



# THE EFFECT OF BRAND IMAGE ON CUSTOMERS PURCHASE DECISION: THE CASE OF ZENEBE FEREW REAL ESTATE

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## DECLARATION

I declare that the project entitled “**The effect of brand image on customers purchase decision: the case of zenebe ferew real estate**” is my original work and has not been presented in Addis Ababa University or any other University, and that all sources of material used for the project have been duly acknowledged.

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ADDIS ABABA, ETHIOPIA

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## ABSTRACT

*The purpose of this paper is to determine the effect of Brand image on customers purchase decision at zenebe ferew real estate. A structured questionnaire was developed. The hypotheses were also tested on a sample of 212 customers out of 225 distributed, giving a valid response rate of 94.2% percent. The questionnaires were analysed using Cronbach Alpha, descriptive statistics, correlation & regression. The application used to analyse and examine the hypotheses is the Statistical Package for Social Sciences (SPSS) V.22. The findings of independent variable of descriptive statistics has shown that, the mean score of brand image variables i.e brand relevance, brand differentiation, brand esteem, brand knowledge has been 3.97, 3.96, 4.00 & 4.08 respectively. All selected dimensions of brand image independent variables have a significant correlation with the dependent variable “consumer purchase decision making” with 95% confidence interval & at 0.05 p-value, by scoring a Pearson Correlation Coefficient “R-value” value of 0.610\*\*, 0.678\*\*, 0.416\*\* & 0.384\*\* respectively. In this case relatively brand differentiation had a higher strong relationship with consumer purchase decision than the other three independent variables & the linear combination of brand image predictors’ (independent variables) explains 59.8% of the variance in customers’ purchases decision. In addition to correlation analysis, further regression analysis was also conducted and the result indicates that all the selected dimensions of brand image have significant relation with consumer purchase decision. Finally, The results are useful in identifying brand image focus areas to help the zenebe ferew real estate marketing strategy. As evident from the finding section that, zenebe ferew real estate is recommended to fully implement brand image dimensions effectively to attract customers that make purchase decision and to increase the sales volume. Brand image is one of the competitive advantage area for zenebe ferew real estate to remain competitive in such a vibrant, blurred and turbulent real estate industry.*

**Key words:** *brand image, brand relevance, brand differentiation, brand esteem, brand knowledge, customers purchase decision*

# CHAPTER ONE

## INTRODUCTION

### 1.1 BACKGROUND OF THE STUDY

Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. In short, it is nothing but the customers' perception about the product. It is the manner in which a specific brand is positioned in the market (www.ama.org, 2016). Another definition of image of the brand is the perception of the brand by customers, and the goal of working strategically with brand image is to ensure that customers hold strong and favourable associations of the brand in their minds. It is an accumulation of contact and observation by people external to an organization (Heding et al, 2009).

Brand image is the overall impression in customers' mind that is formed from all sources, which means customers develop various associations with the brand for example Volvo is associated with safety, Toyota is associated with reliability. (www.ama.org, 2016), so that Brand image consists of customer associations depicting tangible as well as intangible aspects of the brand, and also depicting attributes, benefits and attitudes (Heding et al, 2009).

The idea behind brand image is that the customer is not purchasing just the product/service but also the image associated with that product/service not only this but also brand images should be positive, unique and instant so that it conveys the product's character in a unique manner different from its competitor's image. Brand images can be strengthened using brand communications like advertising, packaging, word of mouth, publicity and other promotional tools, etc. (www.ama.org, 2016) Congruence among the different brand associations determines the cohesiveness of the brand image which in turn facilitates the spreading activity in the mind of the customer (Heding et al, 2009).

Positive brand image is exceeding the customers' expectations so that it enhances the goodwill and brand value of an organization (www.ama.org, 2016). The main purpose of any business companies marketing activities is to influence customers' perception and attitude towards the brand, establish the brand image in customers' mind, and stimulate customers' actual purchasing behaviour of the brand, therefore it has the effect of increasing sales, maximizing the market share and developing brand equity (Zhang, 2015).

Beside the above concepts, According to (Biel, 1992) brand image is one of the determinants that make a positive impact on customer's decision to stay loyal with a certain brand, if they are satisfied with the services provided, As a consequence, such customers are more likely to recommend the product or service to others. (Keller, 2013) stated that a positive Brand Image creates when a customer associate him/herself with a particular brand with unique association and that person could recommend that brand to another person and hold a positive attitude towards that brand and create a direct impact on the purchase behaviour of the customer.

(Nasar, et al., 2012) stated that a number of companies give valuable consideration for building brand image and utilize capital for formulating and executing marketing strategies and practices, without a positive and strong Brand Image, companies cannot get a great part of the market share. (Durrani, et al., 2015) stated that the expected result from strong brand image echo on customers buying behaviour; customer behaviour is a set of activities in which they possess, consume and dispose products and services based on their experience when making any purchase decision like: brand, prices, features, quality, performance, user friendliness and convenience; so that If a person gets benefit from his/her previous purchase, she/he will tell about that experience to others and also purchase that product or services again and again.

## 1.2 BACKGROUND OF THE COMPANY

Zenebe Ferew Real Estate is one of the leading and reputed real estate among the real estate developers in Ethiopia. It was established in 2004 by getting licence from the Industry and Transport Bureau of Oromia Region State with a capital of Birr 40

(forty) million. The Zenebe ferew real estate enterprise was established with a broad range of plans and objectives- mainly to concentrate on low cost houses and then to build luxury apartments. Accordingly, its initial project target customers are the lower and middle level income earners. This initiative matched with Oromia Regional State's policy of encouraging real estate businesses that primarily work towards minimizing the residential housing problems of the above mentioned groups. The company is in line with government policies so that government facilitate over 90,000 sq, meters of lease free land for its first project. Zenebe Ferew's sister companies engage in construction materials and merchandizing business; over 30 years in producing construction materials (nails, floor tiles, cement blocks and pipes, window seals etc.). It has contributed much to embark on real estate development sector without trading construction material shortage. Zenebe ferew real estate is also advantageous as it has no problems with ensuring the quality of essential construction materials as well as no fear of delays to the supplies.

### 1.3 STATEMENT OF THE PROBLEM

Because of the nature of real estate industry in Ethiopia, home buyers have worried about their money and they become increasingly sceptical as a result of some real estate companies which failed to deliver a single home to their customers such as access real estates, the real estate home buyers fear that the real estate companies may be trying hard to calm their nerves by putting out stories to confirm that all is well despite the huge lag across its projects ([www.addisfortune.net](http://www.addisfortune.net), 2016). Meanwhile new customers contemplating to buy homes in Ethiopia ought to undertake careful research before parting good bye with their hard earned cash, if they wish to save themselves the multi-faceted ordeals of investing in today's real estate market. Buying a house from a real estate companies, of course, become difficult as a result of lack of reliable information sources on the housing market in Ethiopia and the rules that govern the real estate industry. So it is increasingly significant to understand the customers' view from brand image perspective (Tadeos, 2012). On the other hand real estate developers and lenders would expose to have various risks when the government unexpectedly changes land-use regulations, property right policies, and

city standards. These problems can be aggravated as there is no clear market information about the real estate industry (Eshete, et.al 2015).

The image of the real estate industry has deteriorated due to Shoddy construction, poor design, and an unstoppable hike which soared to two times the original price. In January 2011, customers who paid deposits to May Real Estate took the company to court for failing to deliver their homes on time despite collecting the full price of the homes it agreed to build and hand over and the same is true to access real estate. Not only had these but also Meketa Real Estate Company founders and Ayat's Real Estate company major shareholders sent to jail. As Ayat and Meketa's customers would know, outright criminality by well-heeled proprietor-managers is a serious risk to those who invest their lifetime savings to own a home. Access Real Estate's home buyers also are at risk of losing their deposits because of investment and lending irregularities inside the parent investment firm (Tadeos, 2012). The company is forced to issue repeated apologies and reassurances to calm the nerves of unsatisfied and worried home buyers before Ermias Amelga sent to jail (Tadeos, 2012).

From the above observation the researcher can denote that the real estate industry is characterized by full of mistrust and failure to honour delivery where customers experience delays for years in vain. As a result, currently most real estate home buyers question that how can we be sure that other real estate companies will not repeat the same shabby chaos just like access real estate. The aftermath of the access incident, forces real estate companies in this industry to have a good brand image to outshine and even to survive. We can encapsulate that having a positive image is a vital and inevitable aspect for the real estate companies.

This gap in the industry, therefore, entails the need to conduct a study investigating the effect of brand image on customers' perspective. This study has tried to generate empirical evidences that will be a contribution to the literature regarding the relationship between the variables of the study. Besides, to the best knowledge of the researcher, there has not been a study conducted in Ethiopia that tested the influence of brand image or customer purchase decision from customers' perspective.

Generally, the neglected effect of brand image on the customer purchase decision making in real estate business and the lack of published research on brand image and its determinants on the real estate companies are the factors that motivate the researcher to conduct this study.

## 1.4 RESEARCH QUESTIONS

The research has tried to address the following basic and sub questions while doing this research paper.

### Main research Question

How does brand image influence the purchase decision of zenebe firew real estate home buyers?

### Sub Questions

1. How does brand relevance influence purchase decisions?
2. To what extent brand differentiation influence purchase decisions?
3. To what extent brand esteem influence purchase decisions?
4. How does customer's knowledge influence purchase decisions?

## 1.5 OBJECTIVES OF THE STUDY

This study has general and specific objectives related with the above statements and tried to achieve these objectives at the end of the study.

### 1.5.1 General Objective of the Study

The general objective of this study is to investigate the effect of brand image on customers purchase decision making on Zenebe ferew real estate.

## 1.5.2 Specific Objectives of the Study

Particularly, the specific objectives of the study are:

- To analyse the effect of brand relevance on customer purchase decision.
- To examine the effect of brand differentiation on customer purchase decision.
- To investigate the effect of brand esteem on customers purchase decision.
- To examine the effect of brand knowledge on customers purchase decision.

## 1.6 RESEARCH HYPOTHESIS

The hypotheses were developed to investigate the effect of brand image on customer purchase decision.

*H1: Relevance has positive & significance effect on customer purchase decision making in the case zenebe ferew real estate.*

*H2: Differentiation has a positive & significance effect on customer purchase decision making in the case zenebe ferew real estate.*

*H3: Esteem has a positive & significance effect on customer purchase decision making in the case zenebe ferew real estate.*

*H4: Knowledge has a positive & significance effect on customer purchase decision making in the case zenebe ferew real estate.*

## 1.7 SIGNIFICANCE OF THE STUDY

Ethiopia is one of the populated countries in Africa. This huge population is an attractive market for local and foreign real estate companies. Identifying the customers brand image perception effect on sale is useful for both local and foreign real estate developers. Zenebe ferew real estate enterprise would have a better understanding on the vital aspect of brand image effect on customers purchase decision making. The brand image determinants will assist to develop effective

marketing strategies. The result is also helpful for zenebe ferew real estate firm to know its brand image by customers and to articulate its marketing strategy from brand image perspectives and to effectively compete in the aggressive and cutthroat competition that exist in the real estate industry. Generally, the findings also serve as a guide for real estate firms who have limited knowledge on brand image effect on the sale or customer purchase decision making to use proper marketing strategy and to help real estate developers (foreign and domestic) to pay close attention to brand image effects on their businesses.

## **1.8 SCOPE OF THE STUDY**

This research is concentrated on the brand image and its determinants, specifically, on customers who makes a purchase decision from Zenebe ferew real estate Company not from other real estate companies. There are abundant antecedents of purchase decision making, but the research only gave attention to brand Relevance, brand differentiation, brand esteem and brand knowledge effect on customer purchase decision making.

## **1.9 LIMITATION OF THE STUDY**

The primary limitation for this study is lack of published data or study that is conducted on brand image in Addis Ababa on the real estate market, especially with regard to customer purchase decision making. Finding measurement instruments was very difficult so that the researcher has forced to adopt foreign studies as much as possible.

The researcher has conducted the research in one organization within the real estate industry. Even if the researcher understand that the concept of brand image should consider the rivals exist in the industry, due to time and cost limitation, the study has not include competitors but the researcher believes that competitors information can be obtain indirectly through zenebe ferew customers.

## 1.10 ORGANIZATION OF THE STUDY

The arrangement of the research paper is organized into five chapters; the first chapter deal about background of the study, statement of the problem, research question, objectives of the study, significant of the study, scope of the study and organization of the study. The second chapter of the paper was concerned on presenting the review of the related literature which described the detail theoretical aspects that support and clarify the practical aspects of the study. The third chapter focused on research design and methodology. The forth chapter discusses about data presentation and analysis. The last chapter has presented the summary, conclusion and recommendation of the study.

# CHAPTER TWO

## REVIEW OF RELATED LITERATURE

### INTRODUCTION

This chapter contains concepts and theories regarding brand, brand image, brand benefits and functions, brand image dimensions and consumers purchase decision by which the researcher reviews earlier studies on the research topic area. The aim was to provide the relevant literature in the field of brand image, and to come up with a suitable conceptual framework. The review of related literature part started by introducing the concept of brand, and then clearly describes the consumers buying behaviour as well as decision making and finally the real estate industry. In addition, based on previous similar articles; empirical evidences were also briefly discussed. Under the last part of literature review, the theoretical frame work determinants of brand image have been reviewed and conceptual framework and hypothesis has been developed.

### 2.1 BRAND ELEMENT

Branding has been around for centuries as a means to distinguish the goods of one producer from those of another. In fact, the word brand is derived from the Old Norse word brandr, which means “to burn,” as brands were and still are the means by which owners of livestock mark their animals to identify them. According to the American Marketing Association ([www.ama.org](http://www.ama.org), 2016), a brand is a “name, term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.” Technically speaking, then, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand. In fact, however, many practicing managers refer to a brand as more than that as something that has actually created a certain amount of awareness, reputation, prominence, and so on in the marketplace (Keller, 2013).

The best brands convey a warranty of quality but a brand is an even more complex symbol. Ultimately, a brand's most enduring meanings are its values, culture, and personality, which define the brand's essence. Smart firms therefore craft strategies that do not dilute the brand values and personality built up over the years. Marketers must decide at which level(s) to anchor the brand's identity. Perhaps the most distinctive skill of professional marketers is their ability to create, maintain, protect, and enhance brands (Kotler, 2002).

Brand is the sum total of people's perception about company and its product (www.encyclopedia.com, 2016). Building a strong brand has many benefits for the organization that owns the brand (Aaker, 1991). Therefore, in line with this conceptualization the most accepted definition of branding states that: It is the act of bestowing a product/service offering of a company with the power of brand (Keller, 2001). In essence, a brand identifies the seller or maker, whether it is a name, trademark, logo, or another symbol, a brand is essentially a seller's promise to deliver a specific set of features, benefits, and services consistently to the buyers (Kotler, 2002).

### 2.1.1 BRAND NAME

The brand name is a fundamentally important choice because it often captures the central theme or key associations of a product in a very compact and economical fashion. Brand names can be an extremely effective shorthand means of communication. Whereas an advertisement lasts half a minute and a sales call could run to hours, customers can notice the brand name and register its meaning or activate it in memory in just a few seconds. Because it is so closely tied to the product in the minds of consumers, however, the brand name is also the most difficult element for marketers to change. So they systematically research them before making a choice (Keller, 2013). The best brand names suggest something about the product's benefits; suggest product qualities; easy to pronounce, recognize, and remember; distinctive; and do not carry negative meanings or connotations in other countries or languages (Kotler, 2002).

Another important point to consider is the variety of brand name strategies. Some companies, like General Electric and Samsung, use their names for essentially all their products. Other manufacturers assign new products individual brand names that are unrelated to the company name, like Procter & Gamble's (Keller 2013).

### 2.1.2 BRAND IMAGE

Creating brand awareness by increasing the familiarity of the brand through repeated exposure (for brand recognition) and forging strong associations with the appropriate product category or other relevant purchase or consumption cues (for brand recall) is an important first step in building brand image. Once a sufficient level of brand awareness is created, marketers can put more emphasis on crafting a brand image (Keller, 2013). Buyers respond differently to company identity and brand images. Brand identity comprises the ways that a company aims to identify or position itself or its product, whereas brand image is the way the public perceives the company or its products; image is affected by many factors beyond the company's control (Kotler, 2002).

An effective image establishes the product's character and value proposition; it conveys this character in a distinctive way; and it delivers emotional power beyond a mental image. For the image to work, it must be conveyed through every available communication vehicle and brand contact, including logos, media, and special events (Kotler, 2002). Brand image is defined by Keller (2003) as a strong, favourable with unique brand association in recognition, which will result in positive attitude, perceived quality and positive affect in overall. According to Porter (1997), a favourable brand image positively affects consumer emotional buying decision. For instance, consumers buy a special car brand because they want to identify themselves with the persons in the commercial and receive status and prestige. A widely accepted view is that brand image represents customers' perceptions of a brand as reflected by the brand associations held in consumer memory (Keller, 1993). Brand image is the mental picture or perception of a brand or a branded product or service and includes symbolic meanings that consumers associate with (Ogba, et al, 2009).

### 2.1.3 WHY BRAND IMAGE IS IMPORTANT?

Brand image provides a company or organization with a strong identity by strategically using words, images and symbols. Brand identity is key to standing out and being noticed in a crowded marketplace; a successful brand image is immediately identifiable by consumers. Brand image is important for establishing a memorable identity within the context of advertising and marketing. Brands engage, enlighten and educate consumers about what to expect when purchasing products and services. Similarly, non-profit organizations and individuals experience the same benefits when using brand image to gain wider recognition (www.ask.com, 2016). Brand image is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience (www.businessdictionary.com, 2016).

Consumers tend to give more weight to products and services connected to a strong brand identity; this provides the brand with enormous credibility, which leads to increased consumer trust. Companies often use brand image to target specific demographic groups of consumers; consumer research information is used in creating advertising and promotions that appeal to these groups (www.ask.com, 2016).

### 2.1.4 FUNCTIONS AND ROLES OF BRAND IMAGE

The Functions and Roles of Brand Image as articulated by (Wijaya, et.al, 2013) has multiple functions, such as market entry, source for added value of products, value storage for the company, and can be a force in the distribution of products (channel power). Related to the function of market entry, brand image plays an important role in pioneering the advantage of the product, brand extension and brand alliance. Pioneer product in a category that has a strong brand image will benefit because follower products are usually overshadowed by the pioneer product. Brand image also allows the company to develop a brand of products from one market to another market segment through brand extension.

The next function of brand image is as a source of added value products. In this context, many marketers recognize that brand image does not just encapsulate the consumer experience towards the product, but also can change the experience. Thus, it can be said that the image of the brand has a much more powerful role in adding to the value of the product by changing the experience and perception towards the product (Wijaya, et.al, 2013).

Another function of brand image is as a repository of value for the company. The brand name is a corporate's storage of values as the investment result from advertising costs and the increase of accumulated product quality. Company can use the stored values as 'capital' to convert strategic marketing ideas into long-term competitive advantage (Wijaya, et.al, 2013). In addition, a brand name with strong image can also work in creating power in the distribution channel. This means that the brand does not only play an important role horizontally, in facing their competitors, but also vertically, in the acquisition of distribution channels, to have more control and bargaining power on the distributor (Aaker, 1991).

## **2.1.5 DIMENSIONS OF BRAND IMAGE**

### **2.1.5.1 BRAND IDENTITY**

The first dimension is brand identity. Brand identity refers to physical or tangible identities related to the brand or product that makes consumers easily identify and differentiate with other brands or products, such as logo, colours, packaging, location, corporate identities, slogan, and others (Kapferer, 2008).

### **2.1.5.2 BRAND PERSONALITY**

The second dimension is brand personality. Brand personality is the distinctive character of a brand that makes up certain personalities as human being, so that consumer audiences can easily distinguish with other brands in the same category, such as assertive character, stiff, dignified, noble, friendly, warm, compassionate, sociable, dynamic, creative, independent, and so on (Wijaya, et.al, 2013).

### **2.1.5.3 BRAND ASSOCIATION**

The third dimension is brand associations. Brand association is specific things that deserve or always associated with a brand, can arise from a unique offering of a product, recurring and consistent activities for example in terms of sponsorship or social responsibility activities, issues that are very strong related to a brand, or person, the certain symbols and meanings that are very strong attached to a brand, as Nike was h Tiger Woods (Wijaya, et.al, 2013).

### **2.1.5.4 BRAND ATTITUDE**

The fourth dimension is brand attitude. Brand attitude or brand behaviour is the attitude or behaviour of a brand when communicating and interacting with consumers in order to offer benefits and values that it has. In other words, brand attitude and behaviour is attitudes, manners and behaviours that brand and all its attributes indicates when communicating and interacting with consumers which in turn influences consumers' perceptions and judgments toward the brand (Wijaya, 2013).

### **2.1.5.5 BRAND BENEFIT**

The fifth dimension, the benefit of brands is double edged i.e. it benefits both for the firm and the customer. The benefits that are associated with building a strong brand for the firm include great customer loyalty, less vulnerability for the marketing actions of the competitors, favourable response for own marketing activities and licensing and brand extension opportunities (Keller, 2001). Brands help consumers to identify and differentiate goods and services one supplier's products from the other one. By doing so brands reduce the cost and risk that is assumed by the customer Keller (2002). Brands are valuable assets and tools influencing consumer behaviour which includes awareness, choice, use, satisfaction, recommendation, trust and loyalty. It reduces information search costs and risk for consumers and delivers quality, values, promises, and lifestyle enhancement (Kotler, et.al, 1996).

## 2.2 UNDERSTANDING CONSUMER BEHAVIOUR

The aim of marketing is to meet and satisfy target customers' needs and wants. The field of consumer behaviour studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. All marketers can profit from understanding how and why consumers buy. Not understanding the customer's motivations, needs and preferences can lead to major mistakes. Successful marketers use both rigorous scientific procedures and more intuitive methods to study customers and uncover clues for developing new products, product features, prices, channels, messages, and other marketing mix elements (Kotler, 2002).

Consumer behaviour is the study of when, why, how and where people do or do not buy product. It blends elements from psychology, sociology, social anthropology, marketing and economics. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand peoples' wants. Understanding the behaviour of consumers before they made purchase decision will help for product manufacturers and service providers to develop strategies in line with customers' actions. Particularly knowing what makes customers to prefer between brands will make the manufacturer to adapt strategies based on the influential factors. Unable to analyse the antecedents hinder companies from being competitive. Hence, understanding the behaviour of consumers specially the antecedents of brand preference has to be a critical issue and concern for strategy developers ([www.encyclopedia.com](http://www.encyclopedia.com), 2016).

According to Kotler, (1997) the buying decision process consists of five stages: problem recognition, information search, evaluation and selection of alternatives, decision implementation, and post-purchase evaluation. But this is not the case: Consumers may skip or reverse some stages. Most real estate purchases would be considered high involvement goods that would require complex decision-making. The psychological state and behaviour of individual purchasers from the point at which they perceive a need through the search for information, evaluation of alternatives, purchase, and final evaluation of the consequences. The assumption is that a purchase act is preceded by a sequence of mental information processing. This involves a

cognitive function in forming beliefs, an emotional component in developing positive or negative attitudes, and a reaction through being motivated to select and buy (Gibler, et al, 1998).

## **2.2.1 FACTORS INFLUENCING BUYER BEHAVIOUR**

The field of consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. The key aspect regarding to consumer behaviour is that successful marketing decisions by commercial firms, non profit organizations, and regulatory agencies require extensive information about consumer behaviour (Hawkins, 2010).

### **2.2.1.1 CULTURAL FACTORS**

Culture, subculture, and social class are particularly important influences on consumer buying behaviour. Culture is the most fundamental determinant of a person's wants and behaviour. Subcultures include nationalities, religions, racial groups, and geographic regions. Many subcultures make up important market segments, leading marketers to tailor products and marketing programs to their needs (Kotler, 2002).

### **2.2.1.2 SOCIAL FACTORS**

A consumer's behaviour is influenced by such social factors as reference groups, family, and social roles and statuses. The family is the most important consumer-buying organization in society; marketers are interested in the roles and relative influence of the husband, wife, and children in the purchase of a large variety of products and services (Kotler, 2002).

### 2.2.1.3 PERSONAL FACTORS

People buy different goods and services over a lifetime. They eat baby food in the early years, most foods in the growing and mature years, and special diets in the later years. Taste in clothes, furniture, and recreation is also age-related, which is why smart marketers are attentive to the influence of age (Kotler, 2002).

### 2.2.1.4 PSYCHOLOGICAL FACTORS

Psychological factors are the fourth major influence on consumer buying behaviour (in addition to cultural, social, and personal factors). In general, a person's buying choices are influenced by the psychological factors of motivation, perception, learning, beliefs, and attitudes (Kotler, 2002).

### 2.2.3 BUYING BEHAVIOUR

According to Kotler (2002) marketers also need to be aware that consumer decision making varies with the type of buying decision. The decisions to buy toothpaste, a tennis racket, a personal computer, and a new car are all very different. In general, complex and expensive purchases are likely to involve more buyer deliberation and more participants. There are four types of consumer buying behaviour, based on the degree of buyer involvement and the degree of differences among brands:

- **Complex buying behaviour** applies to high-involvement products such as car and house. Buyers may not know what attributes to consider in these products, so they do research. Knowing this, marketers can help educate buyers about product attributes, differentiate and describe the brand's features, and motivate store personnel and others to influence the final brand choice.
- **Dissonance-reducing buyer behaviour** applies to high-involvement products such as carpeting. Carpeting is expensive and self-expressive, yet the buyer may consider most brands in a given price range to be the same. After buying, the consumer might experience dissonance after noticing

certain disquieting features or hearing favourable things about other brands. Marketers should therefore supply beliefs and evaluations that help consumers feel good about their brand choices.

➤ **Habitual buying behaviour** applies to low-involvement products such as salt. Consumers keep buying the same brand out of habit, not due to strong brand loyalty, because they are passive recipients of information conveyed by advertising. Ad repetition creates brand familiarity rather than brand conviction. Marketers of such products can use price and sales promotions to entice new customers to try their products.

➤ **Variety-seeking buying behaviour** applies to low-involvement products such as cookies. In this category, consumers switch brands often because they want more variety. The market leader will therefore try to encourage habitual buying behaviour by dominating the shelf space, keeping shelves stocked, and running frequent reminder ads. Challenger firms will encourage variety seeking by offering lower prices, coupons, free samples, and ads that offer reasons for trying something new.

#### 2.2.4 PURCHASE DECISION

According to Kotler (2002) In the evaluation stage, the consumer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand. However, two factors can intervene between the purchase intention and the purchase decision. The first factor is the attitudes of others. The extent to which another person's attitude reduces one's preferred alternative. The second factor is unanticipated situational factors that may erupt to change the purchase intention. Consumer's decision to purchase is heavily influenced by perceived risk. The amount of perceived risk varies with the amount of money at stake, the amount of attribute uncertainty, and the amount of consumer self-confidence. Consumers develop routines for reducing risk, such as decision avoidance, information gathering from friends, and preference for national brand names and warranties. Smart marketers

study the factors that provoke a feeling of risk in consumers and then provide information and support to reduce the perceived risk.

### 2.2.5 CONSUMERS' DECISION-MAKING STYLE

Previous studies agree that a consumer decision-making style is “a patterned, mental, cognitive orientation towards shopping and purchasing, which constantly dominates the consumer’s choices. These traits are ever-present, predictable, central driving forces in decision-making” (Sproles, 1985). Consumers adopt a “shopping personality” that is relatively enduring and predictable in much the same way as psychologists views personality in its broadest sense. The underlying idea is that consumers engage in shopping with certain fundamental decision-making styles including rational, brand conscious, quality conscious, brand loyal and impulsive shopping.

Sproles (1985) has identified 50 items related to consumers’ cognitive and affective orientation towards shopping activities. Based on the study of sporles, from the side of the consumers, there are eight mental consumer style characteristics:- First, Perfectionistic, high-quality conscious consumer; Second, Brand conscious, “price equals quality” consumer; third, Novelty-fashion conscious consumer; fourth, Recreational, hedonistic consumer; fifth, Price conscious, “value-for-money” consumer; Sixth, Impulsive, careless consumer; seventh, Confused by over choice consumer; the last one is Habitual, brand-loyal consumer.

## 2.3 INTRODUCTION TO REAL ESTATE

The term real estate has been defined by different scholars, among these: Real estate is "property consisting of land and the buildings on it, along with its natural resources such as crops, minerals, or water; immovable property of this nature; an interest vested in this (also) an item of real property; (more generally) buildings or housing in general. (www.oed.com, 2016) Furthermore, real estate is land, all of the natural parts of land such as trees and water, and all permanently attached improvements such as fences and buildings. People use real estate for a wide variety of purposes, including retailing, offices, manufacturing, housing, ranching, farming,

recreation, worship, and entertainment. The success or failure of these uses is dependent on many interrelated factors: economic conditions, demographics, transportation, management expertise, government regulations and tax policy, climate, and topography. Regarding to the real estate developers the objective of those engaged in the real estate industry is to create value by developing land or land with attached structures to sell or to lease or by marketing real estate parcels and interests (www.encyclopedia.com, 2016).

The industry fluctuates depending on the national and local economies, although it remains somewhat consistent due to the fact that people always need homes and businesses always need office space. As cities developed, the need for real estate transactions increased. Office buildings, retail centers, hotels and restaurants, and residential housing boomed, and someone was needed to develop, sell, and manage it all. Soon, urban stretch would create the need for outskirts, and with that more housing, town centers, and eventually businesses also will start booming (www.vault.com, 2016).

### **2.3.1 REAL ESTATE IN ETHIOPIA**

The real estate sector has been one of the fastest growing segments of the Ethiopian economy. The rapidly changing real estate landscape in Addis Ababa is one of the more visible aspects of the extended period of growth recently experienced in Ethiopia. From large residential developments growth at the city outskirts to rising new office complexes and government-built condominiums being constructed in center city locations, (Access capital, 2010) but beyond the numbers the reality is more than a few legally registered real estate developers have sold out the land, they have leased from the government to build homes, illicitly, pillaging millions of birr in profits in a villainous process. Then, several other developers who have made promises and deals to deliver finished houses were not able to finish the job on time. They made their clients wait in vain and incur extra costs. Still today, there are some real estate companies that collected pre-payments over seven years ago and haven't delivered the houses yet. As a result of these, customers become sceptical about the real estate companies offer because the bad image on the industry

(www.ethiopianbusinessreview.net, 2016). Even if there is a huge house demand because of large number of houses in Ethiopia are built of mud or mortar. Almost 89% of the population is living in substandard and 80% of the residents in Addis Ababa are also homeless and /or live in substandard houses. (Eshete, et al. 2015) To tackle this problem, many real estate developers, individuals, public and foreign investors have been engaging in the business.

Two years ago Access Real Estate Company conquered the market with a fascinating, dreamlike promotion and marketing campaign, deserted thousands of its clients after collecting close to 1.2 billion birr by promising dream houses. The company mismanaged and botched the assets many spent their whole lives saving; victims have taken the case to the Office of the Prime Minister for solutions. The government is working on ways to rehabilitate citizens from the stress they have been through and to retrieve their hard earned money. People have lost so much money that now the public has become cynical and anxious about giving their money to a real estate developer to build their dream home. Nevertheless, the government has prepared a new proclamation to properly support, monitor and control real estate developers. Now several real estate companies are bringing fresh energy to the sector and trying to restore lost trust from potential buyers. These new companies have begun delivering finished houses and commercial units to their clients (www.ethiopianbusinessreview.net, 2016).

## 2.4 EMPERICAL REVIEW

Researchers' tries to deploy the undeniable role & impact of strong brand image to the business success, not only in terms of single functional activity but to the overall organizational achievement. In general expression, A research which is made by (Adil, 2012) tried is to investigate the relationship between the sales volume of a firm and its brand image. The outcome from this study concludes that brand image can positively influence costumers' loyalty to a market offering and possibly boost customer commitment. The study suggests that good brand image positively impact on customers' loyalty, which at long run should also influence customer perceived quality, enables customers' satisfaction and it also influence to a greater degree the

extent to which customers are willing to express commitment to such offering for sustainable profit.

A research which is made by Stephen Sondoh, et al (2007) conducted to examine the effect of brand image benefits on satisfaction and loyalty intention in the context of color cosmetic product. Five brand image benefits consisting of functional, social, symbolic, experiential and appearance enhances were investigated. Four of brand image benefits: functional, social, experiential, and appearance enhances are positively related to overall satisfaction. The results also indicated that overall satisfaction does influence customers' loyalty. The results imply that marketers should focus on brand image benefits in their effort to achieve customer loyalty. These in turn enhance purchase decision of the consumers and sales volume for the company.

Al-Nahdi, et al, (2015) study factors affecting the real estate market is enormously important. The study investigates the factors influencing Saudi inhabitants to purchase real estate. The study examine the effect of Attitude, Location, Living Space, Public Service, Reference groups namely (Friends Influence, and other Reference Group) on the intention to purchase real estate. Based on 220 questionnaires collected, the results show that Attitude had a positive effect on the intention to purchase real estate, while the Location, Living Space, Public Service, and Reference groups namely (Friends Influence, and other Reference Group) had no effect on the relationship between independents and the customers' intention to purchase real estate among Saudis.

A research which is made by Durrani, et al, (2015) tried to analyse the impact of brand image on teenagers brand choice, source of information, factors affecting buying choice and level of satisfaction. The results revealed that values of regression analysis shows that there is 33.7% variance of buying behaviour of teenagers explain by the impact of advertisement on buying behaviour, advertisement's impact on brand image and brand image impact on brand loyalty. The results of Pearson correlation shows that teenagers buying behaviour is significantly 36% correlated with teenager's loyalty and 49% with advertisement impact on brand image. The teenagers buying behaviour is also 38.8% positively and significantly correlated with advertisement. The results of correlation also interpreting that all relationship is

positive and high significant at 0.01 level. There is a practical relation between brand image and consumer teenager buying behaviour. Marketers can utilize the findings in order to come up with profitable marketing strategies in order to target teenagers in more precise manner.

Hsieh, et al (2013) on their article entitled “Marketing strategies for building the brand image of table tennis paddles” clearly stated that marketing is the key component that attracts the consumers to the brand’s image and characteristics. The results of the study indicated that: first, the brand image may enhance the product quality recognition and improve negative images. Also, if the brand image is better, the consumer is more likely to have a positive attitude towards the quality of the product as well as promote consumer loyalty. Second, the strength of the brand image truly has the ability to influence the consumer product quality consciousness. Third, the marketing strategy for the brand image by using a model may set up unique brand characteristics and because of the promotion, the item becomes well-known and has product value which lets the consumer have the opportunity and the interest to purchase the product. Fourth, the various marketing strategies must be unified in order to promote the consumer’s wish to purchase the item in question.

Wijaya, et al (2013) European Journal of Business and Management investigate the title called “dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication”. The article analysed that currently almost all products have the brand, and all companies strive to develop and maintain their brand reputation. Brand is a mark left on the minds and hearts of consumers, which creates a specific sense of meaning and feeling. Thus, brand is more than just a logo, name, symbol, trademark, or label attached to a product. Brand image plays an important role in the development of a brand because the brand image associated with the reputation and credibility of the brand which later become the ‘guideline’ for the consumer audience to try and use a product or service then creating a particular experience that will determine whether the consumer will be into brand loyalist, or simply an opportunist (easy to switch to another brand).

Fianto et, al. (2014) Market competition is no longer limited to provide functional attributes of the product itself but has been associated with a brand that can create a

special image for its users, especially in the service industry. The study is to identify and analyse the influence of brand image on purchase behaviour as well as identifying and analysing the mediating role of brand trust in the relationship between brand images with purchase behaviour. The research revealed that brand image have a significant role in influencing the purchasing behaviour and brand trust also turned out to have a mediating role, although not fully in the relationship between brand image with purchase behaviour.

The last but not the least, as indicated by Zhang, (2015) the concept “brand image” has drawn significant attention from academics and practitioners, because it played an important role in marketing activities. Although brand image was recognized as the driving force of brand asset and brand performance.

## 2.5 CONCEPTUAL FRAMEWORK

This section of the study provides a framework to describe brand Image. It is a comprehensive guide on the general knowledge about the research issue. The framework reflects the different authors’ perception and interpretation of various existing brand theories and concepts. It proposes possible perspectives on brand image.

How the consumers choose among alternative brands after information-gathering processes is the key question. Consumer uses this information to evaluate the options and arrive at a brand choice (Sirgy, 1982). The perspective focusing on psychological attributes of a product of consumer behaviour states that consumers often choose products, services and activities over others because they associate these attributes with a certain life-style, a self-image or an ascribed status. They attempt to preserve or enhance their self-image by buying products that they believe are congruent with that self-image and by avoiding products that are not (Sirgy, 1982). For that reason, marketing academicians and practitioners see the symbolic image of products or services as more important in their success than their physical characteristics and attributes (Aaker, 1991). Therefore, within such a framework it seems possible to mention the direct effect of image attributes on sales figures, which would also

support the statement that the role of self-concept and brand image is recognized in all elements of the marketing mix, mainly in promotional strategies (Kotler, 2006).

### **2.5.1. DETERMINANT OF EFFECTIVE/STRONG BRAND IMAGE**

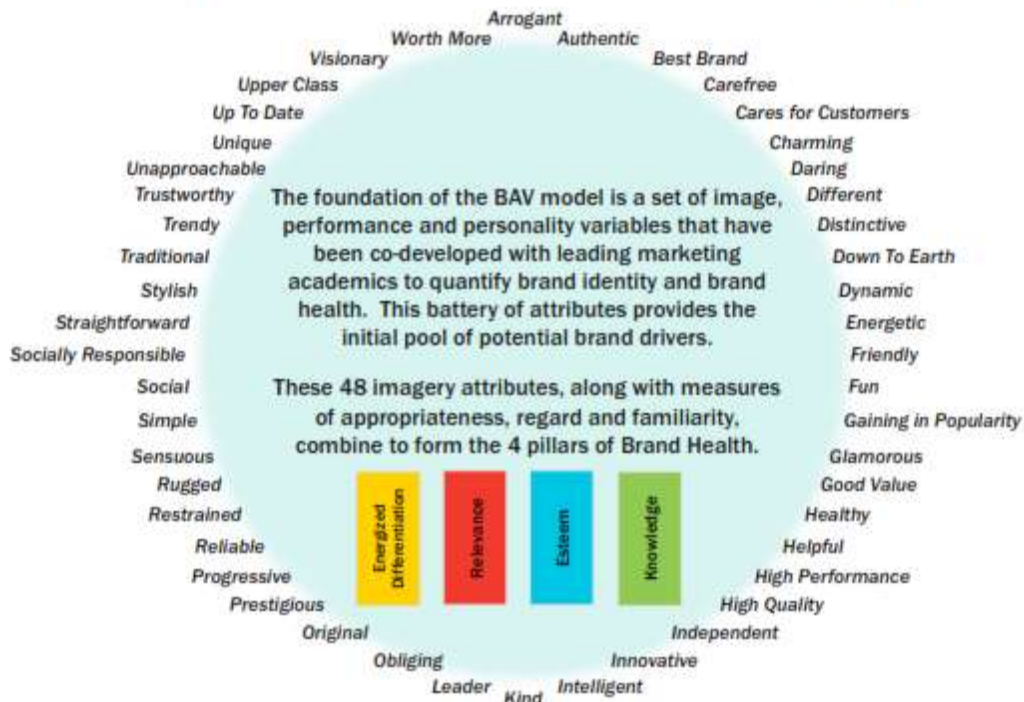
Creating a positive brand image takes marketing programs that link strong, favourable, and unique associations to the brand in memory. Brand associations may be either brand attributes or benefits. Brand attributes are those descriptive features that characterize a product or service. Brand benefits are the personal value and meaning that consumers attach to the product or service attributes (Keller, 2013). Marketers need to make sure that some strongly held brand associations are not only favourable but also unique and not shared with competing brands. Unique associations help consumers choose the brand. To choose which favourable and unique associations to strongly link to the brand, marketers carefully analyse the consumer and the competition to determine the best positioning for the brand (Keller, 2013).

Brand image is defined as consumer perceptions of a brand and is measured as the brand associations held in consumers' memory. To measure brand image, based on Keller's suggestion. The researcher uses an existing list of brand associations of Young & Rubicam's Brand Asset Valuator model (Keller, 2013). The Brand Asset Valuator is a proprietary tool developed by Young & Rubicam to measure four dimensions of a brand's image. The four dimensions are (1) the brand's perceived differentiation (i.e., an evaluation of how different the brand's attributes are from those of its competition), (2) its relevance (an evaluation of the brand's utilitarian benefits), (3) its knowledge (an evaluation of the brand's emotional and symbolic benefits) and (4) its esteem (an overall evaluation of the brand). The main value of the Brand Asset Valuator is that it has measured 13,000 brands with 100,000 consumers on 50 dimensions since 1993 (Keller, 2013).

Fig 2.1: BAV's brand imagery

## BAV's Brand Imagery

The underlying elements of Brand Health are 48 imagery attributes



Source: BAV Brand Essentials Report 2010-2011

### 2.5.1.1 RELEVANCE

Relevance measures the personal appropriateness of a brand to consumers and is strongly tied to household penetration. Relevance alone is not the key to brand success. Rather, Relevance together with Differentiation form .It is the actual and perceived importance of the brand to a large consumer market segment. Differentiation is only the first step in building a brand. The next step is Relevance. If a brand isn't relevant, or personally appropriate to consumers, it isn't going to attract and keep them - certainly not in any great numbers. Brand Asset Valuator shows that there is a distinct correlation between Relevance and market penetration. Relevance drives franchise size. (Sasikala, 2013)

Relevance measures whether the brand image is favourable or desirable by the prospect customers or not. The development of effective benefit – centred brand image involves three things. First, marketers have to understand what benefits are sought by the consumers and what the relative importance of those benefits is. Second, marketers have to understand how consumers perceive a firm and its product in relation to competitors on the basis of the benefits sought by consumers. Third, a firm has to know what products and services are bought and consumed by consumers (Akpoymare, et. al, 2013). BAV includes a measure of need fulfilment, captured by relevance. Products can provide utility through functional, experiential or symbolic benefits (Park, et al, 1986). While the importance of these benefits differs across individual consumers and change over time (Keller 1993), brands that fulfill the core needs of customers are likely to be considered for purchase (Punj, 2002)

*Based on the above theory, brand Relevance is so important hence, “brand Relevance of a business firm has been found to contribute significantly to customer purchase decision”. Thus, one of the hypotheses of this paper advocated by the above literature is.*

*H1: Relevance has positive & significance effect on consumer purchase decision making.*

### **2.5.1.2 DIFFERENTIATION**

Differentiation measures the strength of the brand's meaning. Consumer choice, brand essence and potential margin are all driven by differentiation. It is the ability for a brand to stand apart from its competitors. A brand should be as unique as possible. Brand health is built and maintained by offering a set of differentiating promises to consumers and delivering those promises to leverage value (Sasikala, 2013). The starting point for all brands is differentiation. It defines the brand and distinguishes it from all others. Differentiation is how brands are born. As a brand matures, Brand Asset Valuator finds that differentiation often declines. Even after reaching maturity, with good management, a brand can perpetuate its differentiation. A low level of differentiation is a clear warning that a brand is fading (Sasikala, 2013).

Differentiation is one of the most significant and important competitive marketing strategy. Using brand is a powerful means of differentiation (Keller, 2002). Differentiation in today's over-crowded marketplace is a business imperative, not only in terms of a company's success, but also for its continuing survival (Levi, 2011). Thus most companies relay on branding efforts to attract and maintain customers through identifying a distinctive position for their product/service offering in relation to their competitors (Keller, 1993).

*Based on the above theory, brand differentiation is so important hence, "Differentiation is a business imperative today, not only in terms of a company's success, but also for its continuing survival" as stated by Levi (2011). Thus, one of the hypotheses of this paper is advocated by the above literature.*

*H2: Differentiation has a positive & significance effect on consumer purchase decision making.*

### **2.5.1.3 ESTEEM**

Esteem is the perceived quality and consumer perceptions about growing or declining popularity of a brand. Does the brand keep its promises? The consumer's response to a marketers' brand building activity is driven by his perception of two factors; quality and popularity, both of which vary by country and culture (Sasikala, 2013). Brand Asset Valuator's third primary measure (or pillar) is Esteem - the extent to which consumers like a brand and hold it in high regard. In the progression of building a brand, it follows differentiation and relevance. It's the consumer's response to a marketer's brand-building activity. Brand Asset Valuator tracks the ways in which brands gain esteem, which helps marketer to consider how to manage consumer perceptions. Through Brand Asset Valuator, the researcher can identify opportunities for leveraging a brand's Esteem (Sasikala, 2013).

Perceived quality is defined as the knowledge the consumer has of quality in general or of the superiority of a product and/or service in relation to its opponents and substitute products (Aaker, 1998). Higher esteem means that the quality and reliability of the brand are judged favourably. Evaluative judgments such as esteem are seldom

formed with regard to benefits of little subjective importance (Fishbein, 1980). Brand respect and deference will be related to favourable appraisals of important attributes (MacKenzie 1986). Hence, brands which satisfy important consumption goals should be able to achieve higher acquisition and retention rates and command price premiums.

*The above theory advocate, one of a specific premises of the research hypothesis i.e. “Esteem” since the above paragraph entertain the idea that “Esteem helps marketer to consider how to manage consumer perceptions.”*

*H3: Esteem has a positive & significance effect on consumer purchase decision making.*

#### **2.5.1.4 KNOWLEDGE**

Knowledge is the extent of the consumer’s awareness of the brand and understanding of its identity. The awareness levels about the brand and what it stands for shows the intimacy that consumers share with the brand. True knowledge of the brand comes through brand-building. If a brand has established its relevant, differentiation and consumers come to hold it in high esteem, brand knowledge is the outcome and represents the successful culmination of building a brand. Knowledge means being aware of the brand and understanding what the brand or service stands for. (Sasikala, 2013)

The brand knowledge is the ability a potential consumer has in recognizing a brand and recalling it as part of a product category (Aaker, 1998). Another way to know and noticed a brand is the use of the **top of mind method**. This method assesses what the first brand to come to a consumer’s mind is, when he/she is asked about the brands in a certain category.

Knowledge plays an important role in mitigating perceived risk (Alba, et al, 1987). Customers should be more apt to switch to a brand if they are familiar with it because there is less risk that the product will not meet their needs. Similarly, well-known

brands do not have to pay customers a “risk premium” in the form of lower prices. Therefore, knowledge (familiarity) with a brand should have a positive effect on both acquisition and profit margin. In terms of retention, current customers have adapted to a product and hence learned to value its attributes (Carpenter, et al, 1989). Customers also hopefully become more confident in their judgment of the product, leading to it being more appealing when considering the mean and variance of alternatives in future choice decisions.

*The last but not the least, based on the basic concepts of knowledge “understanding what a brand stands for” Thus, the last hypothesis of this paper is:*

*H4: Knowledge has a positive & significance effect on consumer purchase decision making.*

Brand Asset Valuator measures the value of a brand where it is created: in people’s hearts and minds. It provides a diagnostic framework to help the company’s build, leverage, and maintain their brands. When building a brand, differentiation comes first, then relevance, then esteem and, ultimately, knowledge. The general hypothesis of the below conceptual model is drawn from the above theoretical concept. The ultimate objective of these hypotheses was to see or assure how the concept brand image through the important variables: differentiation, relevance, esteem, and knowledge lead the researcher to the consumer purchase decision making.

Conceptual Model / Frame work

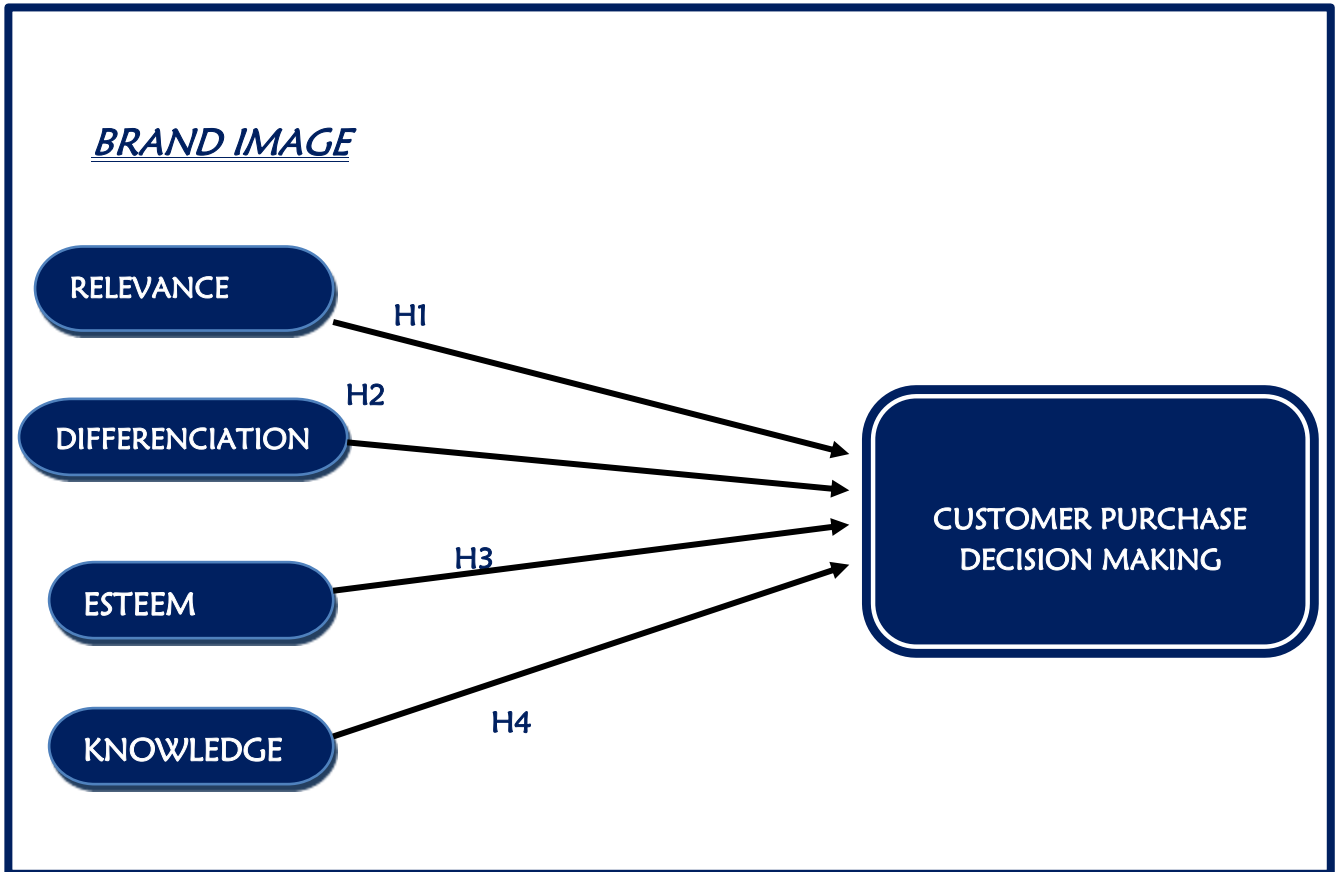


Fig 2.2: Conceptual framework

Source: Developed by the researcher from Young & Rubicam's Brand Asset Valuator model

# CHAPTER THREE

## RESEARCH METHODOLOGY

### INTRODUCTION

This chapter describes the methodological procedures that has been used for answering the research questions proposed in Chapter one. The first section highlights an outline of the research approach and design followed by population and sampling technique then the source of data, , data collection and analysis methods, reliability and validity issues and finally, ethical consideration issue .

### 3.1 RESEARCH APPROACH

This study used a quantitative research which is deductive in nature. According to (Bhattacharjee, 2012), the goal of deductive research is to test concepts and patterns known from theory using new empirical data. Hence deductive research is theory-testing research which is the objective of the research is not just to test a theory, but also to refine, improve, and possibly extend it. (Saunders, et al., 2012) stated that “quantitative research is usually associated with a deductive approach as well as with positivism, where the focus is on using data to test theory.

The essence of quantitative research is to use a ‘theory’ to frame and thus understand the problem at hand. It is grounded in the basic attitude that knowledge about reality can also be obtained ‘through the eyes of the researcher’. In order to make this happen, theory is most often translated into a conceptual model and elaborated predominantly by means of hypotheses (Kothari, 2004). For the researcher conducting quantitative research implies carefully operationalizing a theory and subsequently measuring it by means of variables and questions. The researcher needs to justify the way in which he has designed and operationalize the research methodologically and technically (Jonker, et al., 2010).

## 3.2 RESEARCH DESIGN

Research design is the conceptual structure which constitutes the blue print of what the researcher intend to do from writing the hypothesis and its operational implications to the final analysis of data. Thus, this study was both descriptive and explanatory research. The reason is that these methods are suitable to explain and interpret relations between independent and dependent variables in the study.

Descriptive analysis refers to statistically describing, aggregating, and presenting the constructs of interest or associations between constructs (Kothari, 2004). descriptive research is concerned with: conditions or relationships that exist, practices that prevail, beliefs, points of views, or attitudes that are held, processes that are going on, effects that are being felt, or trends that are developing (Kothari, 2004). Therefore, descriptive research design has been employed for this study.

The study was intended to investigate the effect of brand image on consumer purchase decision making. As a result to realize this relationship, the researcher has applied quantitative type of research design to visualize a fuller image of the relationship between variables.

## 3.2 POPULATION SIZE AND TARGET POPULATION

The target population of this study was those customers who own houses from zenebe ferew real estate. The researcher assumed that those customers who have purchased the Villas and G+ 1 houses knew which brand image variables influence them while they purchased.

## 3.3 SAMPLE SIZE

According to Israel (2009), there are different strategies to calculate sample size. These include using census for small population, using a sample size of the study, using published tables and using formula to calculate sample size.

Table 3.1: Sample Size Indicative Table

Population size	Confidence level = 95%			Confidence level = 99%		
	Margin of error			Margin of error		
	5%	2,5%	1%	5%	2,5%	1%
100	80	94	99	87	96	99
500	217	377	475	285	421	485
1.000	278	606	906	399	727	943
10.000	370	1.332	4.899	622	2.098	6.239
100.000	383	1.513	8.762	659	2.585	14.227
500.000	384	1.532	9.423	663	2.640	16.055
1.000.000	384	1.534	9.512	663	2.647	16.317

Source: (www.checkmarket.com/2013/, 2016)

Using the above indicative table, the sample size of the study was conducted on 95% Confidence interval which determines the sample size to be 217 as the number of population lye between 100 and 500 i.e. 429.

After distributing 225 questionnaires for home buyers, a total of 215 answered questionnaires were retrieved, which is 95.5% of the total distributed questionnaires. After checking the retrieved questionnaires, the 212 questionnaires were valid for statistical analysis. Which means response rate is 94.2% of the total distributed questionnaires.

### 3.4 SAMPLING TECHNIQUE

Sampling technique is a technique used to select suitable sample so as to represent the whole population. There are two common sampling techniques; probability and non-probability sampling. Probability sampling is where the population has an equal opportunity of being selected but in non-probability sampling method, the probability of being selected is unknown (Bhattacharjee, 2012).

Thus, the questionnaire was distributed to those customers who bought a house from zenebe ferew real estate using simple random sampling method, (i.e lottery method)

to obtain a representative sample. Furthermore, the response rate also improved by extending the collection date for respondents.

### **3.5 DATA SOURCE**

There are two type of data sources; primary and secondary data source. Primary data source is information source that need to be gathered from the original source. On the other hand, secondary data source is the one used from already availed or from source that has been collected for another purpose. Both primary and secondary data source have been used in this study.

### **3.6 DATA COLLECTION METHOD**

The effect of brand image on customer purchase decision was investigated using structured questionnaire. The questionnaire adopted from group thesis on brand image at great lakes institute of management and praxis business school that submitted to prof. Srinivas govindrajan (the website sources properly acknowledged under the bibliography separate section). Based on the adaptation the researcher has prepared 5 point lickert scale questionnaire rating from 1 (strongly disagree) to 5 (strongly agree). The questionnaire included all the selected dimension of brand image variables i.e brand Relevance, brand differentiation, brand esteem and brand knowledge to analyze the effect on customers purchase decision. The data was collected from 212 home buyers as stated in the sample frame by means of simple random sampling method.

### **3.7 DATA ANALYSIS METHOD**

In this study there are four independent variables: Differentiation, Relevance, knowledge and esteem. The effect of these independent variables have been examined on the dependent variable i.e., Consumer purchase decision. These variables summative from Young & Rubicam's Brand Asset Valuator model that a strong brand image should pass. After collecting all pertinent information about the issues under investigation,

The researcher has used IBM SPSS (Statistical Package for Social Sciences) software to conduct descriptive statistics, bivariate correlation analysis, and standard multiple linear Regression to answer the basic research questions. Preliminary analyses were conducted to indicate if there were any violations of the assumptions of multicollinearity, normality, and reliability. (See Appendix B) broadly explained under chapter four.

### 3.8 VALIDITY AND RELIABILITY

**Content validity:** - is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it (Kothari, 2004).

The validity of the research paper, as it was stated in the literature review part, all the variables are adopted from previous research works. To increase the degree of clarity & understandability the English version questionnaire has translated into Amharic by professional translator. Furthermore, the overall content validity of the instrument such as clarity, length & wording of all variables (items) were inspected by expertise in the area, namely: three real estate marketing managers and two Addis Abeba university instructors.

**Reliability:** - is a measure of how stable, dependable, trustworthy and consistent a test is in measuring the same thing each time (Kothari, 2004). Most importantly, the data the researcher analysed should map to the research questions the researcher has tried to answer. This sounds obvious but is often overlooked or ignored because it can be inconvenient. Optimally, this means that the outcome measure should accurately reflect the phenomenon of interest, the model should include all relevant predictors, and the model should generalize to the cases to which it would be applied (Gelman, 2007). To examine the reliability of this study Cronbach's alphas was

calculated for each variable by the researcher using SPSS. (Zikmund, 2003) suggest that a Cronbach's alpha value of  $> 0.7$  indicates a considerably high reliability.

**Table 3.2: Cronbach's Alpha Result**

Variables	Cronbach's Alpha
Brand relevance	.811
Brand differentiation	.791
Brand esteem	.794
Brand knowledge	.700
Customers purchase decision	.904
Overall reliability	.800

**Source: Survey Result, 2016**

Brand image was measured using the four dimensions listed in the questionnaire, which were combined into a single scale (Cronbach's alpha = 0.800). Based on the result, all the variables in the construct namely: brand Relevance (Cronbach's alpha = 0.811), brand differentiation (Cronbach's alpha = 0.791), brand esteem (Cronbach's alpha = 0.794) and brand knowledge (Cronbach's alpha = 0.700) customers purchase decision making (Cronbach's alpha = 0.904) was kept for further analyses. All the independent variables were measured using the seven items listed in the questionnaire (See Appendix-B). An alpha of 0.70 or greater should be considered as adequate to develop a new questionnaire.

### 3.9 DESCRIPTION OF THE PROCEDURES AND ETHICAL CONSIDERATION

During data collection, the researcher has tried as much as possible to respect the basic rights of the respondents while taking part in this study. The researcher again has tried to create smooth relationship with respondents and provide full information on why the study was conducted and what was expected from them and what the researcher has to do with the data.

In order to keep the confidentiality of the information given by respondents, it was not required to write their name and assured that their responses were treated in strict confidentiality. This is the way of ensuring the ethical principle of anonymity in social research to prevent possible doubt. All the answers were used for the purpose of this study only and their participation was based on voluntary. Moreover, no information was modified or changed, hence the information was presented as collected and all the literatures collected for the purpose of this study was properly acknowledged under the bibliography section.

# CHAPTER FOUR

## RESULTS AND DISCUSSION

### INTRODUCTION

This chapter of the research paper incorporates four parts. The first part discusses about the sample characteristics of the respondents is presented using descriptive statistic. Then correlation analyses and regression analysis, as well as discussion of the result presented accordingly.

### 4.1 DESCRIPTIVE STATISTICS ANALYSIS

A total of 212 questionnaires were completed and used in data analysis representing 94.2 percent of response rate. In order to generally describe the characteristics of the respondent; gender, educational back ground and income were part of demographic questions. Majority of the respondent were males which were 79.7% and female respondents were 20.3%.

**Table 4.1: Gender of respondents**

Gender of respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	169	79.7	79.7	79.7
	Female	43	20.3	20.3	100.0
	Total	212	100.0	100.0	

Source: Survey Result, 2016

As to the age of the subjects (3.3%) seven of them were between 21 & 30 years; thirty four (16%) of them were between 31 & 40 years, ninety four (44.3%) of them were between 41 & 50 years, seventy six (35.8%) of them were greater than 50. This

shows that the target group for the real estate home found above the age of 30, So focusing on this range is advantageous for the company.

**Table 4.2: Age of the respondents**

Age of the respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20	1	.5	.5	.5
	21-30	7	3.3	3.3	3.8
	31-40	34	16.0	16.0	19.8
	41-50	94	44.3	44.3	64.2
	above 50	76	35.8	35.8	100.0
	Total	212	100.0	100.0	

Source: Survey Result, 2016

Educational background was also enquired, where most of the respondents of educational background of both sex amid college diploma and first degree which constitute 64.6% of all respondent. The remaining 18.4% are high school graduate and 17% of them are at Masters Level.

**Table 4.3: Education of the respondents**

Education of the respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	39	18.4	18.4	18.4
	College Diploma	61	28.8	28.8	47.2
	1st Degree	76	35.8	35.8	83.0
	Master's Degree	36	17.0	17.0	100.0
	Total	212	100.0	100.0	

Source: Survey Result, 2016

Respondents' income levels were also explained that 98.1% of the respondents have above 15,000.00 birr monthly income, only 1.9% of the respondents were earned less than 15,000.00. This implies that since buying homes require huge capital of

money so that it requires the purchasing power of the customers, in addition to this it also require high involvement of customers with relatively programmed purchase too.

**Table 4.4: Income of the respondents**

Income of the respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Birr 5000-10,000	1	.5	.5	.5
	Birr 10,100-15,000	3	1.4	1.4	1.9
	Birr 15,100- 20,000	67	31.6	31.6	33.5
	Above Birr 20,000	141	66.5	66.5	100.0
	Total	212	100.0	100.0	

Source: Survey Result, 2016

Generally, the majority of respondents are laying at the age of 31 and above as well as the income of the zenebe ferew customers exceed 15,000.00 birr, these respondents characteristics is a useful one to craft the brand image of the company to the need and wants of the customers and to tailor the promotion and the products aspects of the company.

### Descriptive Analysis of Variables

Descriptive statistics were used to describe the basic features of the data in a study. It provide simple summaries about the sample and the measures. The researcher used descriptive Statistics to present quantitative descriptions in a manageable form; each descriptive statistic reduces lots of data into a simpler summary (Gelman, 2007). The mean scores have been computed for all the four brand image variables by equally weighting the mean scores of all the items under each dimensions. Respondents were asked to rate their insight / observation on a five-point Likert type scale ranging from 1 being strongly disagree to 5 strongly agree for brand image dimensions. The result is presented in the Table below.

## Brand relevance

Table 4.5: Descriptive Statistics of brand relevance

Descriptive Statistics				
	N	Mean	Std. Deviation	Variance
Zenebe ferew delivers houses based on promises in a timely manner	212	4.03	.802	.644
The likelihood that the zenebe ferew real estate facilities would be functional is very high	212	3.93	.671	.451
Zenebe ferew real estate offer houses with a reasonable price and it fulfils my price criteria	212	4.06	.713	.509
The zenebe ferew houses attributes add value to me and fulfil my emotional needs.	212	3.99	.806	.649
Zenebe ferew is truly dedicated to understand customers and fits the customers need	212	4.04	.694	.482
Zenebe ferew has a well-grounded value for customers expectation and responsive to market change	212	3.81	.839	.704
The products values or benefits proposed by the Zenebe ferew are important in my purchase decision making	212	3.95	.816	.666
Valid N (listwise)	212			

Source: Survey Result, 2016

Descriptive statistics especially means and standard deviation was used to evaluate the impact of brand relevance on the purchase decision making of zenebe ferew real estate. Under brand relevance, there were about 7 specific statements in the form of likert scale. Each statement focused on the theoretical back ground of brand relevance and how much it influences the purchase decision of individual home buyers. From the above statistic table, the researcher understand that the aggregate mean is (Mean=3.97) with the standard deviation (0.360) this implies that the majority respondents inclined to agree on the importance of brand relevance on their decision.

## Brand differentiation

**Table 4.6: Descriptive Statistics of brand differentiation**

Descriptive Statistics				
	N	Mean	Std. Deviation	Variance
I can specifically point out zenebe ferew real estate house advantages	212	3.86	.848	.719
Zenebe ferew real estate has provides a variety, unique and distinctive offering of houses to customers	212	4.00	.863	.744
I differentiate the design of the house of the Zenebe ferew real estate	212	4.22	.702	.493
Zenebe ferew deliver houses on time than its competitors' based on its promises	212	3.93	.913	.834
The Zenebe ferew real estate has consistency and experienced without fail across time	212	3.85	.786	.618
Customers perceive the Zenebe ferew real estate to a positioning that is distinct to its competitors. And the difference is visible	212	3.75	.809	.655
Zenebe ferew would be my first choice among alternatives when I buy real estate house	212	4.15	.706	.498
Valid N (listwise)	212			

Source: Survey Result, 2016

Under brand differentiation there are seven statements which were used to test effect of brand differentiation on customer's purchase decision. From the above statistics result, the customers response rate is (Mean=3.96) with the standard deviation (0.346), which means the response of the respondents apt to agree up on brand statement questions. Based on this, the researcher came to understand that brand differentiation has influence in creating distinctive and unique image in the mind of the zenebe ferew customers.

## Brand esteem

**Table 4.7: Descriptive Statistics of brand esteem**

Descriptive Statistics				
	N	Mean	Std. Deviation	Variance
The product quality of Zenebe ferew real estate is good	212	4.20	.673	.453
The Zenebe ferew real estate image is outstanding and gives me a good impression	212	3.94	.736	.541
The values of Zenebe ferew real estate give me confidence to its products	212	3.89	.710	.505
It makes sense to buy from Zenebe ferew real estate instead of any other real estate companies	212	3.85	.706	.498
I am willing to purchase house which is developed by well-known developers like Zenebe ferew real estate	212	4.13	.755	.570
Zenebe ferew real estate is a company i trust it most and I associate myself with so that I recommend it to others home buyers	212	3.89	.717	.514
While buying a house, Zenebe ferew real estate popularity is important to me	212	4.13	.753	.567
Valid N (listwise)	212			

Source: Survey Result, 2016

Brand esteem is the third variable of brand image represented by seven statements. The theme of the statement is brand esteem of zenebe ferew real estate help respondents in recognizing the brand and the company as the average mean shows that (Mean=4.00) with the standard deviation (0.263). This means that consumers perceive the good will of the company in some way effortlessly distinguish zenebe ferew as a respectable real estate but that does not mean that they buy because of it

because as stated in the literature part, many esteemed real estate companies failed to deliver a single home in Ethiopia.

## Brand knowledge

**Table 4.8: Descriptive Statistics of brand knowledge**

Descriptive Statistics				
	N	Mean	Std. Deviation	Variance
I can quickly recall the symbol or logo of the Zenebe ferew real estate	212	4.20	.766	.586
I have no difficulty in remembering the Zenebe ferew real estate tagline in my mind	212	3.99	.748	.559
I am aware of the Zenebe ferew as a real estate company and its project sites	212	3.99	.660	.436
I can recognize the Zenebe ferew real estate brand among other competing brands	212	4.09	.764	.584
The brand name Zenebe ferew real estate come to on top your mind when you think of best real estate developer	212	3.85	.706	.498
Zenebe ferew real estate come to your mind when you think of best value for your money	212	4.01	.791	.626
I visually identify the brand advertisement of Zenebe ferew real estate	212	4.46	.603	.363
Valid N (listwise)	212			

Source: Survey Result, 2016

The statistics above revealed from the seven statements under brand knowledge, the questions raised to test weather customers brand knowledge was used to promote the purchase decision, the average mean shows that (Mean=4.08) with the standard deviation (0. 270). This means that consumers easily distinguish zenebe ferew logo, tagline and advertisements. Hence, the researcher can put the customers' responses on brand image variables in a nut shell that consumers are consent or close to agree on their response on most of the brand image variables.

## 4.2 CORRELATION ANALYSIS

The correlation between independent and dependent variables was analysed using Statistical Package for Social Science (SPSS). The below correlation matrix shows the correlation between variables in the questionnaire with a Pearson Correlation coefficient. Table 4.9 shows the relationship among the variables considered in the questionnaire.

**Table 4.9: Pearson Correlation Matrix**

		Correlations				
		Brand Relevance	Brand Differentiation	Brand Esteem	Brand Knowledge	Purchase Decision
Brand Relevance	Pearson Correlation	1	.463**	.329**	.333**	.610**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	212	212	211	212	212
Brand Differentiation	Pearson Correlation	.463**	1	.355**	.324**	.678**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	212	212	211	212	212
Brand Esteem	Pearson Correlation	.329**	.355**	1	.277**	.416**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	211	211	211	211	211
Brand Knowledge	Pearson Correlation	.333**	.324**	.277**	1	.384**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	212	212	211	212	212
Purchase Decision	Pearson Correlation	.610**	.678**	.416**	.384**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	212	212	211	212	212

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

Source: Survey Result, 2016

**Bivariate Correlation** tests whether the relationship between two variables is linear (as one variable increases, the other also increases or as one variable increases, the other variable decreases). In addition to this the Pearson product-moment correlation coefficient is a measure of the linear correlation between two variables X and Y, giving a value between +1 and -1 inclusive, where 1 is total positive correlation, 0 is no correlation, and -1 is total negative correlation (Pedhazur, 1982). To furthermore explain the Pearson's correlation; when Pearson's r is close to 1, this means that there is a strong relationship between the two variables. This means that changes in one variable are strongly correlated with changes in the second variable. When Pearson's r is close to 0, this means that there is a weak relationship between the two variables. This means that changes in one variable are not correlated with changes in the second variable (Malhotra 2007). The classification of the correlation coefficient (r) is as follows:- 0.1 – 0.29 is weak; 0.3 – 0.49 is moderate; and > 0.5 is strong (Field, 2005).

On the other hand when Pearson's r is positive (+), this means that as one variable increases in value, the second variable also increases in value. Similarly, as one variable decreases in value, the second variable also decreases in value. This is called a positive correlation. When Pearson's r is negative (-), this means that as one variable increases in value, the second variable decreases in value. This is called a negative correlation (Field, 2005).

**Sig (2-Tailed) value**:-This value tells that whether there is a statistically significant correlation between two variables or not. If the Sig (2-Tailed) value is greater than 05, the researcher can conclude that there is no statistically significant correlation between two variables. That means, increases or decreases in one variable do not significantly relate to increases or decreases in the second variable. If the Sig (2-Tailed) value is less than or equal to .05, the researcher can conclude that there is a statistically significant correlations between two variables. That means, increases or decreases in one variable do significantly relate to increases or decreases in the second variable (Pedhazur, 1982).

The above correlation matrix indicates that brand image variables were positively and moderately correlated with consumer purchase decision. The highest strong coefficient

of correlation in this research is between brand differentiation variable and consumer purchase decision ( $r = 0.678$ ,  $n = 212$ ,  $p \leq 0.01$ ). It connotes that there is a significant positive relationship between brand differentiation and consumer purchase decision.

The second highest strong coefficient of correlation is between brand relevance variable and consumer purchase decision ( $r = 0.610$ ,  $n = 212$ ,  $p \leq 0.01$ ). Hence, there is a significant positive relationship between brand relevance and consumer purchase decision. The third and fourth variables of brand image i.e. Brand esteem and brand knowledge also lay between  $+0.3$  to  $+0.49$  which are under the moderate positive correlation. Generally the above correlation matrix shows that all variables are positively and either moderately or strongly correlates with the dependent variable.

On the above correlation table the numbers next to Sig. (2-tailed) shows that all are ( $.001$ ). The convention implies that if this value is less than  $.05$ , then the correlation is considered to be significant (meaning that the researcher can be 95% confident that the relationship between variables is not due to chance). The researcher can connote that there is a significant correlation between the brand image variables and consumer purchase decision.

### 4.3 REGRESSION ANALYSIS

Regression is a technique used to predict the value of a dependent variable using one or more independent variables (Albaum, 1997). Regression analysis is a statistical tool for the investigation of relationships between variables. Usually, the investigator seeks to ascertain the causal effect of one variable upon another. To explore such issues, the investigator assembles data on the underlying variables of interest and employs regression to estimate the quantitative effect of the causal variables upon the variable that he/she influences. The investigator also typically assesses the “statistical significance” of the estimated relationships, that is, the degree of confidence that the true relationship is close to the estimated relationship (Malhotra, 2007).

### 4.3.1 ASSUMPTION TESTING FOR REGRESSION ANALYSIS

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

#### 1. No Multi-collinearity

Collinearity (or multi-collinearity )- Is the undesirable situation when one independent variable is a linear function of other independent variables. Eigenvalues of the scaled and uncentered cross-products matrix, condition indices, and variance-decomposition proportions are displayed along with variance inflation factors (VIF) and tolerances for individual variables (Gelman, 2007). Generally, as multi-collinearity rises, it would complicate the interpretation of the variables because it is more difficult to confirm the effect of any single variable, owing to their interrelationship (Hair et al., 1998). Before regression analysis was done variation inflation factor (VIF) was checked to ensure that no interdependence exists. Since the VIF, as indicated in the table below is less than 10 which ranged from 1.201 to 1.391, the researcher can say that there is no interdependence among independent variables (Tabachnick, 2007). Therefore regression analysis is appropriate for this particular study.

**Table 4.10: Collinearity Statistics**

Collinearity Statistics			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand Relevance	.726	1.378
	Brand Differentiation	.719	1.391
	Brand Esteem	.822	1.217
	Brand Knowledge	.832	1.201
a. Dependent Variable: Purchase Decision			

Source: Survey Result, 2016

## 2. Homoscedasticity of the Error Terms

At each level of the predictor variable(s), the variance of the residual terms should be constant. This just means that the residuals at each level of the predictor(s) should have the same variance (homoscedasticity); when the variances are very unequal there is said to be heteroscedasticity (Field, 2005) This assumption is referred to as the description of data in which the variance of the error terms ( $e$ ) appears constant over the range of values of an independent variable. The assumption of equal variance of the population  $\epsilon$  (where  $\epsilon$  is estimated from the sample value,  $e$ ) is critical to the proper application of linear regression (Hair et al., 1998). If the variance of the regression errors are unequal, estimation is more efficiently performed using weighted least squares, where each point is weighted inversely proportional to its variance. In most cases, however, this issue is minor (Gelman, 2007).

## 3. Normality of the Error Term Distribution

The normality probability plots were plotted to assess normality and the values of skewness and kurtosis should be zero in a normal distribution; Positive values of skewness indicate a pile-up of scores on the left of the distribution, whereas negative values indicate a pile-up on the right. The further the value is from zero, the more likely it is that the data are not normally distributed (Field, 2005).

**Table 4.11: SKEWNESS and KURTOSIS**

		<b>Statistics</b>				
		Brand Relevance	Brand Differentiation	Brand Esteem	Brand knowledge	Purchase Decision
N	Valid	212	212	212	212	212
	Missing	0	0	0	0	0
Skewness		.056	.100	-.312	.165	-.167
Std. Error of Skewness		.167	.167	.167	.167	.167
Kurtosis		-.532	.072	1.185	-.450	-.906
Std. Error of Kurtosis		.333	.333	.333	.333	.333

Source: Survey Result, 2016

The researcher has checked the values of kurtosis and skewness and as the table 4.11 shows and the assumption of normality was found acceptable. There is another useful graph that the researcher can inspect to see if a distribution is normally distributed is called a P–P plot (probability–probability plot). This graph plots the cumulative probability of a variable against the cumulative probability of a particular distribution (Field, 2005). As the figure below and the histogram (Appendix B) show that the data are normally distributed.

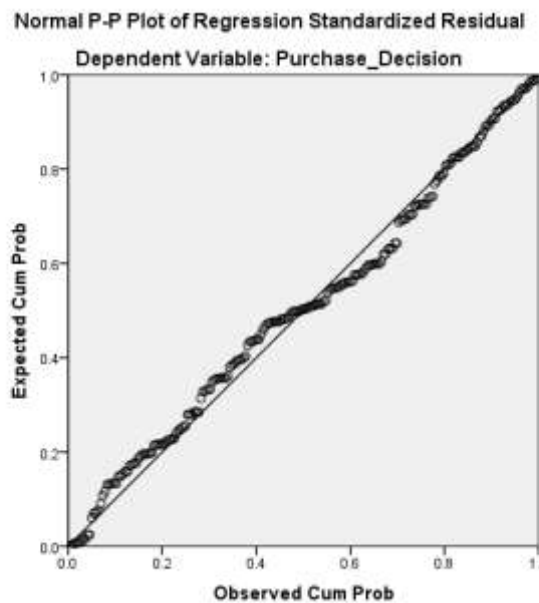


Fig. 4.1 Normal p-p plot

#### 4. Independent errors

For any two observations the residual terms should be uncorrelated (or independent). This eventuality is sometimes described as a lack of autocorrelation. This assumption can be tested with the Durbin–Watson test, which tests for serial correlations between errors. Specifically, it tests whether adjacent residuals are correlated. The test statistic can vary between 0 and 4 with a value of 2 meaning that the residuals are uncorrelated (Field, 2005).

#### 5. Linearity

The linearity of the relationship between the dependent and independent variable represented the degree to which the change in the dependent variable is associated with the independent variable (Hair et al., 1998). Conventional regression analysis

would underestimate the relationship when nonlinear relationships are present, i.e.,  $R^2$  underestimates the variance explained overall and the betas underestimate the importance of the variables involved in the non-linear relationship (Malhotra et al. 2007). The mean values of the outcome variable for each increment of the predictor(s) lie along a straight line. In plain English this means that it is assumed that the relationship the researcher is modelling is a linear one. If the researcher models a non-linear relationship using a linear model then this obviously limits the generalizability of the findings (Field, 2005).

### 4.3.2 MULTIPLE LINEAR REGRESSION ANALYSIS

Linear regression estimates the coefficients of the linear equation, involving one or more independent variables that best predict the value of the dependent variable (Field, 2005). Multiple linear regression was conducted in order to determine the explanatory power of the independent variables (brand Relevance, brand differentiation, brand esteem and brand knowledge) to identify the relationship and to determine the most dominant variables that influenced the consumer purchase decision. The significance level of 0.05 with 95% confidence interval was used. The reason for using multiple regression analysis was to assess the direct effect of brand image variables on the customers purchase decision. The table 4.12 shows the model summary of the regression analysis.

**Table 4.12: Model Summary for customers purchase decision**

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	.773 <sup>a</sup>	.598	.590	.19613	.598	76.453	4	206	.000	1.869

a. Predictors: (Constant), Brand Knowledge, Brand Esteem, Brand Relevance, Brand Differentiation

b. Dependent Variable: Purchase Decision

Source: Survey Result, 2016

The above regression model presents how much of the variance in the measure of Purchase Decision is explained by the underlying brand image variables. Furthermore to explain R,  $R^2$ , adjusted  $R^2$  and Durbin–Watson in detail:-

**R** – Indicates the value of the multiple correlation coefficient between the predictors and the outcome, with a range from 0 to 1, a larger value indicating a larger correlation and 1 representing an equation that perfectly predict the observed value (Pedhazur, 1982). From the model summary ( $R = 0.773$ ) indicates that the linear combination of the four independent variables (brand relevance, brand differentiation, brand esteem, brand knowledge) strongly predict the dependent variable (customers purchase decision).

**R Square ( $R^2$ )** – indicates the proportion of variance that can be explained in the dependent variable by the linear combination of the independent variables. In another word  $R^2$  is a measure of how much of the variability in the outcome is accounted for by the predictors. The values of  $R^2$  also range from 0 to 1 (Pedhazur, 1982). The linear combination of brand image variables or predictors' i.e brand relevance, brand differentiation, brand esteem, brand knowledge explains 59.8% of the variance in customers purchase decision and the remaining 40.2% is explained by extraneous variables, which have not been included in this regression model.

**Adjusted R Square ( $R^2$ )** – The adjusted  $R^2$  gives some idea of how well the model generalizes and its value to be the same, or very close to the value of  $R^2$ . That means it adjusts the value of  $R^2$  to more accurately represent the population under study (Pedhazur, 1982). The difference for the final model is small (in fact the difference between  $R^2$  and Adjusted  $R^2$  is  $(0.598 - 0.590 = 0.008)$  which is about 0.8%. This shrinkage means that if the model were derived from the population rather than a sample it would account for approximately 0.8% less variance in the outcome.

**Durbin-Watson** - the Durbin–Watson statistic expresses that whether the assumption of independent errors is acceptable or not. As the conservative rule

suggested that, values less than 1 or greater than 3 should definitely raise alarm bells (Field, 2005). So that the desirable result is when the value is closer to 2, and for this data the value is 1.869, which is so close to 2 that the assumption has almost certainly been met.

**Table 4.13: ANOVA of customers purchase decision**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.764	4	2.941	76.453	.000 <sup>b</sup>
	Residual	7.924	206	.038		
	Total	19.688	210			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Brand Knowledge, Brand Esteem, Brand Relevance, Brand Differentiation						

Source: Survey Result, 2016

The ANOVA table shows the overall significance/ acceptability of the model from a statistical perspective (Pedhazur, 1982). The above ANOVA table shows the acceptability of the model. The p-value is less < 0.05 i.e. 0.001 which indicates the variation is explained by the model is not due to chance. As table 4.12 advocate the researcher can connote that R, R<sup>2</sup>, and Adjusted R<sup>2</sup> conducted for the multiple regression predict the customers purchase decision based on the linear combination of brand image independent variables is statistically significant.

## **F - Ratio**

F-ratio determines whether the model is a good fit for the data. The F-ratio is calculated by dividing the average improvement in prediction by the model (MSM) by the average difference between the model and the observed data (MSR). If the improvement due to fitting the regression model is much greater than the inaccuracy within the model then the value of F will be greater than 1 and SPSS calculates the exact probability of obtaining the value of F by chance (Pedhazur, 1982). The F-ratio for the above model is 76.453, which is very unlikely to have happened by chance.

## The regression coefficient

This study intends to identify the most contributing independent variable in the prediction of the dependent variable. Thus, the strength of each predictor (independent variable) influencing the criterion (dependent variable) can be investigated via standardized Beta coefficient.

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

**Table 4.14: Summary of Coefficient on customers purchase decision**

Model		Coefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.503	.264		1.908	.058	-.017	1.023
	Brand Relevance	.276	.044	.325	6.262	.000	.189	.362
	Brand Differentiation	.401	.046	.455	8.724	.000	.310	.492
	Brand Esteem	.138	.057	.119	2.447	.015	.027	.250
	Brand Knowledge	.116	.055	.102	2.109	.036	.008	.224

a. Dependent Variable: Purchase\_Decision

Source: Survey Result, 2016

The marked column B is the value for the intercept (a) in the regression equation on the first row, labelled (constant). The numbers below the column “beta” are the

values for the regression coefficients for brand relevance, brand differentiation, brand esteem, brand knowledge. In the multiple regression, this standardized regression coefficient Bate ( $\beta$ ) is useful, because it allows you to compare the relative strength of each independent variable's relationship with the dependent variable (Pedhazur, 1982).

The above coefficient table shows the constant beta value ( $\beta$ ) and p-value of the variables to examine the significance of the hypothesis. The significance level of each variable (P-value) is: .001, .001 .015, 0.036 and their standardized coefficients are 0.325, 0.455, .119 & 0.102 respectively. The p-value of all the independent variables is below 0.05 which implies all have a significant relationship with the dependent variable (customers purchase decision).

Based on these results, the regression equation that predicts customers purchase decision based on the linear combination of brand relevance, brand differentiation, brand esteem, brand knowledge is as follows:

The regression equation of customer purchase decision

$$Y = .503 + 0.325 X_1 + 0.455X_2 + 0.119 X_3 + 0.102 X_4 + e$$

Where:  $X_1$  = brand relevance

$X_2$  = brand differentiation

$X_3$  = brand esteem

$X_4$  = brand knowledge

e= sampling error

This result indicates, first, the intercept is .503, when all independent variables have a value of zero. Then, moving through the equation, holding brand differentiation, brand esteem, brand knowledge constant, the brand relevance increase the customer

chance of making purchase decision by 0.325 for each additional brand relevance level increment. The p-value for this coefficient is statistically significant ( $p < .001$ ) that means (.001), meaning that brand relevance is a significant predictor of customers purchase decision. Accordingly, the first hypothesis which states there is a positive relationship between Brand Relevance and customers purchase decision is supported by the data collected on this survey as (p-value = 0.001;  $\beta = 0.325$ ) hence, the null hypothesis is rejected.

The second hypothesis which states that there is a positive relation between the brand differentiation and customers purchase decision is also supported because the P-value of brand differentiation is 0.001 which is ( $P < 0.05$ ;  $\beta = 0.455$ ) hence the brand differentiation has a significant relationship with customers purchase decision, thus the null hypothesis is rejected.

The third hypothesis which states, there is a positive relationship between brand esteem and customers purchase decision is also supported because the P-value is 0.015 which is less than 0.05, hence brand differentiation has a significant relationship with customers purchase decision; hence, the null hypothesis is rejected. The regression analysis shows that brand differentiation and has a weak but significant positive effect on customers purchase decision ( $P = 0.015$ ;  $\beta = 0.119$ ).

Finally, the regression coefficient finding indicates that brand knowledge has a significant effect on Customers purchase decision ( $P = 0.036$ ;  $\beta = 0.102$ ). Therefore the last hypothesis, *H4*, which states there is a positive relationship between brand knowledge and customers purchase decision is also supported and the null hypothesis is rejected.

#### 4.4 DISCUSSION OF THE RESULT

This study was aimed to examine the effect of brand image on customer purchase decision. Under the umbrella of brand image: brand relevance, brand differentiation, brand esteem, brand knowledge were selected as a brand image variables / dimensions because they have been used by various researchers to measure brand image, it is an existing list of brand associations of Young & Rubicam's Brand Asset

Valuator model, as it has been clearly indicated in literature review part. For this study four hypotheses were developed, and a brief discussion on each hypothesis is given below.

***H1: Brand Relevance has positive & significance effect on customer purchase decision making in the case zenebe ferew real estate is supported at (P-Value = 0.001 and  $\beta=0.325$ ).***

The research finding in table eleven shows that there is a positive relation between brand relevance on customer purchase decision making on zenebe ferew real estate. The connotation is zenebe ferew real estate deliver houses based on promises in a timely manner with a reasonable price and it fulfils the majority customers' criteria.

Previous studies regarding to Brand Relevance also support the significance of it on customers purchase decision. Consistent with most mind-set models of BAV includes a measure of need fulfilment, captured by relevance. Products/homes can provide utility through functional, experiential or symbolic benefits (Park, et. al, 1986). While the importance of these benefits differs across individual consumers and change over time (Keller, 1993), brands that fulfil the core needs of customers are likely to be considered for purchase (Punj, 2002) and consequently produce higher acquisition and retention rates as well as increased willingness to pay higher margins.

***H2. Brand Differentiation has a positive & significance effect on customer purchase decision making in the case zenebe ferew real estate is supported as (P-Value = 0.001 and  $\beta=0.455$ ).***

According to the test result of this study, the hypothesis brand differentiation has a positive & significance effect on customer purchase decision has supported by the data collected. That means the zenebe ferew real estate houses (products) has advantages of price and location, as well as it provides a variety, unique and distinctive offering of houses design to customers and deliver houses on time than its competitors'.

Researchers studied the effect of brand differentiation on customer purchase decision proved the theory to be true. Among the studies conducted on the effect of brand relevance: Companies should differentiate themselves effectively enough. Effective

positioning has to be centred on meeting the bundle of current and expected benefits sought by the target segment and as a basis on which a product is likely to be differentiated from its competition (Akpoymare, et. al, 2013). Those consumers for whom the brand hits their “sweet spot” are willing to pay a premium for it. Thus, as a brand becomes more strongly differentiated, its profit margin should increase (Romaniuk, et. al, 2007).

***H3: Brand Esteem has a positive & significance effect on customer purchase decision making in the case zenebe ferew real estate is also supported at (P-Value = 0.015 and  $\beta=0.119$ ).***

To interpret the result of Zenebe ferew real estate company customers’ response that have purchased a house based on the brand esteem that the brand esteem has a positive & significance effect on customer purchase decision making. Which means the image of Zenebe ferew real estate gives a good impression to customers. So that, customers are willing to purchase houses which, is developed by well-known developers like Zenebe ferew real estate.

The result was also supported by different literatures. Higher esteem means that the quality and reliability of the brand are judged favourably. Evaluative judgments such as esteem are seldom formed with regard to benefits of little subjective importance (Fishbein, 1980). Brand respect and deference will be related to favorable appraisals of important attributes (MacKenzie, 1986). Hence, brands which satisfy important consumption goals should be able to achieve higher acquisition and retention rates and command price premiums.

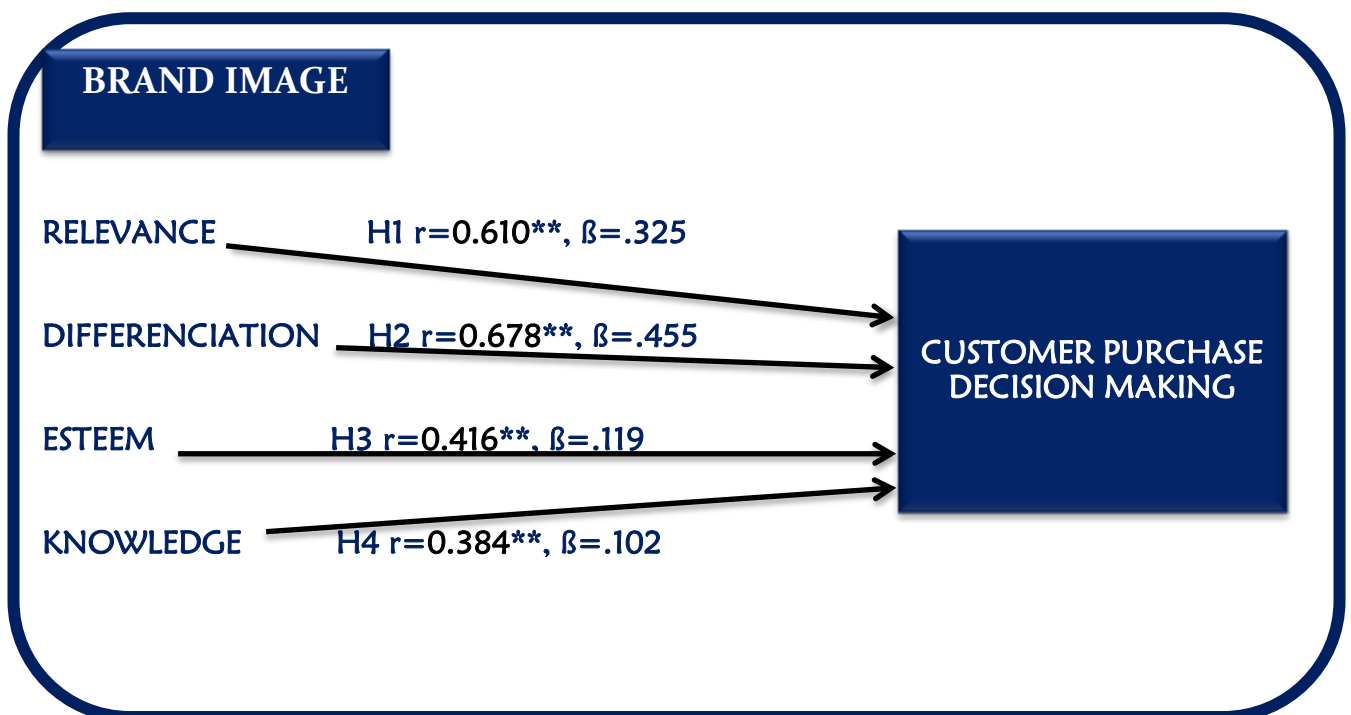
***H4: Brand knowledge has a positive & significance effect on customer purchase decision making in the case zenebe ferew real estate is also supported at (P-Value =0.035 and  $\beta=0.102$ ).***

The data collected supports the hypothesis which states, there is a positive relationship between brand knowledge and customer purchase decision making. This means the knowledge has a positive moderate effect on zenebe ferew real estate customers to make a purchase decision. That means customers can recall the symbol or logo and

tagline of the Zenebe ferew real estate without difficulty and they are aware of its project sites as well as the brand advertisements across time.

This finding is congruent to the idea raised by different scholars. Knowledge plays an important role in mitigating perceived risk (Alba, 1987). Customers should be more apt to switch to a brand if they are familiar with it because there is less risk that the product would not meet their needs. Similarly, well-known brands do not have to pay customers a “risk premium” in the form of lower prices. Therefore, knowledge (familiarity) with a brand should have a positive effect on both acquisition and profit margin. In terms of retention, current customers have adapted to a product and hence learned to value its attributes (Carpenter, 1989). Customers also hopefully become more confident in their judgment of the product, when considering alternatives in future decisions.

Fig. 4.2: Summary of the correlation & regression analysis



# CHAPTER FIVE

## SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

### INTRODUCTION

In this chapter of the study, summary of findings, conclusion and recommendations are stated. The purpose of this study was aimed to examine the effect of brand image on customer purchase decision. The factors that affect the customer purchase decisions are brand relevance, brand differentiation, brand esteem, brand knowledge.

### 5.1 SUMMARY OF MAJOR FINDINGS

The study has investigated about the effect of brand image on customer purchase decision. Since the essence of brand image is under researched area but the most significant aspect of marketing, the researcher entertained to select this topic. Based on this, the overall findings of the research summarized and concluded as follows:-

- The average descriptive statistics for customer purchase decision (dependent variable) result has shown that, the mean score was above the midpoint (3.00) of the likert scale, which means respondents purchase decision making came from the company's brand image variables. Namely brand relevance, brand differentiation, brand esteem, brand knowledge were accumulated on the midpoint & inclined to agree.
- The result of independent variable of descriptive statistics has shown that, the mean score of brand image variables i.e brand relevance, brand differentiation, brand esteem, brand knowledge has been 3.97, 3.96, 4.00 & 4.08 respectively. The result indicated that, the highest mean score from the independent variable is 4.08 for brand knowledge. Therefore, the company had a better customer awareness and well-known name.

- The correlation matrix indicates that the four brand image variables: “brand relevance, brand differentiation, brand esteem, brand knowledge” were positively and moderately as well as strongly correlated with consumer purchase decision with 95% confidence interval & at 0.01 p-value 2tailed, by scoring a Pearson Correlation Coefficient “R-value” of 0.610\*\*, 0.678\*\*, 0.416\*\* & 0.384\*\*. The highest strong coefficient of correlation in this research between brand image variables and consumer purchase decision is 0.678. In this case relatively brand differentiation had a higher strong relationship with consumer purchase decision ( $r = 0.678, n = 212, p \leq 0.01$ ) than the other three independent variables.
- The last major finding of the regression analysis result is, the two independent variables (brand relevance, brand differentiation) contribute to statistically significant level at (p-value = 0.001). The score of the coefficient correlation determination ( $R^2$ ) is 0.598 which indicate, 59.8% of the variability of overall consumer purchase decision was explained by the four independent variables. The Beta weight score indicated that the effect of brand differentiation is greater than that of other brand image variables. The other variables that were not considered in this study contribute about 40.2% of the variability of customer purchase decision making. Accordingly, the study model fit regression equation become  $Y = .503 + 0.325X_1 + 0.455X_2 + 0.119X_3 + 0.102X_4 + e$  And also since, p- value of brand relevance, brand differentiation, brand esteem, brand knowledge is less than 0.05, the researcher can reject the entire null hypothesis and accept all the brand image dimensions.

## 5.2 CONCLUSION

The main purpose of the study was to investigate the effect of brand image on customers purchase decision. The study was conducted on zenebe ferew real estate. In order to meet the general objective, simple random sampling method was used. Questionnaire on dimensions of brand image were developed and distributed to zenebe ferew real estate home buyers.

The entire research objective for this study was attained; the general objective of this study was to investigate the effect of brand image on customer purchase decision making in the case zenebe ferew real estate. All selected brand image variables / dimensions have significant effect on customer purchase decision making.

Correlation analysis was conducted to analyze the relationships between variables, the correlation matrix revealed that all coefficient of correlation independent variables were positive and moderately and strongly correlate with the dependent variable. Further regression analysis was also conducted to verify if the independent variables have effect on customer purchase decision.

According to the findings, brand relevance, brand differentiation, brand esteem, brand knowledge has significant impact on customer purchase decision. Therefore, all selected dimension of brand image have effect on the dependent variable.

To put in a nut shell the outcome of this study: The first hypothesis which states there is a positive relationship between brand relevance and customers purchase decision is supported ( $p\text{-value} = 0.001$ ;  $\beta=0.455$ ). Which means customers are in line with the following points: - Zenebe ferew deliver houses based on promises in a timely manner with a reasonable price and it fulfils the majority customers' criteria. The zenebe ferew houses add value on attributes to understand and fit customers need. Not only that the products values or benefits proposed by the Zenebe ferew real estate are important elements for customers to make a purchase decision.

The second hypothesis which states that there is a positive relation between the brand differentiation and customers purchase decision is supported because the P-value of brand differentiation is ( $P\text{-value} = 0.001$ ;  $\beta=0.455$ ). That means the zenebe ferew real estate houses (products) has advantages, it provides a variety, unique and distinctive offering of houses design to customers. As well as deliver houses on time than its competitors' based on its promises unlike different failed real estate companies that has been mentioned under the literature review part. In addition, the company has a consistency without failure across time, so this in turn helps Zenebe ferew real estate to position itself as distinct to its competitors.

The third hypothesis which states that, there is a positive relationship between brand esteem and customers purchase decision is also supported because (P-Value = 0.015 and  $\beta=0.119$ ). Which means practically the product quality of Zenebe ferew real estate image is outstanding and it gives customers a good impression. And the values give them confidence to the products the company has offered. So that, customers are willing to purchase houses which, is developed by well-known developers like Zenebe ferew real estate. The company is well known for anchoring trust and popularity than any other real estate companies.

Finally the regression coefficient finding indicates that brand knowledge and customers purchase decision has a significant effect on Customer Orientation (P-Value =0.035 and  $\beta=0.102$ ). Therefore the last hypothesis (H4) is also supported. Hence, the entire null hypothesis is rejected. Based on the H4 result, the researcher can sum up that customers can recall the symbol or logo and tagline of the Zenebe ferew real estate without difficulty and they are aware of its project sites as well as the brand advertisements across time. So that the brand name comes to on top of customers mind when they think of best real estate developer and when they think best value for their money.

### 5.3. RECOMMENDATION

There is a significant positive correlation between brand image and customer purchase decision. The researcher forwards the following recommendations based on the research findings and the conclusion drawn in the previous sections.

Most of the mean score of the dependent & independent variable has been accumulated on the midpoint & inclined to agree. in order to have progressive level of closed sale (better speed of customers purchase decision making), the company should have a good brand image to delight the customers by delivering the promised house on time; then carry out continuous customer need assessment survey to match their vigorous demand; Hence, Not understanding the customer's motivations, and preferences can lead to major mistakes. Successful marketers use both rigorous scientific procedures and more intuitive methods to study customers and uncover clues

for developing new products, product features, prices, channels, messages, and other marketing mix elements (Kotler, 2002).

- Real estate firms should meet consumers need and expectations and should reduce the perceived financial risk associated with real estate home buyers i.e (fulfilling **brand relevance**). E.g. Consumers should have a pay back guarantee for a house they purchase if the developer failed to deliver the house on time or if the real estate developer come crossed other unexpected failure.
- The brand image is a fundamentally important choice as it often captures the central or key association of a product in a very compact and economic fashion and would have an impact on real estate consumers purchase decision. Therefore, real estate firms should invest more in developing their unique **brand differentiation** and put their brand in a better position in the minds of consumers than competing brands in the real estate industry.
- Enhance & maintain brand image through brand relevance, brand differentiation, brand esteem and brand knowledge. customers mind believe or accept for what they are experiencing more (for their perceived image). In another word customers communicate each other with word of mouth and completely accept the perception of the already bought customers' point of views. This shows that **brand esteem** inevitable point potential customers figure out before they make a purchase decision. According to Meade (2008), when marketing anything, the marketer need to correlate that “thing” with what the target audience already knows and accepts as “truth.” Customers are more likely to retain and accept a concept that can be aligned with what they already know than a concept that is completely new.
- Real estate companies need to give more attention to their brand name in their promotional activities. As brand name has an impact on consumers product recall and it also helps consumers to easily reach in a purchase decision. A careful, systematic and continuous effort to put the brand name of the company in the minds of consumers would help to be part of consumers consideration set and **brand knowledge** aid consumers to retrieve the brand while purchasing a house from real estate.

## 5.4 FURTHER AREA OF STUDY

This study revealed that consumer buying decision is affected by other variables than the variables under study (brand relevance, brand differentiation, brand esteem, brand knowledge), therefore other variables which could affect consumers buying decision of real estate home buyers is a potential area for further study.

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- 5) Monthly income:      A) Below Birr 5000      B) Birr 5000-10,000  
    C) Birr 10,100-15,000      D) Birr 15,100- 20,000  
    E) Above Birr 20,000

5. Have you purchased a house from zenebe ferew real estate?

- A.YES      B.NO

**DIRECTION:** Please provide your best response for all questions and put “X” or “√” mark inside the box to your response.

Brand image relevance related questions					
Statement from Survey	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
1. Zenebe ferew delivers houses based on promises in a timely manner					
2. The likelihood that the zenebe ferew real estate facilities would be functional is very high.					
3. Zenebe ferew real estate offer houses with a reasonable price and it fulfils my price criteria					
4. The zenebe ferew houses attributes add value to me and fulfil my emotional needs.					
5. Zenebe ferew is truly dedicated to understand customers and fits the customers need					
6. Zenebe ferew has a well-grounded value for customers expectation and responsive to market change					
7. The products values or benefits proposed by the Zenebe ferew are important in my purchase decision making.					
Brand image Differentiation related questions					
Statement from Survey	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
1. I can specifically point out zenebe ferew real estate house advantages.					

2. Zenebe ferew real estate has provides a variety, unique and distinctive offering of houses to customers.					
3. I differentiate the design of the house of the Zenebe ferew real estate					
4. Zenebe ferew deliver houses on time than its competitors' based on its promises					
5. The Zenebe ferew real estate has consistency and experienced without fail across time					
6. Customers perceive the Zenebe ferew real estate to a positioning that is distinct to its competitors. And the difference is visible.					
7. Zenebe ferew would be my first choice among alternatives when I buy real estate house.					

#### Brand image Esteem related questions

Statement from Survey	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
1. The product quality of Zenebe ferew real estate is good					
2. The Zenebe ferew real estate image is outstanding and gives me a good impression.					
3. The values of Zenebe ferew real estate give me confidence to its products.					
4. It makes sense to buy from Zenebe ferew real estate instead of any other real estate companies.					
5. I am willing to purchase house which is developed by well-known developers like Zenebe ferew real estate.					
6. Zenebe ferew real estate is a company i trust it most and I associate myself with so that I recommend it to others home buyers					
7. While buying a house, Zenebe ferew real estate popularity is important to me					

#### Brand image Knowledge related questions

Statement from Survey	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
1. I can quickly recall the symbol or logo of the Zenebe ferew real estate.					
2. I have no difficulty in remembering the Zenebe ferew real estate tagline in my mind.					
3. I am aware of the Zenebe ferew as a real estate company and its project sites.					
4. I can recognize the Zenebe ferew real estate brand among other competing brands.					
5. The brand name Zenebe ferew real estate come to on top your mind when you think of best real estate developer					
6. Zenebe ferew real estate come to your mind when you think of best value for your money					
7. I visually identify the brand advertisement of Zenebe ferew real estate					

**Customer purchase decision making related questions**

Statement from Survey	Strongly Agree	Agree	Not Sure	Disagree	Strongly Disagree
1. My decision to buy the Zenebe ferew real estate house is determined by the brand image relevance					
2. My decision to buy the Zenebe ferew real estate is determined by the brand image Differentiation					
3. My decision to buy the Zenebe ferew real estate is determined by the brand image Esteem					
4. My decision to buy the Zenebe ferew real estate house is determined by the brand image Knowledge					

*Thank you for your kind Cooperation*

**Questionnaire (Amharic)**

**የአዲስ አበባ ዩንቨርሲቲ ንግድ ስራ ኮሌጅ**

**የማርኬቲንግ ማኔጅመንት**

**ድህረ ምረቃ መርሀግብር**

**ጤና ይስጥልኝ ውድ የዚህ መጠይቅ መልስ ሰጪ**

የአዲስ አበባ ዩንቨርሲቲ ንግድ ስራ ኮሌጅ እያጠናሁት ለሚገኘው የማርኬቲንግ ማኔጅመንት ድህረ ምረቃ መርሀ ግብር ከፊል ሚሚያ የሆነውን ይህን ደንበኞች በሚያደርጉት የግዢ ውሳኔ ላይ የብራንድ (የድርጅት መለያ) ገፅታ ያለውን ተፅዕኖ በተመለከተ ያዘጋጀሁትን መጠይቅ ለመሙላት የተወሰነ ጊዜዎን እንዲሰጡኝ በትህትና እጠይቃሁ።

**ክፍል 1 የመጠይቅ መላሹ ጠቅላላ ያለ መረጃ**

- 1. ስምዎትን በመጠይቅ ወረቀቱ ላይ መግለፅ አይጠበቅብዎትም
- 2. የዕድሜ ክልል : ሀ) ከ 20 ዓመት በታች      ለ) ከ21-30      ሐ) ከ31-40      መ) ከ41-50

ሠ) 50 እና ከዚያ በላይ

- 3. ፆታ:    ሀ) ወንድ                      ለ) ሴት
- 4. የትምህርት ደረጃ ሀ) አንደኛ ደረጃ                      ለ) ሁለተኛ ደረጃ  
                          ሐ) ኮሌጅ ዲፕሎማ                      መ) የመጀመሪያ ዲግሪ                      ሠ) ማስተርስ ዲግሪ  
                          ረ) ሌሎች ይግለፁ \_\_\_\_\_

- 5. ወርሀዊ ገቢ:    ሀ) ከ5000 ብር በታች    ለ) ከ5000-10,000 ብር መ) ብር 10,000-15,000  
                          መ) ብር 15፣100-20,000                      ሠ) ከ20,000 ብር በላይ

- 6. ከዘነበ ፍሬው ሪልስቴት ቤት ገዝተዋል  
                          ሀ) አዎ                      ለ) የለም

መመሪያ: ለጥያቄው መልስዎን በመምረጥ በሳጥኑውስጥ የ “X” ወይም የ “✓” ያኑሩ

**ብራንድን (የድርጅት መለያ) አግባብነት ጋር የተያያዙ ጥያቄዎች**

ይጥናቱ ይዘት ርዕስ	እጅግ አስማማላሁ	አስማማላሁ	አርግጠኛ አይደለሁም	አልሰማም	እጅግ አልሰማም
1. ዘነበ ፍሬው ሪልቲቲት ቃል በገባው መሰረት ቤቶችን በወቅቱ ሰርቶ ያስረክባል።					
2. የዘነበ ፍሬው ሪል ትቴት አገልግሎት መስጫዎች በሚገባ የሚሰሩ (አገልግሎት የሚሰጡ) የመሆናቸው እድል ከፍተኛ ነው።					
3. ዘነበ ፍሬው ሪልቲቲት ቤቶችን በተመጣጣኝ ዋጋ የሚያቀርብ እና የእኔን የዋጋ መስፈርት የሚያሟላ ነው ።					
4. የዘነበ ፍሬው ሪልቲቲት ቤቶች የእኔን አሴት የሚጨምሩ እና የስነልቦና ፍላጎቴን የሚሟሉ ናቸው።					
5. ዘነበ ፍሬው ሪልቲቲት ለደንበኞቹ የሚተጋ እና የደንበኞቹን ሁኔታ ፍላጎት የሚያሟላ ነው።					
6. ዘነበ ፍሬው ሪልቲቲት ደንበኞቹ ከድርጅቱ ለሚጠብቁት ነገር ትኩረት እና ቦታ የሚሰጥ እና በገበያው ላይ ለሚከሰት ለውጥ ምላሽ የሚሰጥ ነው።					
7. በዘነበ ፍሬው ሪልቲቲት ለደንበኞች የቀረቡት ምርቶች እሴት ወይም የሚያስገኙባቸውን ጥቅሞች በማድረግ የግዢ ውሳኔ ላይ ከግምት አስገባለሁ ።					

**ብራንድን (የድርጅት መለያ) ከሌሎች የመለየት ሁኔታ ጋር የተያያዙ ጥያቄዎች**

ይጥናቱ ይዘት ርዕስ	እጅግ አስማማላሁ	አስማማላሁ	አርግጠኛ አይደለሁም	አልሰማም	እጅግ አልሰማም
1. የዘነበ ፍሬው ሪልቲቲት ሪልቲቲት ቤት ከሌሎች በተለየ ያለውን ጥቅሞች ለይቼ መዘርዘር እችላለሁ።					
2. ዘነበ ፍሬው ሪልቲቲት ልዩ ገፅታ ያላውቸው፣ የተለያዩ አይነት አሰራር ያላቸው እና የድርጅቱ ስራ መሆናቸውን የሚያሳዩ ቤቶችን ለደንበኞቹ ያቀርባል።					
3. የዘነበ ፍሬው ሪልቲቲት ቤቶች ዲዛይንን (አሰራርን) ከሌሎች በሚገባ መለየት እችላለሁ።					
4. ዘነበ ፍሬው ሪልቲቲት ከተፎካካሪ ድርጅቶች በበለጠ መልኩ ቃል በገባው መሰረት ቤቶችን በወቅቱ ያስረክባል።					
5. ዘነበ ፍሬው ሪልቲቲት ባለፉት ጊዜያት የማይሞክሩ አቋም ሳያሳይ ስኬትን እንደያዘ ተገቢል።					
6. ደንበኞች ዘነበ ፍሬው ሪልቲቲት ከተፎካካሪዎች አኳያ በገበያ ውስጥ የራሱ የሆነ ቦታ ያየዘ መሆኑን እና ልዩነቱንም በሚገባ በግልፅ የሚታይ እነደሆነ ይሰማቸዋል።					

7. የሪልቲቲቲ ቤት ስገዛ ዘነበ ፍሬው ሪልቲቲቲ ከአማራጮቹ መካከል ቀዳሚ ምርጫዬ ይሆናል።					
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**ብራንድን (የድርጅትመለያ) መልካም ገፅታ ጋር የተያያዙ ጥያቄዎች**

የጥናቱ ይዘት ርዕስ	እጅግ አስማማለሁ	አስማማለሁ	አርግጠኛ አይደለሁም	አልሰማማም	እጅግ አልሰማማም
1. የዘነበ ፍሬው ሪልቲቲቲ ምርት ጥራት ጥሩ ነው።					
2. የዘነበ ፍሬው ሪልቲቲቲ ስም ግሩም እና በእኔ ዘንድ መልካም እይታ ያለው ነው።					
3. የዘነበ ፍሬው ሪልቲቲቲ መለያ እሴቶች በሚያቀርባቸው ምርቶች ላይ አመኔታን እንድትሰጡ ያደርጉኛል።					
4. ከሌሎች ሪልቲቲቲ ኩባንያዎች ይልቅ ከዘነበ ፍሬው ሪልቲቲቲ ቤትን መግዛት አሳማኝ የሆነ ስሜት አለው።					
5. እንደ ዘነበ ፍሬው ሪልቲቲቲ አይነት በሚገባ ታዋቂ ከሆኑ አልሚዎች የሚሰሩ ቤትን ለመግዛት ፍቃደኛ ነኝ።					
6. በዘነበ ፍሬው ሪልቲቲቲ ከፍተኛ እምነት ያለኝ በመሆኑ ለሌሎች ገዢዎችም የምጠቁመው ድርጅት ነው።					
7. ቤት በምገዛበት ወቅት የዘነበ ፍሬው ሪልቲቲቲ ታዋቂነት ደረጃን ከግምት አስገባለሁ።					

**ብራንድን (የድርጅትመለያ) ዕውቀት ጋር የተያያዙ ጥያቄዎች**

ይጥናቱይዘትርዕስ	እጅግ አስማማለሁ	አስማማለሁ	አርግጠኛ አይደለሁም	አልሰማማም	እጅግ አልሰማማም
1. የዘነበ ፍሬው ሪልቲቲቲ ድርጅት መለያ ምልክት ወይም አርማን በፍጥነት መለየት እችላለሁ።					
2. የዘነበ ፍሬው ሪልቲቲቲ መሪ መፈክርን ለማስታወስ አይቸግረኝም።					
3. ዘነበ ፍሬው ሪልቲቲቲን እንደ ሪልቲቲቲ ድርጅት የማውቀው ከመሆኑም በተጨማሪ ፕሮጀክቶቹ የሚገኙባቸውን ሳይቶች አውቃለሁ።					
4. የዘነበ ፍሬው ሪልቲቲቲ ብራንድን (የድርጅቱን መለያ ምልክትን) ከሌሎች ተፎካካሪዎች መካከል መለየት እችላለሁ።					
5. ምርጥ የሚባል ሪልቲቲቲ ድርጅትን ሲያስቡ በቅድሚያ የሚከሰትልዎ ዘነበ ፍሬው ሪልቲቲቲ ነው?					
6. ለሚከፍሉት ገንዘብ አቻ ጥቅምን (እሴትን) መግኘትን ሲያስቡ በቅድሚያ በአእምሮዎ የሚመጣልዎት ዘነበ ፍሬው ሪልቲቲቲ ነው።					
7. የዘነበ ፍሬው ሪልቲቲቲ ማስታወቂያዎችን ከሌሎች መለየት እችላለሁ።					

## ከደንበኛ የግዢ ውሳኔ ጋር የተያያዙ ጥያቄዎች

ይጥናቱ ይዘት ርዕስ	እጅግ እስማማለሁ	እስማማለሁ	እርግጠኛ አይደለሁም	አልስማማም	እጅግ አልስማማም
1. ከዘነበ ፍሬው ሪልቲቲ ቤት ለመግዛት የምወስነው ውሳኔ በብራንድ (በድርጅቱ መለያ) አግባብነት ላይ የተመሰረተ ነው።					
2. ከዘነበ ፍሬው ሪልቲቲ ቤት ለመግዛት የምወስነው ውሳኔ በብራንድ (በድርጅቱ መለያ) ልዩነት ላይ የተመሰረተ ነው።					
3. ከዘነበ ፍሬው ሪልቲቲ ቤት ለመግዛት የምወስነው ውሳኔ በብራንድ (በድርጅቱ መለያ) መልካም ስም ላይ የተመሰረተ ነው።					
4. ከዘነበ ፍሬው ሪልቲቲ ቤት ለመግዛት የምወስነው ውሳኔ በብራንድ (በድርጅቱ መለያ) ዕውቀቱ ላይ የተመሰረተ ነው።					

## Appendix B: SPSS out Put

### RELIABILITY TEST RESULT FOR INDEPENDENT VARIABLES

#### Case Processing Summary for all

		N	%
Cases	Valid	30	100.0
	Excluded <sup>a</sup>	0	.0
	Total	30	100.0

#### Brand relevance

##### Reliability Statistics

Cronbach's Alpha	N of Items
.811	7

#### Brand differentiation

##### Reliability Statistics

Cronbach's Alpha	N of Items
.791	7

#### Brand esteem

##### Reliability Statistics

Cronbach's Alpha	N of Items
.794	7

#### Brand knowledge

##### Reliability Statistics

Cronbach's Alpha	N of Items
.700	7

## Consumer purchase decision

**Reliability Statistics**

Cronbach's Alpha	N of Items
.681	4

## Total

**Reliability Statistics**

Cronbach's Alpha	N of Items
.904	28

## Age of the respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid lessthan 20	1	.5	.5	.5
21-30	7	3.3	3.3	3.8
31-40	34	16.0	16.0	19.8
41-50	94	44.3	44.3	64.2
above 50	76	35.8	35.8	100.0
Total	212	100.0	100.0	

Source: Researcher's Survey Finding (2014)

## Sex of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	169	79.7	79.7	79.7
Female	43	20.3	20.3	100.0
Total	212	100.0	100.0	

### Education of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	39	18.4	18.4	18.4
	College Diploma	61	28.8	28.8	47.2
	1st Degree	76	35.8	35.8	83.0
	Master's Degree	36	17.0	17.0	100.0
	Total	212	100.0	100.0	

### Income of the respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Birr 5000-10,000	1	.5	.5	.5
	Birr 10,100-15,000	3	1.4	1.4	1.9
	Birr 15,100- 20,000	67	31.6	31.6	33.5
	Above Birr 20,000	141	66.5	66.5	100.0
	Total	212	100.0	100.0	

### BRAND RELEVANCE DESCRIPTIVE STATISTICS

Descriptive Statistics				
	N	Mean	Std. Deviation	Variance
Zenebe ferew delivers houses based on promises in a timely manner	212	4.03	.802	.644
The likelihood that the zenebe ferew real estate facilities would be functional is very high	212	3.93	.671	.451
Zenebe ferew real estate offer houses with a reasonable price and it fulfils my price criteria	212	4.06	.713	.509
The zenebe ferew houses attributes add value to me and fulfil my emotional needs.	212	3.99	.806	.649
Zenebe ferew is truly dedicated to understand customers and fits the customers need	212	4.04	.694	.482

Zenebe ferew has a well-grounded value for customers expectation and responsive to market change	212	3.81	.839	.704
The products values or benefits proposed by the Zenebe ferew are important in my purchase decision making	212	3.95	.816	.666
Valid N (listwise)	212			

### BRAND DIFFERENTIATION DESCRIPTIVE STATISTICS

Descriptive Statistics				
	N	Mean	Std. Deviation	Variance
I can specifically point out zenebe ferew real estate house advantages	212	3.86	.848	.719
Zenebe ferew real estate has provides a variety, unique and distinctive offering of houses to customers	212	4.00	.863	.744
I differentiate the design of the house of the Zenebe ferew real estate	212	4.22	.702	.493
Zenebe ferew deliver houses on time than its competitors' based on its promises	212	3.93	.913	.834
The Zenebe ferew real estate has consistency and experienced without fail across time	212	3.85	.786	.618
Customers perceive the Zenebe ferew real estate to a positioning that is distinct to its competitors. And the difference is visible	212	3.75	.809	.655
Zenebe ferew would be my first choice among alternatives when I buy real estate house	212	4.15	.706	.498
Valid N (listwise)	212			

## BRAND ESTEEM DESCRIPTIVE STATISTICS

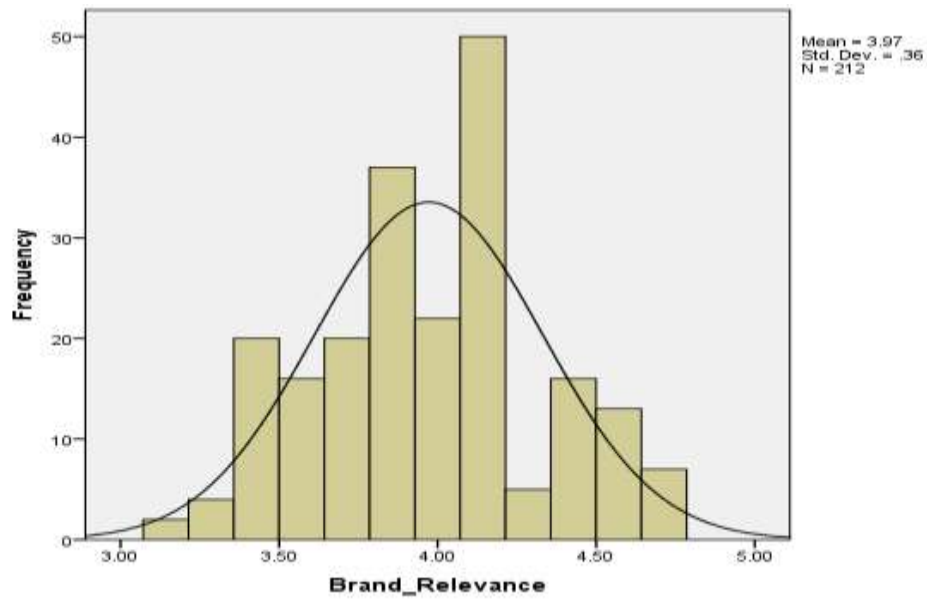
Descriptive Statistics				
	N	Mean	Std. Deviation	Variance
The product quality of Zenebe ferew real estate is good	212	4.20	.673	.453
The Zenebe ferew real estate image is outstanding and gives me a good impression	212	3.94	.736	.541
The values of Zenebe ferew real estate give me confidence to its products	212	3.89	.710	.505
It makes sense to buy from Zenebe ferew real estate instead of any other real estate companies	212	3.85	.706	.498
I am willing to purchase house which is developed by well-known developers like Zenebe ferew real estate	212	4.13	.755	.570
Zenebe ferew real estate is a company i trust it most and I associate myself with so that I recommend it to others home buyers	212	3.89	.717	.514
While buying a house, Zenebe ferew real estate popularity is important to me	212	4.13	.753	.567
Valid N (listwise)	212			

## BRAND KNOWLEDGE DESCRIPTIVE STATISTICS

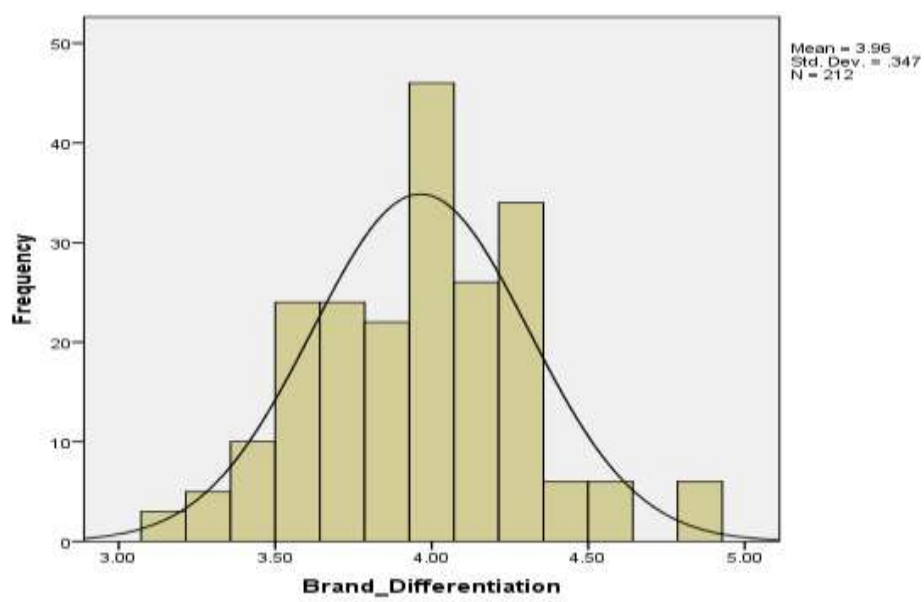
Descriptive Statistics				
	N	Mean	Std. Deviation	Variance
I can quickly recall the symbol or logo of the Zenebe ferew real estate	212	4.20	.766	.586
I have no difficulty in remembering the Zenebe ferew real estate tagline in my mind	212	3.99	.748	.559
I am aware of the Zenebe ferew as a real estate company and its project sites	212	3.99	.660	.436
I can recognize the Zenebe ferew real estate brand among other competing brands	212	4.09	.764	.584
The brand name Zenebe ferew real estate come to on top your mind when you think of best real estate developer	212	3.85	.706	.498
Zenebe ferew real estate come to your mind when you think of best value for your money	212	4.01	.791	.626
I visually identify the brand advertisement of Zenebe ferew real estate	212	4.46	.603	.363
Valid N (listwise)	212			

# NORMALITY TEST FOR INDEPENDENT VARIABLES

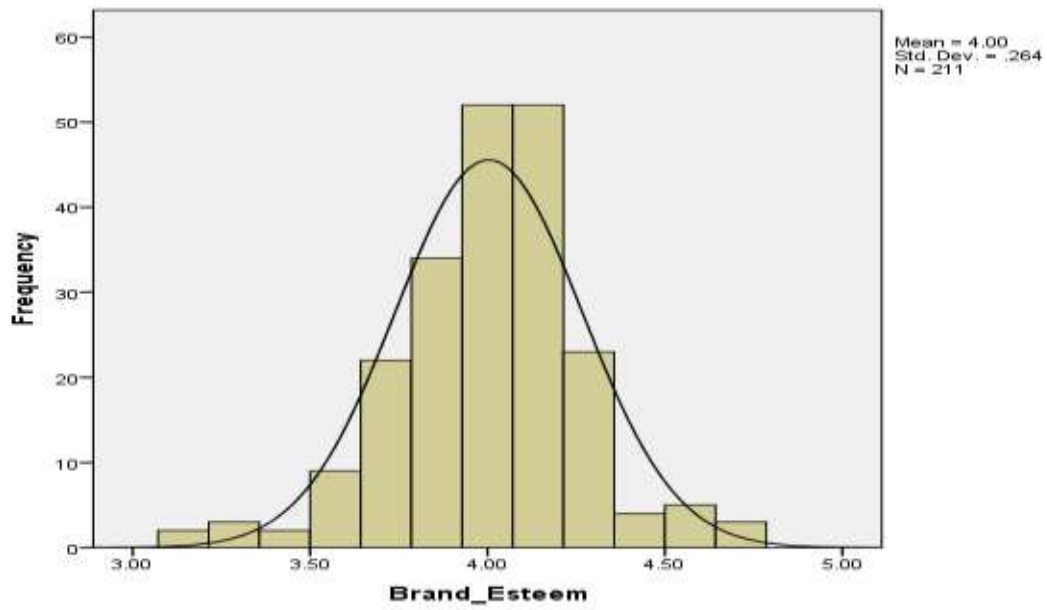
## Brand Relevance



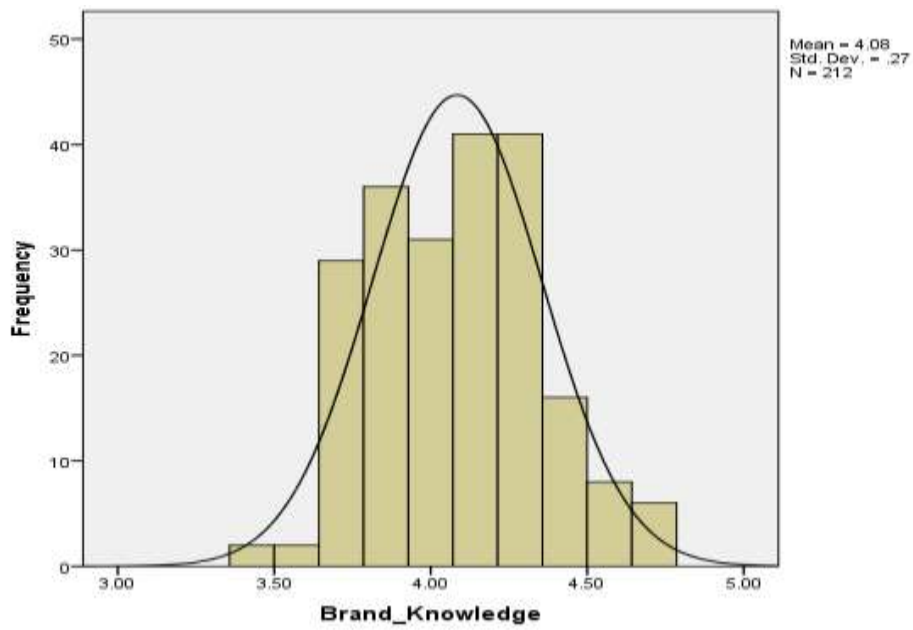
## Brand Differentiation



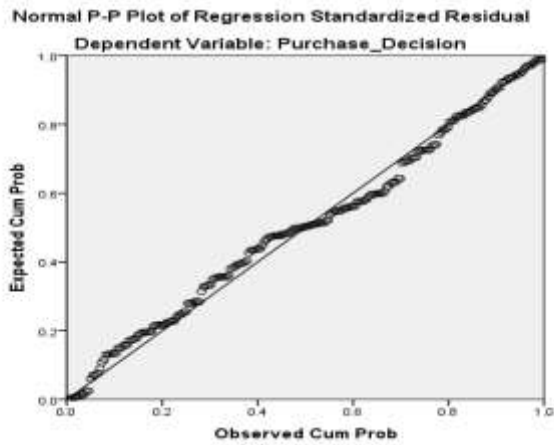
## Brand Esteem



## Brand Knowledge



## Normal p-p plot



## Correlations

		Brand_Relevance	Brand_Differentiation	Brand_Esteem	Brand_Knowledge	Purchase_Decision
Brand_Relevance	Pearson Correlation	1	.463**	.329**	.333**	.610**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	212	212	211	212	212
Brand_Differentiation	Pearson Correlation	.463**	1	.355**	.324**	.678**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	212	212	211	212	212
Brand_Esteem	Pearson Correlation	.329**	.355**	1	.277**	.416**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	211	211	211	211	211
Brand_Knowledge	Pearson Correlation	.333**	.324**	.277**	1	.384**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	212	212	211	212	212
Purchase_Decision	Pearson Correlation	.610**	.678**	.416**	.384**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	212	212	211	212	212

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

## No Multi-collinearity

Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	Brand_Relevance	.726	1.378
	Brand_Differentiation	.719	1.391
	Brand_Esteem	.822	1.217
	Brand_Knowledge	.832	1.201

a. Dependent Variable: Purchase\_Decision

## 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	.773 <sup>a</sup>	.598	.590	.19613	.598	76.453	4	206	.000	1.869

a. Predictors: (Constant), Brand\_Knowledge, Brand\_Esteem, Brand\_Relevance, Brand\_Differentiation

b. Dependent Variable: Purchase\_Decision

## ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.764	4	2.941	76.453	.000 <sup>b</sup>
	Residual	7.924	206	.038		
	Total	19.688	210			

a. Dependent Variable: Purchase\_Decision

b. Predictors: (Constant), Brand\_Knowledge, Brand\_Esteem, Brand\_Relevance, Brand\_Differentiation

### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics		
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF	
	1	(Constant)	.503			.264		1.908	.058	-.017
	Brand_Relevance	.276	.044	.325	6.262	.000	.189	.362	.726	1.378
	Brand_Differentiation	.401	.046	.455	8.724	.000	.310	.492	.719	1.391
	Brand_Esteem	.138	.057	.119	2.447	.015	.027	.250	.822	1.217
	Brand_Knowledge	.116	.055	.102	2.109	.036	.008	.224	.832	1.201

a. Dependent Variable: Purchase\_Decision