentrate on keeping in the minds of the consumers than influencing perception or enhancing sales. The company of course needs advertisement. But this advertisement should be to maintain the current position in the market.

From all factors of perception beer sensory attribute has strong effect on formation of perception. From beer sensory attribute taste and thirst quenching potential of the beer has strong effect. The company should maintain and develop these two variables of beer sensory attributes. From the other factors of perception, the consideration of Walia beer is the leading product in the brewery industry and perception of risk highly influences formation of perception. The company should further enhance this evaluation on its marketing communications.

Brewery industry is characterized by low brand loyalty. With the new entrants of other companies to the industry, this poses threat to Walia beer. The market share may change rapidly as consumers' exhibit low brand loyalty. So, the company should focus on associating the product with the consumers. The associate of Walia beer with Ethiopian national team should be further enhanced and communicated to consumers on different marketing communication. This helps the company to develop brand loyalty to the product. The company should work on customer relation also.

Divorce people have strong intention to buy Walia beer. The company should more accommodate its marketing communication to include divorce consumers. The company should also communicate that the product may alleviate loneliness. The association between income and perception for the beer revealed that as income increases perception towards the beer also is strong. So, the company should concentrate on marketing the product to all income levels. The company segmentation of the market should avoid income parameter. The study also reveals that familiarity and adaption affects the perception of Walia beer. The company should work on familiarization of the product in different marketing stimuli.

The relationship between income and beer perception revealed different factors than for the low involvement product. As brewery products are low priced they are categorized as low involvement products. But as low involvement product, as income increases intention to buy supposed to decrease. But in Walia case the reverse happened. This need to be further studied and will be research idea for future researches. The relation between divorce consumers and intention to buy is strong. The reason behind this relation is beyond the study of this research. The relationship between divorce consumers and intention to buy need to be further studied and it would be research idea for future researches.

# Appendix I

## Survey on Consumer Brand perception and Preference on Walia beer

Dear respondent,

This questioner is designed to capture data on various determinants of beer perception and preference of Walia beer. The information you offer will be kept strictly confidential. The questioner does not take you more than 20 minutes to complete it. Thus, the researcher is kindly requesting you to complete this questioner completely. You don't need to write your name.

Thank you!

### **Section I: Demographic Profile.**

➤ Please indicate your answer by circling the appropriate choice.

- 1) Age (in years): 1) 18-24 2) 25 – 34 3) 35 – 50 4) 50 –60 5) >61
- 2) Marital status: 1) Single 2) Married 3) Divorced
- 3) Gender: 1) Male 2) Female
- 4) Education: 1) Primary school complete 2) Secondary school complete  
3) College diploma 4) Bachelor degree 5) Above Bachelor degree
- 5) Occupation: 1) Student 2) Government Employee 3) Private Organization Employee  
4) Running Own Business 5) Others (Please specify).....
- 6) Monthly Income (in ETB): 1) Less than 2000 2) 2001-4000 3) 4001-7000  
4) 7001-10000 5) 10001-15000 6) Above 15001
- 7) For how long have you been drinking Walia beer? \_\_\_\_\_

### **Section II: Determinant of Brand Perception and Preference**

➤ please rate your level of agreement/disagreement to the following questions by inserting √ on the appropriate box for the number of your choice

#### 1. Beer Sensory Attributes

1.1. How do you evaluate the following attribute of Walia Beer?

Factors	Very Bad 1	Bad 2	Moderate 3	Good 4	Very Good 5
Taste					
Color					
Aroma					
Foam					
Hangover					
Alcoholic percentage					
Thirst quenching					
Price					

## 2. Individual factors of perception

<b>Individual factors</b>	Strongly agree 1	Agree 2	Neutral 3	Disagree 4	Strongly disagree 5
Drinking Walia beer satisfies my need for beer					
I have an interest on or I prefer drinking Walia beer					
Drinking Walia beer is consistent with my goal that of drinking beer in the first place					
Walia beer meets my expectation from brewery					
I can tell the difference between different brewery products					

## 3. Situational influence on perception

<b>Situational influence on perception</b>	Strongly agree 1	Agree 2	Neutral 3	Disagree 4	Strongly disagree 5
Physical surrounding highly influences my beer consumption					
Social surrounding highly influences my beer consumption					
The lifestyle I have affects my beer consumption					
Seasonal change has an effect on my beer consumption					
The mood I am in highly affects my beer consumption					

## 4. Other factors of perception

### 4.1. Other factors of perception

<b>Situational influence on perception</b>	Strongly agree 1	Agree 2	Neutral 3	Disagree 4	Strongly disagree 5
I consider all breweries as same category group of product					
I use indicators other than the product quality to judge the value of brewery products					
Walia beer is the leading product in brewery category					
Walia beer has positive image than competing breweries					
Drinking Walia beer have some kind of health or social risk					

4.2. Which marketing stimuli most contribute or may contribute for your choice of Walia beer. Please circle your choice;

- 1) Taste            2) Promotion            3) Influence of others  
 4) Availability            5) Other (pls specify) \_\_\_\_\_

4.3. Please state your agreement or disagreement with the Advertisement/promotion attributes of Walia Beer;

Factors	Yes	No
The advertisement of Walia beer is Seasonal		
The advertisement of Walia beer is Entertaining		
The advertisement of Walia beer is Creative		
The advertisement of Walia beer is Attractive		
The advertisement of Walia beer is Repetitive		
The advertisement of Walia beer is Influential		
The advertisement of Walia beer is in line with Ethiopian Cultural		

5. Attribute comparison table

- Product attributes comparison of Walia with St. Gorge, Dashin and Meta beer. How do you evaluate the following attribute of the stated beer Pls put √ on the appropriate box

Factors	Beer Brand	Very Bad 1	Bad 2	Moderate 3	Good 4	Very Good 5
Taste	Dashen beer					
	St. Gorge beer					
	Meta Abo beer					
Color	Dashen beer					
	St. Gorge beer					
	Meta Abo beer					
Aroma	Dashen beer					
	St. Gorge beer					
	Meta Abo beer					
Foam	Dashen beer					
	St. Gorge beer					
	Meta Abo beer					
Hangover	Dashen beer					
	St. Gorge beer					
	Meta Abo beer					
Alcoholic percentage	Dashen beer					
	St. Gorge beer					
	Meta Abo beer					
Thirst quenching	Dashen beer					
	St. Gorge beer					
	Meta Abo beer					
Price	Dashen beer					
	St. Gorge beer					
	Meta Abo beer					

**Section III: Brand Preference**

1. Please circle your answer choice. I drink Beer;  
1) Daily            2) Weekly            3) monthly  
4) Sometimes            5) Occasionally            6) does not drink at all
2. Kindly rank the following beer brands as per your preference (1-Most Preferable to 6–Least Preferable):

Brands	Preference/rank
Bedele	
Dashin	
Harer	
Walia	
St George	
Meta	

3. How do you rate your attitude towards drinking Walia beer?  
1) Very bad    2) Bad    3) indifference    4) Good    5) Very good
4. How do you rate the likability potential of Walia beer?  
1) Very bad    2) Bad    3) Moderate    4) Good    5) Very good
5. How do you define/state your intention to buy Walia Beer?  
1) Definitely will not buy    2) Probably will not buy    3) Might buy  
4) Probably will buy    5) definitely will buy
6. What do you feel most of the time while drinking Walia Beer?  
1) Valid satisfaction    2) Relaxation    3) Acceptance from others  
4) Confidence    5) Others (pls specify) \_\_\_\_\_
7. Do you want to switch/change your first beer brand choice?  
1) Very much    2) Yes    3) May be    4) Not sure    5) Definitely no

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