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**ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE DEPARTMENT OF MARKETING
MANAGEMENT POST GRADUATE PROGRAM**

**The Impact of Branding on Consumer Buying Decision Behavior of Local
Leather Footwear Products: The Case of Selected Branches under
Commercial Bank of Ethiopia**

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**ADDIS ABABA UNIVERSITY
COLLEGE OF COMMERCE IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS IN
MARKETING MANAGEMENT**

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DECLARATION

I, Henok Mulugeta Demme, declare that the thesis entitled “the Impact of Branding on Consumer Buying Decision Behavior of Local Leather Footwear Products: the case of Selected Branches under Commercial Bank of Ethiopia” is my original work. Moreover, this study has not been presented for any other program or university and that all sources of material used have been acknowledged accordingly.

Henok Mulugeta

CERTIFICATION

This is to certify that Henok Mulugeta has carried out his research work on entitled “the Impact of Branding on Consumer Buying Decision Behavior of Local Leather Footwear Products: the case of Selected Branches under Commercial Bank of Ethiopia” for Partial Fulfillment of the Requirements for the Degree of masters of arts in marketing management at Addis Ababa University School of Commerce. This work is original and it is suitable for submission of Masters of Arts in Marketing Management.

Advisor: Dr. Getie Andualem (PHD)

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List of Abbreviations and Acronyms

CBBE –	Customer Based Brand Equity
CBE–	Commercial Bank of Ethiopia
SPSS-	Statistical Package for Social Science

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ABSTRACT

Brands are considered to create trust and develop ties with customers. It provide a number of valuable functions to firms, the most important and valuable benefit firms can obtain from branding is, its ability to influence consumer buying decision behavior. The aim of this study is to analyze the impact of branding on consumer buying decision behavior of local leather foot wear products in the case of selected branches under Commercial Bank of Ethiopia. A research model was used to explain the impact of branding. Based on the frame work adopted from Keller (1998), brand elements such as brand name, logo, Character, slogan and packaging were identified in order to measure their relative impact on consumers buying decision behavior. The population of the study was all clerical employees who are working in Commercial bank of Ethiopia South Addis Ababa district, and bought a leather foot wear product within the last one year period. The sample respondents were 255 and taken from Selected Branches under Commercial Bank of Ethiopia and include both men and women customers who bought local leather foot wear during the past one year period. Data was collected through a self-administered questionnaire and analyzed using descriptive and inferential statistics with the help of SPSS (Statistical Package for the Social Sciences) Version 20. Based on the analysis the result shows that, brand name and logo have no significant impact on consumer buying decision behavior of local made leather footwear products similarly the other variables such as brand character; slogan and packaging have insignificant impact on consumer buying decision behavior too.

Key Words: Brand Name, Logo, Slogan, Character, Packaging

CHAPTER ONE

Introduction

1.1 Background of Study

Branding has been around for centuries as a means to distinguish the goods of one producer from those of another (Kevin Lane Keller, 1998). It has been regarded as a source of competitive advantage in purchasing decision, since customers in order to minimize risks, are expected to prefer the stronger brands (Webster Jr., 2004). Brands also create meaningful associations in the minds of customers that can increase feelings of confidence and loyalty (Doyle, 2006).

To customers, brands identify the source or maker of a product and allow customers to assign responsibility as to which particular manufacturers or distributor should be held accountable. Most importantly, brands take on special meaning to consumers. Because of past experience with the product and its marketing program over the years, consumers learn more about brands. They found out which brands satisfy their needs and which do not. As a result, brands provide a short hand device or means of simplification for their product decisions (Keller, 1998). If consumers recognized a brand and have some knowledge about it, then they do not engage in a lot of additional thought or processing of information to make a product decision. Thus from an economic perspective, brands allow consumers to lower search costs for products both internally (in terms of how much they have to think) and externally (in terms of how much they have to look around). Based on what they already know about the brand, its quality, product characteristics, and so on consumers can make assumptions and form reasonable expectations about what they may not know about the brand.

In the modern age, Brand plays an important role to boost up the economy of any country. Brand is the only tool that can change the buyer's behavior. Today people are more conscious about the brand than the past. The concept of branding is important in the marketing of Ethiopian footwear products. Ethiopia is a country of abundant resources in livestock for leather and leather products manufacturing. Currently there are about 15 medium and large formal shoe manufacturing factories and many small scale producers in Ethiopia (Umer, 2012).

The factories are also reaching the leather foot wear market abroad such as Germany, Italy and African countries. However the local market is the main target for most of these manufacturers.

Since the foot wear manufacturing sector is becoming a growing business since the last five years, the government has considered as a first priority of the economic corridor. Although lower attention is given for branding, some of the footwear manufacturers give a brand name for their products. However some others are still selling without a brand name. This indicates the lower understanding of the organizations about the importance of branding in the overall effectiveness of their marketing activities.

Therefore, the aim of this study is to analyze the relative influence of branding on the consumers buying decision behavior of local footwear products. Conducting this study is vital because manufacturers could understand the importance of creating perceived difference through branding and developing loyal customers which can translate to financial profit of their firms through branding and developing loyal customers which can translate to financial profit of their firms.

1.2 Statement of the Problem

Brands have commonly defined as a name, term, symbol, sign, design or a combination of all, which is supposed to identify the goods or services of one or more sellers and to differentiate them from the competition (Blomback, 2007). Understanding the needs and wants of consumers and devising products and programs to satisfy them is at the heart of successful marketing. In particular, two fundamentally important questions faced by marketers are: What do different brands mean to consumers? And how does consumers brand knowledge affect their response to marketing activity? The relationship between a brand and consumer can be seen as a type of bond or pact. Consumers offer their trust and loyalty with the implicit understanding that the brand will behave in certain ways and provide them with utility through consistence product performance and appropriate pricing, promotion, and distribution programs and action (Keller, 1998).

In order to make fast decisions, consumers need to use mental shortcuts, or heuristics, to guide their choices. Certain cues present in the environment guide shoppers' attention and aid their decision making in store. Often consumers are not conscious of the cues or the mental shortcuts they have used to arrive at a decision. Perhaps the most powerful mental shortcut available to the consumer is branding (Dr Jane Leighfon, 2012). Branding allows us to quickly and efficiently

select from a huge array of products. Specifically, branding draws consumers' attention to certain products; it allows them to recognize familiar products and serves as a cue for retrieving stored information from memory about those products. Understanding this important role of branding in decision making is the broad aim of the current research. Despite the fact in Ethiopia footwear manufacturers did not give much attention to invest on and promote their brand name and develop customer based brand equity.

The lower attention by manufacturers and distributors of foot wear products can be enlightened by the recent challenge from chain's foot wear products flooded the local market. Sometime around the year 2000, the Ethiopian shoe industry faced an unprecedented period. The market began opening its doors to cheaper, shiny and attractive plastic shoes from China that left local dealers anxious about the possibility of being pushed out of business. Many factory owners were torn between trying to beat the Chinese at their game and shifting to other businesses. The majority of local customers fell in love with Chinese shoes largely because of their superior finishing and unique designs. Considering the inability of local foot wear products to compete with even lower quality imported foot wear products, the government forced to revise its leather policy, labor was cheap and readily available and the demand for local shoes had started to grow.

Although researches has not yet been made in depth to determine the importance and impact of branding on consumers of local made footwear products, most leather footwear manufacturing companies in Ethiopia try to assign a brand name for their products. In fact most of these organizations understand the importance from the perspective of gaining legal protection and some for the sake of intellectual property right. However in the current growing and competitive footwear market, assigning a brand name to a product in the Ethiopian leather footwear industry represents enormously valuable pieces of legal property, capable of influencing consumer behavior, being bought and sold, and providing security of sustained future revenues to their owners.

Therefore, this study is aimed at investigating what impact branding will have on consumers buying decision behavior of local footwear products, taking employees of Commercial Bank of Ethiopia in general, and selected South Addis Ababa branches in particular as a case study

1.3 Research Questions

This particular study raises the following important questions:

- RQ.1.** Does a brand name of local leather a foot wear product have an impact on consumers buying decision behavior?
- RQ.2.** Does brand logo has an impact on consumers buying decision behavior of local leather foot wear product?
- RQ.3.** Does brand character used in the marketing of local leather foot wear product has an impact on consumers buying decision behavior?
- RQ.4.** Does slogans used in the marketing of local leather foot wear product has an impact on consumers buying decision behavior?
- RQ.5.** Does packaging has an impact on consumers buying decision behavior of a local leather foot wear product?

1.4 Research Objectives

1.4.1 General Objective of the study was to determine the impact of branding on consumer buying decision behavior of local leather footwear products.

1.4.2 The Specific Objectives: of the study were the following:

- To assess if brand name of leather foot wear product has an impact on consumer buying decision behavior.
- To assess if brand logo has an impact on consumers buying decision behavior of a local leather foot wear product.
- To assess if a brand character used in the marketing of leather foot wear product has an impact on consumers buying decision behavior.
- To assess if slogans used in the marketing of local leather foot wear products has an impact on consumers buying decision behavior.
- To assess if packaging has an impact on the consumers buying decision behavior of a local leather foot wear products.

1.5 Significance of the Study

Wearing footwear is part and partial of everyone's life. The footwear manufacturers are always looking for market their products at a maximum level. Nowadays plenty of local and multinational brands are available to meet the expectation of customers of footwear. The customers are always looking for most desirable and comfortable footwear for them. They are always seeking for the brand which is most suitable for them in all aspects including economical. Due to hectic competition in the footwear market, there are varieties of brands and Products available in various ranges (Kavitha, 2014).

More and more of business organizations today have come to realize that one of their most valuable assets is the name associated with their products or services. The brand name of a foot wear product is a fundamentally important element to capture the key association of a product in a very economical fashion. Despite the fact little attention has been given to the branding of a local foot wear product by manufacturers and distributors of the products. Manufacturers and distributors should understand the various valuable functions brands provide to their firms. Brands serve as an identification purpose to simplify product handling or tracing for the firm. Operationally brands help to organize inventory, accounting and other records (Keller, 1998). This research is particularly timely for two reasons. First the footwear industry is growing at faster rate in Ethiopia and the competition is becoming stiffer than ever before. Second the footwear industry is one of the few sectors that are supported by the government.

Therefore, conducting this study helps local foot wear manufacturers to realize the importance of branding in their overall marketing efforts. It will also help producers to create a bond between their product and consumers. Besides producers will be able to gain their consumers trust and loyalty with implicit understanding that branding will behave in a certain way and provide consumers utility through consistent product performance. This will help local foot wear producers to be competent and profitable. The suggestion and recommendations forwarded by the researcher will also help local foot wear manufacturers and distributors to invest on their brand and develop and build their brand equity that will help them in production and marketing of their products. Moreover, the research can help future researchers as an input in their further study.

1.6 Scope of the Study

The study focuses on consumers who works in Commercial Bank of Ethiopia – selected branches under South Addis Ababa District and bought locally produced leather foot wear for their personal consumption within the last one year period. The sample did not distinguish consumers based on variables like gender, income, marital status, religion, educational level or any other variable. Therefore both men and women consumers who works in Commercial Bank of Ethiopia – selected branches under South Addis Ababa District that are at any level of income and education responded to the questionnaire so long as they had bought a locally made foot wear product made of leather within the stated year.

Conceptually the study focused on the impact of branding on consumers of local foot wear product who bought a leather foot wear for their personal consumption. It does not include whole sellers, retailers, agent's middle men or any other distributor who buy products for resale purposes. Therefore the impact of branding of local leather foot wear manufacturers i.e. the brand name, logo, character, slogan and packaging on consumer buying decision behavior is the focus of the study.

1.7 Limitation of the Study

One of the main limitations of the study is using sampling mechanism. The sample size will be limited, and, thereby, could not take into account all the employees in the organization into the study. The study uses simple random sampling for selecting the respondents among the branch employees who work in Commercial Bank of Ethiopia – selected branches under South Addis Ababa District. It omits the attitudes and perceptions getting from the remaining employees who don't select as a sample work in head office and other districts about the impact of branding on consumers of local foot wear product who bought a leather foot wear for their personal consumption. This leads generalize the findings based on the response of selected respondents answer but it may vary the findings if the research uses all population.

The study was limited only assess the impact of branding on consumers of local foot wear product who bought a leather foot wear for their personal consumption who work in Commercial Bank of Ethiopia – selected branches under South Addis Ababa District with the major variables/factors which are brand name, logo, character, slogan and packaging of the local foot

wear products. The other related factors/variables of customer- based brand equity elements are not included on this particular study.

1.8 Operational Definition of Terms

Brand: A brand is a name, term, sign, symbol, design or a combination of these, which is used to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Consumers view a brand as an important part of a product, and branding can add value to a product.

Branding: a process involved in creating a unique name and image of product in the consumer mind through advertising campaigns with a consistent theme.

Leather Footwear: casual and dress shoe made of leather that has upper, insole, midsole and an out sole intended to protect and comfort the human foot.

Manufacturers: Organizations which engaged in the production of local leather footwear products.

Distributors: Individuals and organizations that are engaged in selling local made leather footwear products.

1.9 Organization of the Study

The study consists of five chapters. The first chapter deals with introduction which encompasses background of the study, statement of the problem, research questions, purpose of the study, significance of the study, scope of the study, limitation of the study, as well as organization of study. The second chapter deals with the review of related literatures. This part would give a highlight on the theoretical, empirical and conceptual framework of the topic under study. The third chapter was research methodology which includes population and sampling size, data type and source, data collection, data analysis technique & method and ethical consideration. The fourth chapter was deals presentation and analysis, interpretation of data diagnosed carefully. The fifth chapter were dedicates the summary of findings, conclusions and recommendations.

CHAPTER TWO

Review of Related Literature

2.1 Theoretical Review

2.1.1 Foot Wear Industry in Ethiopia

The leather industry is one of the oldest and largest industries that occupy a place of prominence in the global economy in view of its massive potential for employment, growth and exports. The world demand for the leather and leather products was USD 24.3 billion in the 2001 and it stood at USD 68.57 billion in 2003 which then has skyrocketed to USD 347.50 billion in 2010 due to the consumption in large volumes by the developed countries like the USA, Europe, Australia and Japan. Footwear market is the biggest market amongst all the leather sub-sectors, accounting for more than 70 percent of the global leather consumption and 58.5 percent of the global footwear types. Worldwide footwear consumption has rapidly increasing from year to year: 11 billion pairs in 1999 to more than 20 billion pairs of shoes in 2005. The world-wide per capita consumption of footwear has considerably increased from year to year: for instance, from 1 pair of shoes per year for every person in the world in 1950 to almost 2.6 pairs of shoes in 2005. But this varies from one country to other based on the capital income of the individuals. The exports of footwear products also vary from one to another country not based on the supply of the pelts and other resource but based on the advancement in leather technology. 83 percent of the global footwear products are manufactured in Asian countries, where china shares 70 percent (Ashebre, 2014).

The production of leather shoes in Ethiopia dates from the late 1930s when Armenian merchants founded two shoe factories in Addis Ababa. These factories nurtured a number of shoemakers, who opened their own factories in Addis Ababa and trained their workers. Today, the neighborhood of Mercato, a huge marketplace in the city, swarms with shoemakers, wholesale shops dealing in leather, soles, and shoe accessories, and shoe retail stores. It is believed that more than 1000 enterprises are producing leather shoes in Addis Ababa. This cluster is as large as successful footwear clusters in other countries. According to case studies, Agra, India, had around 5000 footwear enterprises in 1990-1991, even though the number decreased to around 2375 in 1996 (Knorriga, 1999). In Brazil, the Sino's Valley footwear cluster consisted of about

500 shoe manufacturers and about 700 subcontractors (Schmitz, 1995). In Mexico, there were about 1700 shoe enterprises in the Leon cluster and 1200 in the Guadalajara cluster (Tetushi: Sonobe, 2007). Thus, the Addis Ababa cluster is comparable to these well-known footwear clusters at least in terms of the number of enterprises (Tetushi: Sonobe, 2007). The footwear (shoe) industry is composed of two sub-sectors: the larger mechanized shoe industries subsector and the smaller production units – micro, small and medium enterprises including the informal ones, with fluctuating employment levels, unhealthy work infrastructures and seasonal production schemes (Umer, 2012).

Currently, there are 15 medium and large mechanized footwear factories in Ethiopia in the formal sector, of which 2 are foreign. They have primarily exported men's and children's shoes. The actual current capacity utilization of these firms is close to 55%. Though footwear capacity and production is much larger when the domestic market is considered, exports have been less than 1 million pairs of shoe per year. This, however, is changing with the recent entry and increasing export capacity of large foreign producers (Agency, 2013).

2.1.2 Brand Meaning and Definition

Branding has been around for centuries as a means to distinguish the goods of one producer from those of other. In fact the word brand is derived from “brander,” which means “to burn,” as brands were and still are the means by which owners of live stock mark their animals to identify them (Kevin Lane Keller, 1998). Branding has been common practice since medieval times – when craftsmen marked their goods and artists signed their work in order to distinguish their products from those of other providers. This trade marking has also protected producers and buyers against inferior-quality imitations (Ulla Hakala, 2012).

Brand is nothing but an assortment of memories in customers mind. Brand represents values, ideas and even personality. It is a set of functional, emotional and rational associations and benefits which have occupied target market's mind. Associations are nothing but the images and symbols associated with the brand or brand benefits. And these benefits are the basis for purchase decision (Joshi, 2013). According to the American Marketing Association, a brand is a “name, term, sign, or symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of

competition.” Brands provide the basis upon which consumers can identify and bond with a product or service or a group of products or services. From the customer’s point of view, a brand can be defined as the total accumulation of all his/her experiences, and is built at all points of contact with the customer. A successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely (M.Ghodeswar, 2008).

(Styles, 1997), Identified two approaches to defining a brand. The first is the traditional product plus definition which views branding as an additional to the product. The brand is seen primarily as an identifier. The second approach is the holistic view. Under this approach the focus is on the brand itself, which encompasses much more than just the product. The brand is considered to be the sum of all elements of the marketing mix: the product is just one element, alongside price, promotion, and distribution. The holistic approach defines a brand as “the promise of the bundle of attributes that someone buys and that provides satisfaction. The attribute that make up a brand may be real or illusory, rational or emotional, tangible or invisible”. These attributes emanate from all elements of the marketing mix and all the brands product lines (Styles, 1997). However the traditional view seems more relevant to this particular research as the researcher wants to focus merely on the impact of branding i.e. the name, term, sign, symbol, design or a combination of these on consumers buying decision behavior of local leather foot wear products.

2.1.3 Importance of Branding

Perhaps the most distinctive skill of marketers is their ability to create, maintain, protect and enhance brands of their products or services. Consumers view a brand as an important part of a product. For example most consumers would perceive a bottle of white Linen perfume as high quality, expensive product. But the same perfume in unmarked bottle would likely be viewed as lower quality, even if fragrance were identical (Armstrong, 2004). Brand is considered as implied device through which any business can attain the business attraction of people and can enjoy the competitive edge. In our local scenario it also considered as a valuable asset for any business as it can change peoples’ buying behavior. It can play a vital role to expand any business (Muhammad Ehsan Malik, 2013).

According to a Time magazine article on product sameness, "you'd have to be a true expert to tease out any meaningful difference among dozens of detergents, cars, cereals, enhanced waters, or running shoes." This perception of sameness points to why many marketers place more emphasis on consumer experiences than brand functionality when building a brand in the minds of consumers. Favorable experiences form strong emotional bonds that convert into brand preference. Millward Brown, a global research agency, says that strong brands are "trust marks." They truncate the decision-making buying process. Consumers can shop without scrutinizing product features and benefits. Moreover, brands routinely command premium prices, because they are trust marks (Joshi, 2013). Brands allow consumers to quickly recognize a product as one they are familiar with or one they like (Dr Jane Leighon, 2012). Branding helps consumers in many ways. Brand name helps consumers to identify products that might benefit them. Brands also tell the buyer something about product quality (Armstrong, 2004). Buyers who always buy the same brand can know that they will get the same feature, benefit and quality each time they buy.

Several perspectives uncover the value of brands to consumers. To consumers, brands identify the source or maker of a product and allow consumers to assign responsibility as to which particular manufacturer or distributor should be held accountable. Most importantly, brands take on special meaning to consumers. Because of past experience with the product and its marketing program over the years, consumers learn about the brand. They found out which brand satisfies their needs and which do not. As a result, brands provide a short hand device or means of simplification for their product decisions. If consumers recognize a brand and have some knowledge about it, then they do not have to engage in a lot of additional thought or processing of information to make a product decision. Thus, from the economic perspective, brands allow consumers to lower search costs for products both internally (in terms of how much they have to think) and externally (in terms of how much they have to look around). Based on what they already know about the brand – its quality, product characteristics and so on – consumers can make assumptions and form reasonable expectations about what they may not know about the brand (Armstrong, 2004).

Customers recognize the reputation of brand while in their buying decisions and customer's demographic features have no significant relation and influence on brand awareness. People

favor the branded goods with upper prices because they study that branded goods have more value than local goods. People prefer the branded products with higher prices because branded items have more quality than non branded products. Brand preference is also a symbol of status (Muhammad Ehsan Malik, 2013).

Brands can reduce the risks in product decisions. There are many different types of risks that consumers may perceive in buying and consuming a product:

1. Functional risk: The product does not perform up to expectation.
2. Physical risk: The product poses a threat to the physical well-being or health of the user or others.
3. Financial risk: The product is not worth the price paid.
4. Social risk: The product results in embarrassment from others.
5. Psychological risk: The product affects the mental well-being of user.
6. Time risk: The failure of the product results in an opportunity cost of finding another satisfactory product.

Although there are a number of different means by which consumers handle these risks, certainly one way by which consumers cope is to only buy well-known brands, especially those brands with which consumers have had favorable past experiences. Thus, brands can be very important risk handling device (Keller, 1998)

Brands also provide a number of benefits to a firm. Brands are important intangible assets that significantly impact firm performance (C.Whan Park, 2012).If brand is managed in effective ways, a business can enjoy maximum number of customers and can build long term profitable relations with customers. Refine quality of products and social responsibilities of any business can positively affect the behaviors of people regarding brand image, satisfaction and loyalty. In their research entitled “Impact of Brand Image and Advertisement on Consumer Buying Behavior”,(Muhammad Ehsan Malik, 2013) conclude that brand image and advertisement has strong positive impact on Consumer buying behavior. Their results showed that people are conscious about the purchase decisions regarding branded products. Brand image has significant positive influence and relationship with Consumer buying behavior.

Brands provide a number of valuable functions to firms. Fundamentally, they serve an identification purpose to simplify product handling or tracing for the firm. Operationally, brands help to organize inventory, accounting, and other records. A brand also offers the firm legal protection for unique features or aspects of the product. A brand can retain intellectual property rights, giving legal title to the brand owner. The brand name can be protected through registered trademarks, manufacturing processes can be protected through patents, and packaging can be protected through copy rights and designs. This intellectual property rights insure that the firm can safely invest in the brand and reap the benefits of valuable asset (Keller, 1998).

As noted above, these investments in the brand can endow a product with unique association and meanings that differentiate it from other products. Brands can signal a certain level of quality so that satisfied buyers can easily choose the product again. This brand loyalty provides predictability and security of demand for the firm and creates barriers of entry that make it difficult for other firms to enter the market. Although manufacturing processes and product designs may be easily duplicated, lasting impression in the minds of consumers from years of marketing activity and product experience may not be so easily reproduced. In these sense, branding can be seen as powerful means to secure a competitive advantage.

2.1.4 Elements of a Brand

Brand elements, sometimes called brand identities, are those trademark able devices that serve to identify and differentiate the brand. The main brand elements are brand names, logos, characters, slogans, and packages (Keller, 1998).

2.1.4.1 Brand Name

The brand name is a fundamentally important choice as it often captures the central them or key associations of a product in a very compact and economic fashion. Brand name can be extremely effective “shorthand” means `of communication. Whereas the time it takes consumers to comprehend marketing communications can range from half a minute (for an advertisement) to potentially hours (for sales call), the brand name can be noticed and its meaning registered or activated in memory within just a few seconds. The brand name becomes so closely tied to the product in the minds of consumers, however, it is also the most difficult brand element for marketers to subsequently change.

Brand Awareness

In general it is believed that brand awareness improved the extent to which brand names are chosen that are simple easy to pronounce or spell; familiar and meaningful; and different, distinctive, and unusual.

- **Simple and easy to pronounce or spell:** First to enhance brand recall, it is desirable that the brand name is simple and easy to pronounce or spell. Simplicity reduces the cognitive effort by consumers to comprehend and process the brand name. Short names often facilitate recall because they are easy to encode and store memory. Pronounce ability is critical to obtain valuable repeated word- of- mouth exposure that helps to build strong memory links. Pronounce ability also affects entry into consideration sets and the willingness of consumers to order or request the brand orally. Ideally, the brand name would have a clear, understandable, and unambiguous pronunciation and meaning.
- **Familiar and meaningful:** A second consideration to enhance brand recall is that the brand name is familiar and meaningful so that it is able to tap into existing knowledge structures. Brand names may be more concrete or abstract in their meaning. All types of categories such as people, places, animals, birds, or different kinds of inanimate objects can be used to form a name. Because the objects already exist in memory in verbal and visual form, less learning has to occur.
- **Different, distinctive, and unusual:** Although choosing a simple, easy-to-pronounce, familiar, and/or meaningful brand name can improve its recall ability, to improve brand recognition, it is important that brand names be different, distinctive, and unusual. Recognition depends more on differentiation, and more complex brand names are more easily distinguished. The distinctiveness of a brand name is a function of its inherent uniqueness as well as its uniqueness in the context of other competing brands in the product category.

Brand Associations

Although choosing a memorable name is valuable, it is often necessary for the brand to have broader meaning to consumers than just its product category. Because the brand name is a compact form of communication, the explicit and implicit meanings that consumers extract from

the name can be critical. In particular, the brand name may be chosen to reinforce an important attribute or benefit association that makes up its product positioning. Besides performance related considerations, brand names also can be chosen to communicate more abstract considerations (Keller, 1998).

Fact is, a brand name is the most powerful piece of messaging. It's also one of the most ubiquitous components of any branding program. No matter what, the name is always there whether you see it in the small black and white print of a newspaper article, hear it on the radio or watch it brought to life on a television screen (Bertelsen, 2004).

2.1.4.2 Logos

Although the brand name typically is the central element of the brand, visual brand elements often play a critical role in building brand equity, especially in terms of brand awareness. Logo has a long history as a means to indicate origin, ownership, or association. Because of their visual nature, logo and symbols are often easily recognized and a valuable way to identify products, although the key concern is how well they become linked in memory to the responding brand name and product to boost brand recall. That is, consumers may recognize certain symbols but be unable to link them to any specific product or brand. Another branding advantage of logo is their versatility: Because logos are often non verbal, they can be updated as needed over time and generally transfer well across cultures. Because logos are often abstract without much product meaning, they also can be relevant and appropriate in a range of product categories (Keller, 1998).

In their research entitled "The role of brand logos in firm performance" indicate that managers need to consider brand logos as more effective and power full tools in the management of customer- brand relationships than previously thought. More specifically, just because consumers can quickly identify a brand based on its logo does not mean that they will invest resources towards sustaining their relationship with the brand. That is brand logos that are easily recognizable. Yet which do not convey the brand's symbolic and functional benefits or do not provide aesthetic gratification. In their findings the researchers identified that brand with symbols as logos are more effective at providing self identity expressiveness benefits than logos that consist purely of brand names. They are also more successful at communicating the

functional benefits of a brand than brand name – based logos are. Finally, the findings that the aesthetic appeal of brand logos significantly strengthen customers commitment to a brand answers the need for business academics to examine the positive effect of visual attractiveness on consumers. Unlike brand names, logos can be easily changed over time to chive a more contemporary look. A brand's logo has typically served as a means for solving the problem of in distinguish ability (Keller, 1998).

As one of the most salient visual elements of brand logos facilitate the identification of the brand and its identification from competing alternatives (C.Whan Park, 2012). A brand logo has typically served as a means for solving the problem of identification. As one of the most salient element of a brand (Wallece.R, 2001) logos facilitate the identification of the brand and its differentiation from competing alternatives.

2.1.4.3 Characters

Characters represent a special type of brand symbol- one that takes on human or real-life characteristics. Brand characters typically are introduced through advertizing and can play a central role in these and subsequent ad campaigns and package designs. Like other brand elements, brand characters come in many different forms. Some brand characters are animated where as others are live action figures (e.g., Marlboro cowboy, Mr. Whipple, or Ronald Mc Donald). In general, animated characters are more likely than live action characters to actually have a visible presence on packages.

Brand characters can provide a number of brand equity benefits. Because they are often colorful and rich in imagery, they tend to be attention getting. Consequently, brand characters can be quite useful for creating brand awareness. Brand characters can also help to communicate a key product benefit. There are some cautions and drawbacks to using brand characters. Brand characters can be so attention –getting and well-kind that they dominate other brand elements and actually dampen brand awareness. Characters often must be updated over time so that their images and personalities are still relevant to the target market (Keller, 1998).

2.1.4.4 Slogans

There are several definitions for slogans. For (al, 2011), a slogan is a short phrase used to help establish an image, identity, or position for an organization to increase memorability.

(Supphellen, 2002) Define brand slogans as “short phrases that communicate descriptive or persuasive information about a brand”. So, a slogan is a motto, the verbal signature of a company, brand or product. Slogans are intended to help establishing an image, identity or position for a brand, and to increase its memorability. Besides that role in branding, (W., 2010) states that a slogan is an expression that is written for its memory and recall potential, is often repeated (to increase its recall) and supports the consumers in remembering the brand when they meet with a set of alternatives. So, brand slogans assist the brands’ selling proposition. Considering (D.Aaker, 1991) model of brand equity, the slogan is an element of the brand identity construct, besides name and logo. Slogans can communicate what the brand is about, possibly increasing brand awareness and image through recognition, recall and positive associations (Dahlen, 2005). So, a slogan might capture the meaning of a brand and of what makes it so special.

Slogans are short perhaps that communicate descriptive or persuasive information about the brand. Slogans typically appear in advertising but can play an important role on packaging and in other aspects of the marketing program. Slogans are powerful branding devices because, like brand names, they are extremely efficient, short hand means to build brand equity. Slogans can function as a useful “hooks” or “handles” to help consumers grasp the meaning of a brand in terms of what the brand is and what makes it special (Keller, 1998).

Slogans can be devised in a number of different ways to help build brand equity. Some slogans help to build brand awareness by playing off the brand name in some way. Some slogans build brand awareness even more explicitly by making strong links between the brands and corresponding product category by combining both entities in the slogan. Most importantly, slogans can help to reinforce the brand positioning and desired point of difference. For market leaders, slogans often employ “puffery” where the brand is praised with subjective opinions, superlatives, and exaggerations. Slogans often become closely tied to advertising campaigns and are used as taglines to summarize the descriptive or persuasive information conveyed in the ads. In categories where advertising plays a key role in building brand equity, slogans may be an important means of differentiation. Slogans are frequently present in advertising, since ads are hybrid text types, being its verbal elements found in headlines, subheads, slogans and body text (Fuertes- Olivera, 2001).

2.1.4.5 Packaging

Packaging involves the activities of designing and producing containers or wrappers for a product. From the perspective of both the firm and consumers, packaging must achieve a number of objectives:

- Identify the brand
- Convey descriptive and persuasive information
- Facilitate product transportation and protection
- Assist at-home storage
- Aid product consumption

To achieve the marketing objectives for the brand and satisfy the desires of consumers, the esthetic and functional components of packaging must be chosen correctly. Aesthetic considerations relate to package's size and shape, material, color, text, and graphics (Keller, 1998).

Packaging can have important brand equity benefits for a company. Often, one of the strongest associations that consumers have with a brand relates to the look of its package. The package appearance can become an important means of brand recognition. Moreover, the information conveyed or inferred from the package can build or reinforce valuable brand association. Structural packaging innovations can create a point of difference that permits a higher margin. New packages can also expand a market and capture new market segments. There is a significant positive and predictive relationship between packaging and brand loyalty. With reference to packaging, it is important for marketers develop innovative packaging strategies that will appeal to the customer in an exceptional way (Manilall Dhurup, 2014).

2.1.5 Consumer Behavior

Consumer behavior covers a lot of ground: It is the study of the process involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires. Consumers take many forms, ranging from 8-years old child begging her mother for a Webkinz stuffed animal to an executive in a large corporation deciding on a million of dollar computer system (R.Solomon, 2011). We define consumer behavior as

individuals or groups acquiring, using, and disposing of products, services, ideas, or experiences (Eric Arnould, 2003).

The consumer is a complex individual. His purchase behavior varies greatly depending on stimuli, personal, social or psychological factors as well as the situation. The purchase is only the visible part of a more complex decision process created by the consumer for each buying decision he makes. For brands, understand this behavior is a major challenge. Understanding a consumer behavior is important In order to meet the expectations and needs of consumers, improve the shopping experience; build a more effective and targeted marketing strategy and increase sales and revenues (Perreau, 2013).

The subject of consumer behavior has dominated most part of contemporary Marketing literature. Colossal investments made in product design, packaging, quality distinction, advertising, sales promotion, among others are all aimed at wooing the customer to make favorable decisions towards a firm's product offering. The firm's task is made even more complex because the complexity of the consumer makes it apparently difficult to instantly determine his needs and wants. The consumer makes decisions based on a lot of priorities, including among others personal beliefs, peer group influences, social status, economic status, cultural affinity, and other environmental variables. Therefore, firms are expected to sufficiently demonstrate how distinctive their product offerings qualify to receive the patronage of consumers. Much as it is the obvious task of the firm to study and identify the complexities in a consumer in order to serve him better, so also would the consumer consciously make deliberate efforts to choose between one firm's offering and another.

2.2 Review of Previous Empirical Studies

Yadeta Nemie (2013) undertook a study to examine the effect of imported shoes in domestic footwear producers the study collected data from 109 respondents of ten large and mechanized footwear factories in Addis Ababa using open-ended and closed-ended questionnaires. The finding indicated that imported shoes have an advantage on domestically produced ones from price, design, range of variety, fashion, and interns of quality of comfort. Regarding durability, domestic producers' shoes have an advantage. The study indicated that the domestic producers consider competitive pressure from imports as an opportunity to improve performance. The

study revealed that low price, high quality using attractively designed shoes and availability and delivery are strategies used by foreign competitors to influence the domestic footwear producer.

Getaneh Zelalem (2012) did a study to investigate the pattern of brand preference towards domestic and foreign footwear products and its antecedents among Addis Ababa city secondary school students. Preference is identified from foreign and domestic footwear brands and the selected variables of purchase preference; normative influences, emotional values, brand consciousness and perceived quality were judged through questionnaire. Samples are taken from Addis Ababa city secondary schools through multistage technique and taking Nifas- Silk sub city was a sample cluster. Sample respondents are taken from this sub city schools. The results were put through different methods of data analysis. Descriptive analysis, one-way ANOVA and Pearson Correlation were used in this study. Based on the analysis, Addis Ababa secondary school students prefer foreign brands because of the given brand preference factors. The analysis revealed that all determinants of brand preference affect purchase decision of footwear. The emotional value of the brand and normative influences are the most and least significant antecedents respectively for brand preference. There is a difference in students' footwear preference and major determinants in terms of their profile. Domestic footwear manufacturers have to concentrate on the provision of footwear products that have high emotional value, high quality and those brands that understand the normative influence

2.3 Conceptual Framework

The researcher adapt customer based brand equity framework as a conceptual frame work to fit the purpose of the research. As the main purpose of the paper is to assess the impact of branding or more specifically brand elements, on the consumer buying decision of local leather foot wear products, the researcher purposely exclude other tools which can help to build customer- based brand equity. In order to reap a potential benefit from brands, it is important that marketers know how to build, measure, and manage brand equity. The customer-based brand equity provides that guidance. Building brand equity requires creating a brand that consumers are aware of and with which consumers have strong, favorable, and unique brand associations. In general this knowledge building will depend among other on the initial choices of the brand elements or identities making up the brand.

Independent Variables

Dependent Variable

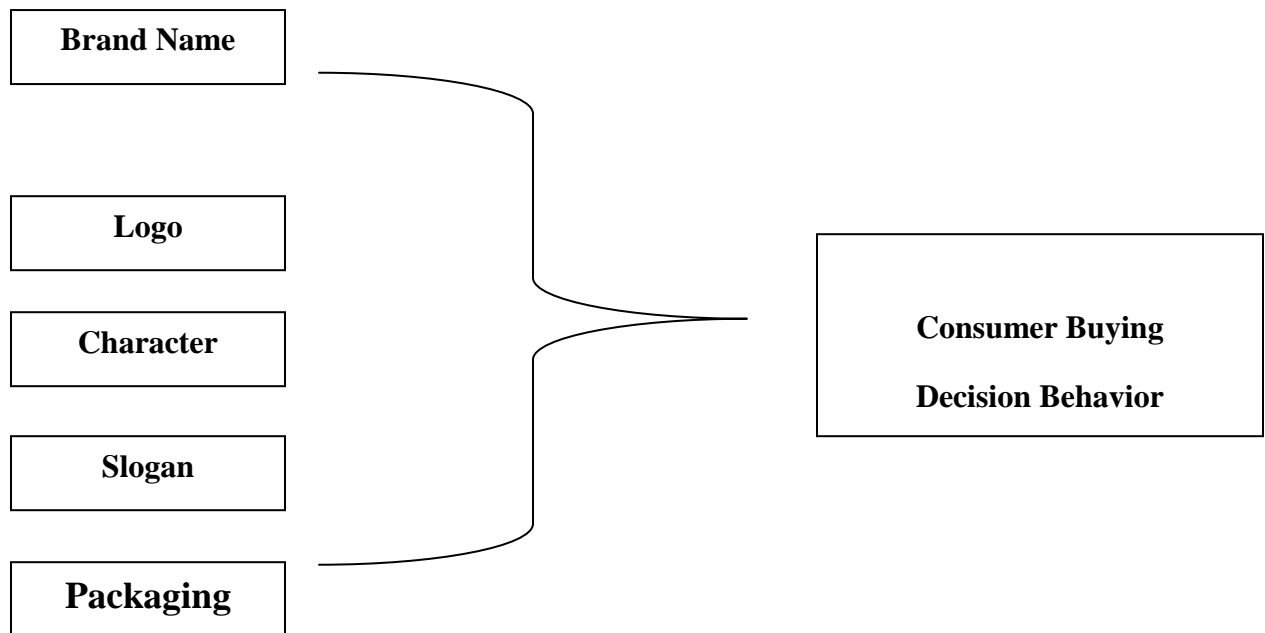


Figure 2.1: Conceptual Framework

Source: Keller (1998)

CHAPTER THREE

Research Methodology

3.1 Description of the Study Area

Branding has been around for centuries as a means to distinguish the goods of one producer from those of other. In fact the word brand is derived from “brander,” which means “to burn,” as brands were and still are the means by which owners of live stock mark their animals to identify them (Kevin Lane Keller, 1998). Branding has been common practice since medieval times – when craftsmen marked their goods and artists signed their work in order to distinguish their products from those of other providers. This trade marking has also protected producers and buyers against inferior-quality imitations (Ulla Hakala, 2012).

According to the American Marketing Association, a brand is a “name, term, sign, or symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.” Brands provide the basis upon which consumers can identify and bond with a product or service or a group of products or services. From the customer’s point of view, a brand can be defined as the total accumulation of all his/her experiences, and is built at all points of contact with the customer. A successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely (M.Ghodeswar, 2008).

Several perspectives uncover the value of brands to consumers. To consumers, brands identify the source or maker of a product and allow consumers to assign responsibility as to which particular manufacturer or distributor should be held accountable. Most importantly, brands take on special meaning to consumers. Because of past experience with the product and its marketing program over the years, consumers learn about the brand. They found out which brand satisfies their needs and which do not. As a result, brands provide a short hand device or means of simplification for their product decisions. If consumers recognize a brand and have some knowledge about it, then they do not have to engage in a lot of additional thought or processing of information to make a product decision.

Thus, from the economic perspective, brands allow consumers to lower search costs for products both internally (in terms of how much they have to think) and externally (in terms of how much they have to look around). Based on what they already know about the brand – its quality, product characteristics and so on – consumers can make assumptions and form reasonable expectations about what they may not know about the brand (Armstrong, 2004).

3.2 Research Approach

The study was conducted to analyze the impact of branding or more specifically brand elements, on the consumer buying decision of local leather foot wear products. For this reason, quantitative analysis was used to describe the research problem. In this respect, quantitative analysis and data collection tools are used to describe quantitative analysis between brand elements and consumer buying decision of local leather foot wear products. The quantitative research has provided empirical investigation about research purpose regarding the impact of branding local leather foot wear products on consumer buying decision in the case of Commercial Bank of Ethiopia employees under South Addis Ababa District.

3.3 Research Design

The research used descriptive and casual research design to conclude the inferences of hypothesized testing. Descriptive research is a type of conclusive research that has as its major objective the description of something- usually market characteristics or functions. Most commercial marketing researches are descriptive in nature. Descriptive research is particularly useful when research questions seek to describe a market phenomenon, such as determining purchase frequencies, identifying relationships, or making predictions (Malhotra, 2009). Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group (Kothari, 2004). The researcher therefore used descriptive research design just to identify relationship of brand elements and consumers buying decision behavior of local made leather footwear products. On the other hand the causal research design helps the research to explore the effect of brand elements on consumer buying decision behavior of local leather footwear products. As the research is quantitative and studies large population, survey method was used to collect data. Surveys are used when the research involves sampling a large number of people and asking a series of questions (Malhotra, 2009).

Surveys can provide insights into who the consumers are, how they behave, and why they behave in certain ways. The major consideration for the researcher in deciding on the form of survey administration is response rate versus cost. Because the population is very broad and wide, high response rate is needed. As of (Revizza, 1988), if high rate of return is the main goal, then face-to-face or telephone surveys are the optimal choices. So, face to face survey was the approach to the research method. In addition to high response rate, survey studies provide information on large groups of people, with very little effort, and in a cost effective manner. By considering these merits and broad population and a single individual accomplish the whole study, survey approach will be practical to accomplish the objectives of the study.

Correlation and regression analysis were also used to analyze the relationship and significance of relationship between branding and consumer buying decision behavior. Correlation analysis is the study of the strength and direction of linear relationship between variables (Douglas A.Lind, 2009). Correlation analysis studies the joint variation of two or more variables for determining the amount of correlation between two or more variables (Kothari, 2004). Regression analysis on the other hand used to measure the associative relationship between brand elements and consumer buying decision behavior of a local made leather foot wear. Regression analysis is a power full and flexible procedure for analyzing associative relationships between a metric-dependent variable and one or more independent variable (Malhotra, 2009).

3.4 Population and Sample

3.4.1 Population

The population of the study was all clerical employees who are working in Commercial bank of Ethiopia South Addis Ababa district, and bought a leather foot wear product within the last one year period. The samples were taken only from employees of selected branches (from all grade categories i.e. grade 1, 2, 3, & 4) to make the data collection easier as research is conducted by a single individual. The respondents may bought the product for their personal consumption and there was no a gender difference in respondents. Therefore, both male and female staffs who had bought local leather footwear products within the specified time period was the unit of analysis. More over all of the respondents included in the study are those who have worked in the bank at least one year. This is mainly because of the fact that their income may not allow them to consume brand products.

3.4.2 Sampling Technique and Sample Size

The sampling technique used in this particular research was both probability and non probability sampling. In the probability sampling, each sampling elements have equal chance of being selected. Non probability sampling relies on the personal judgment of the researcher, rather than the chance, in selecting sample element. Commercial bank of Ethiopia has 15 districts across the country, and South Addis Ababa district is one of them. The district under study has 2000 clerical employees at the time of data collection. Out of this number of population, about 100 of them have less than a year experience and consequently the researcher eliminated them from the study. The researcher used Solvin's formula (Solvin's 2006) in order to calculate sample size.

$$n = \frac{N}{1 + N(e^2)}$$

Where n = sample size

N = Population of the study

e = error term (margin error) with 95% confidence interval i.e. 5% margin error

Accordingly, given the above number of population, the sample size (lottery system) of the study is 243, which can be representative to conduct the study. However, in order to make the study more reliable, the researcher increased the sample size to 255 and also collected the data from all grade categories of the bank (i.e. grade 4, 3, 2 & 1). These grades are selected purposively based on their closeness to the market (the city), and as a result three branches from each grade category were chosen for the purpose of the study. In view of that, Finfinne, Gofa Sefer and Nifas Silk branch, Gotera, Saris Abo and Adey Abeba branch, Gezahagn Yilma, Worku Sefer & Gotera Maselacha, Teka Ageno, Gofa Mazoria, & Saris branch were selected representing grade 4, grade 3, grade 2 and grade 1 branch respectively. The following table summarizes the grade level of branches and sample size.

Table 3.1. Sample size of the study (Number of Respondents)

Branch name	Grade level	No. of employees	Sample size
Finfinne branch	4	70	35
GofaSefer	4	70	35
Nifas Silk	4	70	35
Saris Abo	3	50	25
Gotera branch	3	50	25
Adey Abeba	3	50	25
Gezahagn Yilma	2	30	15
Worku Sefer	2	30	15
Gotera Maselacha	2	30	15
Gofa Mazonia	1	20	10
Saris branch	1	20	10
Teka Ageno	1	20	10
Total		510	255

Source: - South Addis Ababa Districts' Human Resource

Simple random sampling has also been used by the researcher when distributing questionnaire in the branch selected. Judgmental sampling is a form of convenience sampling in which the population elements are selected based on the researcher's judgment. The researcher chooses the sampling elements because she or he believes they represent the population of interest (Malhotra, 2009). Therefore, based on the researcher judgment 255 individuals in the bank can be representative with 95% confidence interval and 5% margin error.

3.5 Data Sources and Types

Both primary and secondary sources of data were used for the study. The primary data had been collected through the use of questionnaires that were administered by the researcher to staff of commercial bank of Ethiopia who works in branch under the domain of South Addis Ababa districts. The secondary sources of data obtained from the district human resource department.

The questionnaire was designed to collect survey data from employees to be selected randomly from branches found in South Addis Ababa area that satisfy the requirements. In the questionnaire, there were only close-ended Likert scale type questions. Saunders et al. (2007) hypothesize that the Likert scale is the most widely used method of scaling in the social sciences

today. Perhaps this is because they are much easier to construct and because they tend to be more reliable than other scales with the same number of items.

The study used questionnaire as the tools for obtaining the necessary information for the research. The questionnaire made up of closed-ended items. The survey was measured by 5-point Likert type scale ranging from strongly disagree (1) to strongly agree (5). The researcher has distributed the questionnaires' to each selected respondents personally during working hour.

3.6 Data Collection Instrument

The study was used questionnaire in order to collect data from employees to be selected randomly from chosen branches that satisfy the requirements. Self-administered questionnaire that are structured were used to collect quantitative data from the respondents because this method help to give independent opinions without fear since the respondents did not need to specify their names. The questionnaires were also used because they enabled the researcher to code the information easily for subsequent analysis hence reducing the error gap (Sekaran, 2003). The questionnaire was contains closed-ended questions in 5-point Likert scale type.

3.7 Procedure of Data Collection

The study was conducted based on both primary and secondary data sources. It was begun by secondary data analysis through the detailed review of related literature and survey questionnaire was used as the main primary data gathering instrument for this study. Questionnaire were prepared and distributed to the samples that selected from employees of Commercial Bank of Ethiopia under South Addis Ababa District.

The first part of the survey was in relation to demographics. The researcher believed it would be beneficial to collect information in relation to employees' income, age group, gender, and educational qualification. These questions are of benefit when analyzing the data as the will show perspectives from staff in different level of income, or what may differ respondents perspectives between the current job positions.

The next part involves a series of statements about the impact of branding on consumers purchase i. The respondent must rate on these statements on a scale. These are called Likert Scales. Likert Scales are a method of rating scales generally used to gather the opinions and attitudes of people. The respondent is given a series of statements and is asked to choose a

position on a five point scale between strongly agree and strongly disagree. The objective of the questionnaire was to gather data in order to measure both the attitudes and the opinion of the employees in terms of the effectiveness of the performance appraisal system currently used in the CBE.

3.8 Method of Data Analysis

After the primary and secondary data gathering procedures complete, the collected data was checked through different phases (editing, coding, data entry and data analysis), data was analyzed using SPSS (Statistical Packages for the Social Scientist) statistical package which was set at the 0.05 significance level. The level of impact of the branding local leather footwear products was determined using the results of questionnaires in terms of brand name, logo, character, slogan, and packaging of local leather footwear products.

All independent variables were given marks between one up to five (1-5) for the analysis purpose. Allocation of marks for the respondent’s answers was as follows.

Table 3.2 Allocation of Marks for independent variables

Answer	Marks
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

Source: Developed for this study

The study measured the impact of branding local leather footwear products in the case of Commercial Bank of Ethiopia employees under South Addis Ababa District for each dimension/variables of all respondents by averaging scores for all variables under each variable. 255 questionnaires were distributed and all were returned. IBM SPSS statistics 20 software was used for analysis. Descriptive types of statistics allowed the study to organize and summarize the data collected. The interpretation was made using total average means scores and standard deviation.

CHAPTER FOUR

Results and Discussion

4.1 General Information of Respondents

In this chapter the results of the study are analyzed, presented and interpreted in detail. As the purpose of the study was to assess the impact of branding on the buying decision behavior of a local made foot wear products, data was collected from the target respondents using questionnaire. A total of 255 questionnaires were distributed, properly filled and returned to the researcher to respondents who actually bought a local made leather foot wear product during the last one year period. To study reliability of the data collected, reliability test was done on the data collected on each statements. Reliability test was made using Cronbach's Alpha. In this study a very high Chronbach's Alpha value was deduced (the more it tends to 1 the better it is) see the table below which proves that the data is highly reliable.

Table 4.1: Reliability Test

Variables	Cronbach's alpha	No of items
Brand name	0.821	11
Logo	0.818	5
Character	0.808	4
Slogan	0.823	3
Packaging	0.823	3
Buying decision	0.929	5

Source: Survey Result of 2018

The analysis basically has two sections. The first part focuses on the demographic characteristics of respondents and the second part deals with on the main purpose of the research i.e. the impact of branding on the buying behavior of a local made leather foot wear products. Both descriptive and inferential statistics were used in analyzing the collected data. Based on this the chapter begins by presenting the background information of respondents' followed by descriptive statistics, and then correlation and regression analysis will be presented. The results of the study are presented under various headings using tabular presentations.

4.1. Demographic Characteristics of Respondents

Table 4.2: Demographic Characteristics of Respondents

S/No	Description	Frequency	Percent
1	Gender		
	Male	160	62.7
	Female	95	37.3
	Total	255	100
2	Age		
	18-25	99	38.8
	26-35	132	51.8
	36-45	15	5.9
	Greater than 45	9	3.5
	Total	255	100
3	Educational Qualification		
	Diploma	29	11.4
	Bachelor	183	71.8
	Masters	43	16.9
	Total	255	100
4	Monthly Income		
	Below 2000	16	6.3
	2001-5000	60	23.5
	5001-10000	133	52.2
	Above 10000	46	18.0
	Total	255	100

Source: Survey Result of 2018

Out of the sample of 255 respondents, 160 which are 62.7% were males and 95 respondents representing 37.3% of the total respondents were females. As presented in table 4.2, male respondents are greater than female respondents.

As shown above in table 4.2, 38.8% of respondents were in the age group of between 18-25 years, and 51.8% of between 26-35 years old, 5.9% were between 36-45 and the rest 3.5% were greater than 45 years. Greater percentages of the respondents were within the ages of 26-35 years whom mostly are the working group of the society who are expected to wear a local leather foot product.

Table 4.2 also shows the educational level of the majority of respondents i.e. about 71.8% were respondents who have bachelor degree, 11.4% of them were diploma holders, and finally 16.9% of the respondents were masters' holders.

When we see the monthly income of the respondents as shown in table 4.2, out of the 255 respondents 6.3% have a monthly income below 2000. Respondents who have a monthly income of Birr 2001-5000 constituted 23.5% of the respondents; about 52.2% of respondents had a monthly income between 5001- 10000 and 23.5% of the respondents get above 10000 birr. The higher percentage lied 5001-10000, this is due to the educational back ground of the respondents and most of them were a working group who are between 26-45 years of age.

4.2. Impact of Branding

In this particular research five variables that may have an impact on the buying decision behavior of local leather foot wear products are considered. These five variables are brand name, logo, character, slogan and packaging. Each variable has incorporated their sub statements. These statements have the ability to explain the broad dimension of the study.

4.2.1. Brand Name

Brand name is represented by eleven statements. Each statement properly designed and tries to measure the effect of brand name on the consumer buying decision behavior of local leather made foot wear products.

Table 4.3 Brand Name

Q1		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	62	24.3	24.3	24.3	255	2.37	1.104
	Disagree	90	35.3	35.3	59.6			
	Neutral	60	23.5	23.5	83.1			
	Agree	33	12.9	12.9	96.1			
	Strongly Agree	10	3.9	3.9	100.0			
	Total	255	100.0	100.0				
Q2		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	48	18.8	18.8	18.8	255	2.36	1.025
	Disagree	112	43.9	43.9	6.7			
	Neutral	59	23.1	23.1	85.9			
	Agree	26	10.2	10.2	96.1			
	Strongly Agree	10	3.9	3.9	100.0			
	Total	255	100.0	100.0				

Q3		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	44	17.3	17.3	17.3	255	2.35	0.935
	Disagree	112	43.9	43.9	61.2			
	Neutral	69	27.1	27.1	88.2			
	Agree	26	10.2	10.2	98.4			
	Strongly Agree	4	1.6	1.6	100.0			
	Total	255	100.0	100.0				
Q4		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	47	18.4	18.4	18.4	255	2.37	0.999
	Disagree	107	42.0	42.0	60.4			
	Neutral	69	27.1	27.1	87.5			
	Agree	23	9.0	9.0	96.5			
	Strongly Agree	9	3.5	3.5	100.0			
	Total	255	100.0	100.0				
Q5		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	27	10.6	10.6	10.6	255	2.53	0.947
	Disagree	111	43.5	43.5	54.1			
	Neutral	84	32.9	32.9	87.1			
	Agree	22	8.6	8.6	95.7			
	Strongly Agree	11	4.3	4.3	100.0			
	Total	255	100.0	100.0				
Q6		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	23	9.0	9.0	9.0	255	2.50	0.951
	Disagree	128	50.2	50.2	59.2			
	Neutral	72	28.2	28.2	87.5			
	Agree	18	7.1	7.1	94.5			
	Strongly Agree	14	5.5	5.5	100.0			
	Total	255	100.0	100.0				
Q7		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	46	18.0	18.0	18.0	255	2.45	1.096
	Disagree	103	40.4	40.4	58.4			
	Neutral	69	27.1	27.1	85.5			
	Agree	18	7.1	7.1	92.5			
	Strongly Agree	19	7.5	7.5	100.0			
	Total	255	100.0	100.0				
Q8		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	40	15.7	15.7	15.7	255	2.35	0.951
	Disagree	127	49.8	49.8	65.5			
	Neutral	54	21.2	21.2	86.7			
	Agree	28	11.0	11.0	97.6			
	Strongly Agree	6	2.4	2.4	100.0			
	Total	255	100.0	100.0				

Q9		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
V a l i d	Strongly Disagree	36	14.1	14.1	14.1	255	2.35	0.935
	Disagree	131	51.4	51.4	65.5			
	Neutral	58	22.7	22.7	88.2			
	Agree	22	8.6	8.6	96.9			
	Strongly Agree	8	3.1	3.1	100.0			
	Total	255	100.0	100.0				
Q10		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
V a l i d	Strongly Disagree	36	14.1	14.1	14.1	255	2.48	0.991
	Disagree	111	43.5	43.5	57.6			
	Neutral	63	24.7	24.7	82.4			
	Agree	39	15.3	15.3	97.6			
	Strongly Agree	6	2.4	2.4	100.0			
	Total	255	100.0	100.0				
Q11		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
V a l i d	Strongly Disagree	54	21.2	21.2	21.2	255	2.28	1.003
	Disagree	112	43.9	43.9	65.1			
	Neutral	63	24.7	24.7	89.8			
	Agree	15	5.9	5.9	95.7			
	Strongly Agree	11	4.3	4.3	100.0			
	Total	255	100.0	100.0				

Source: Survey result of 2018

The statistics above shows among the 255 respondents who filled and returned the questionnaire 62 (24.3%) and 90 (35.3%) strongly disagreed and disagreed that a brand name of a local leather foot wear helps them to reach in a purchase decision. Only 10 (3.9%) and 33 (12.9%) were responded strongly agree and agree; and the rest 60 (23.5%) were responded neutral that brand name of a local leather foot wear helps to reach in a purchase decision easily. This indicates that brand name of a local made leather foot wear product has no a positive effect on consumers buying decision behavior.

Regarding on consumers ability to differentiate a local leather foot wear product in the absence of a brand name, most of the respondents i.e. about 48 (18.8%) strongly disagreed and about 112 (43.9%) of them disagreed that they could not differentiate a local made leather foot wear product in the absence of a brand name. The implication here is that brand name has a positive impact on consumer's ability to differentiate a product.

Only 10 (3.9%) strongly agreed and 26 (10.2%) agreed of respondents think they wouldn't face any problem to differentiate a product, if it is marketed without brand name. From the above

statistics 59 (23.1%) of respondents are indifferent and we can understand that most consumers were unable to differentiate a local made leather foot wear product in the absence of a brand name. The response indicates brand name is very important to distinguish the product of one manufacturer from another. Hence, there is positive relation between brand name of a local leather footwear and product differentiation.

On the effect of familiar local leather foot wear brand name about 44 (17.3%) Strongly disagreed and 112 (43.9%) disagreed that a local leather foot wear with familiar brand name affects their buying decision. About 69 (27.1%) are indifferent, 26 (10.2%) agreed and 4 (1.6%) strongly agreed on the effect of familiar brand name on their buying decision behavior. Here the majority of respondent's i.e. about 112% negatively affected by brand familiarity. This shows there is no a positive relation between familiar brand name of a local leather foot wear product and consumer buying decision behavior.

From the above statistics it can be observed that consumers are not influenced by a local leather foot wear that have meaning full brand name. The statistics revealed that 47 (18.4%) of respondents strongly disagreed and 107 (42%) disagreed that a local leather foot wear with meaning full brand name affects their buying decision. About 69 (27.1%) responded neutral; the rest i.e.23 (9%) agreed and 9 (3.5%) strongly agreed that meaning full brand name affects their buying decision. Hence, we can conclude that a local leather foot wear with meaning full brand name positively affects consumer buying decision behavior and meaning fullness of the brand name can have a pivotal role in the purchase decision of customers i.e. customers might be pushed to purchase a given footwear product because of meaning fullness of the name.

On question raised on the effect of brand name to reduce performance risk as indicated below in table 4.7, 27 (10.6%) strongly disagreed and 111 (43.5%) disagreed that brand name of a local leather foot wear product helps them to reduce performance risk associated with the product. On the other hand 84 (32.9%) of the respondents were indifferent i.e. they neither agreed nor disagreed on the statement, where as 22 (8.6%) agreed and 11 (4.3%) strongly agreed that a brand name of a leather foot wear reduces them performance risk of the product. From the statistics we can say that there is a negative relation between brand name of a local leather footwear and customer buying decision.

The other statement used in the survey questionnaire to measure the impact of brand name on the buying decision behavior of a local foot wear product is its effect on consumers to reduce health risk associated with the product.

From the total respondents 23 (9%) strongly disagreed and 128 (50.2%) strongly disagreed that brand name of a local leather foot wear helps them to reduce health risk associated with a product in their buying decision. About 72 (28.2%) of respondents were indifferent and the rest 18 (7.1%) and 14 (5.5%) respondents responded agreed and strongly agreed. Here a larger number of respondents i.e. about 50.2% think that brand name of a local leather foot wear helps them to reduce health risks associated with local leather footwear products. This indicates there is no a positive relation between brand name and health risk of local leather footwear.

The statistics indicates from the total of 255 respondents 69 (27.1%) are indifferent; only 19 (7.5%) strongly agreed and 18 (7.1%) agreed that brand name of a local foot wear product helps them to reduce the risk of losing their money. On the other hand 103 (40.4%) strongly disagreed and 46 (18%) disagreed as a local leather foot wear brand name do not help them to reduce financial risk. This indicates that the majority of the customer does not want to buy branded product just because they want to reduce monetary risks associated to the product. Hence, there is strong negative relation between a local leather foot wear brand name of a local made leather foot wear and financial risk of the product.

From the statistics above it is evidenced that the majority of respondents, 127 (49.8%) were disagreed and 40 (15.7%) respondents strongly disagreed to the statement a brand name of a local leather foot wear product helps them not to feel embarrass in a society. This indicates consumers do not think brand name of a local leather footwear show their status. Moreover, 6 (2.4%) respondents strongly agreed and 28 (11%) strongly agreed to the statement. The statement strengthen that consumers do not use a brand name to show their status in the society. On the other hand 54 (21.2%) are indifferent to the statement brand name helps not to feel embarrass in a society. Therefore, brand name of a local leather foot wear product has no positive relation with the status of a consumer in a society i.e. consumers of a local leather footwear product may not buy a local leather footwear with a motive of gaining respect from others.

Regarding the impact of brand name to reduce time risk, about 131 (51.4%) disagreed and 36 (14.1%) strongly disagreed that brand name of a local made leather footwear product helps them to reduce time risk associated with the product. About 58 (22.7%) respondents were indifferent and the rest 22 (8.6%) agreed and 8 (3.1%) strongly agreed that brand name helps to reduce their time risk. The statistics revealed brand name of local leather foot wear has no strong positive relation with time risk associated with the product.

The ability brand name to recall a leather foot wear product is another statement used to measure the effect of brand name. As shown above, 111 (43.5%) disagreed and 36 (14.1%) respondents strongly disagreed that brand name of a local made leather foot wear helps them to recall a product. About 39 (15.3%) agreed and 6 (2.4%) strongly agreed that brand name helps them in leather foot wear product recall and 42 respondents i.e. 10.1% were indifferent. Therefore we can conclude that there is strong positive relation between brand name of a local leather footwear and consumer recall to the product.

Regarding brand recognition, the statistics show the majority of respondents about 112 (43.9%) disagreed and 54 (21.2%) strongly disagreed that brand name helps in product recognition. On the other hand lower number of respondents 11 (4.3%) strongly agreed and 15 (5.9%) agreed that brand name helps in product recognition. The rest 63 (24.7%) responded neutral. Hence, brand name of local made leather footwear has strong negative relation with consumer buying decision behavior.

Descriptive statistics especially means and standard deviation was used to evaluate the impact of brand name on the buying decision behavior of local leather foot wear products. Under brand name, there were about 11 specific statements in the form of likert scale. Each statement focused on the theoretical back ground of a brand name and how much it influences the buying behavior of individual buyers. From the statistic above we understand that consumers think that a brand name of a foot wear product helps local foot wear consumers to reduce the risk of losing their money with the highest mean and lowest standard deviation (Mean=2.45, SD= 1.096), this implies that the major reason for consumers to use a brand name as a means to reach in their purchase decision is not to reduce and avoid their financial risk associated with the product. Consumer also used a brand name not to reduce the risk of not performing as per their expectation (Mean=2.53, SD=.947). Consumers recall (Mean=2.48, SD=.991) shows that local

leather foot wear brand name has no effect on product recall and recognition (Mean=2.28, SD=1.003) indicates that brand name has also no effect on recognition of local leather foot wear products. From the table above, we can also understand a brand name of a local leather foot wear product helps consumers to reach easily in a purchase decision (Mean=2.37, SD=1.104). On the other hand consumers disagreed that a brand name of a local leather foot wear helps not to feel embarrassed in a society with a lowest mean under brand name (Mean=2.35, SD=.951). This indicates that a local leather foot wear consumers do not think that a brand name of a leather foot wear product shows their status and position in the society. However, consumers get difficulty to distinguish a local leather foot wear product in the absence of a brand name (Mean=2.36, SD=1.025).

4.1.1. Logo

Logo is the other variable used to measure the impact of brand name on the buying decision behavior of local made leather foot wear products and it is represented by five main statements.

Table 4.4 Logo

		LOGO				SUMMARY		
Q1		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	54	21.2	21.2	21.2	255	2.49	1.079
	Disagree	74	29	29.0	50.2			
	Neutral	83	32.5	32.5	82.7			
	Agree	35	13.7	13.7	96.5			
	Strongly Agree	9	3.5	3.5	100.0			
	Total	255	100.0	100.0				
Q2		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	48	18.8	18.8	18.8	255	2.50	1.075
	Disagree	88	34.5	34.5	53.3			
	Neutral	72	28.2	28.2	81.6			
	Agree	37	14.5	14.5	96.1			
	Strongly Agree	10	3.9	3.9	100.0			
	Total	255	100.0	100.0				

Q3		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	47	18.4	18.4	18.4	255	2.35	0.991
	Disagree	114	44.7	44.7	63.1			
	Neutral	61	23.9	23.9	87.1			
	Agree	25	9.8	9.8	96.9			
	Strongly Agree	8	3.1	3.1	100.0			
	Total	255	100.0	100.0				
Q4		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	38	14.9	14.9	14.9	255	2.45	0.946
	Disagree	102	40.0	40.0	54.9			
	Neutral	83	32.5	32.5	87.5			
	Agree	26	10.2	10.2	97.6			
	Strongly Agree	6	2.4	2.4	100.0			
	Total	255	100.0	100.0				
Q5		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	44	17.3	17.3	17.3	255	2.49	1.023
	Disagree	94	36.9	36.9	54.1			
	Neutral	72	28.2	28.2	82.4			
	Agree	39	15.3	15.3	97.6			
	Strongly Agree	6	2.4	2.4	100.0			
	Total	255	100.0	100.0				

Source: Survey result of 2018

The result of the data show the effect of brand logo on consumer's ability to differentiate a leather foot wear is lower. Of the total 255 respondents only 9 (3.5%) strongly agreed and 35 (13.7%) agreed on the importance of logo to differentiate a product from similar competing products. The 54 (21.2%) of the consumers strongly disagreed and 74 (29.0%) disagreed that logo of a leather foot wear helps them to differentiate a product. About 83 (32.5%) responded neutral. Therefore, logo of leather footwear has no positive relation with consumer's product differentiating ability. Hence local leather footwear consumers do not use logo as a means to differentiate local leather footwear product from similar competing products.

The statistic above also indicates that of the total respondents, 88 (34.5%) disagreed and 48 (18.8%) strongly disagreed that their recognition to a local leather foot wear product is affected by logo of the product. On the other hand 10 (3.9%) strongly agreed and 37 (14.5%) agreed that their product recognition is affected by logo of a local made leather foot wear product. A significant number of customers however, about 72 (28.2%) were indifferent. Therefore, we can say that there is lower positive relation between logo of local leather footwear and product recognition.

Regarding product recall, 114 (44.7%) disagreed and 47 (18.4%) strongly disagreed that a brand name of a leather foot wear helps them in product recall. On the other hand 25 (9.8%) and 8 (3.1%) of the respondents agreed and strongly agreed that brand logo helps them to recall a leather foot wear. The rest 61 (23.9%) of respondents answered neutral. Over all we can say that logo has negative relation with product recall of local leather footwear and of local leather footwear logo might not help consumers in their recall to the product.

The statistics above show, of the total respondents 102 (40.0%) disagreed and 38 (14.9%) strongly disagreed that aesthetically appealing logo of a local leather foot wear has an impact on their purchase decision than those whose logo are less attractive. It also evidenced that 26 (10.2%) agreed and 6 (2.4%) strongly agreed the impact of aesthetically appealing logo on their buying decision, more over 83 (32.5%) respondents answered neutral i.e. the statistics indicate that local leather footwear with aesthetically appealing logo has no a positive relation than those products whose logo is less attractive.

Table above indicates that Logo of local leather footwear does not help most customers to show their status in a society. Of the total respondents 94 (36.9%) responded disagreed and 44 (17.3%) strongly disagreed that a brand logo show their status and 72 (28.2%) are indifferent. On the other hand 39 (15.3%) agreed and 6 (2.4%) strongly agreed that logo of a leather foot wear helps to show their status in a society. Therefore, we can say logo of a local leather foot wear has weak positive relation with status of local leather consumers. Hence, consumers do not think that their status in a society is revealed by logo of a local made footwear product.

Logo of a local made leather foot wear product is the other variable in this study. According to the statistics obtained from the study, product recall has the highest mean from other statements used in assessing the impact of logo (Mean=2.35, SD=.991). We can also observe that the mean value of aesthetically appealing logo is lower (Mean=2.45, SD=.946) than the effect of logo on product recall. More importantly the statistics result indicates that brand logo of a local leather foot wear product to show the respondents status in their society (Mean=2.49, SD=1.023) is lower than all statements under logo. On the other hand the effect of logo in differentiating a leather foot wear from similar competing products (Mean=2.49, SD=1.079) and recognition to a particular leather foot wear product is (Mean=2.50, SD=1.075). Over all the influence of brand logo is higher in product recall than other statements under logo of a leather foot wear product.

Therefore, brand logo has an important no significant role in product recall of a local made leather footwear product. Hence, consumers can not recall the benefit and other attribute of local footwear while they are exposed to a brand logo of the product.

4.1.1.Character

The third variable in the study that could affect consumer buying decision behavior of a local made leather foot wear product is brand character. This variable is represented by four statements which can help to identify the role of brand character on consumers buying decision behavior of local made footwear product.

Table 4.5 Character

		CHARACTER				SUMMARY		
Q1		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	44	17.3	17.3	17.3	255	2.53	1.082
	Disagree	95	37.3	37.3	54.5			
	Neutral	61	23.9	23.9	78.4			
	Agree	46	18	18.0	96.5			
	Strongly Agree	9	3.5	3.5	100.0			
	Total	255	100.0	100.0				
Q2		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	38	14.9	14.9	14.9	255	2.55	1.082
	Disagree	106	41.6	41.6	56.5			
	Neutral	56	22.0	22.0	78.4			
	Agree	43	16.9	16.9	95.3			
	Strongly Agree	12	4.7	4.7	100.0			
	Total	255	100.0	100.0				
Q3		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	54	21.2	21.2	21.2	255	2.34	1.048
	Disagree	106	41.6	41.6	62.7			
	Neutral	62	24.3	24.3	87.1			
	Agree	21	8.2	8.2	95.3			
	Strongly Agree	12	4.7	4.7	100.0			
	Total	255	100.0	100.0				
Q4		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	33	12.9	12.9	12.9	255	2.41	0.947
	Disagree	128	50.2	50.2	63.1			
	Neutral	56	22.0	22.0	85.1			
	Agree	32	12.5	12.5	97.6			
	Strongly Agree	6	2.4	2.4	100.0			
	Total	255	100.0	100.0				

Source: Survey result of 2018

The statistics on brand character indicate that 95 (37.3%) of the respondents disagreed and 44 (17.3%) strongly disagreed that brand character used in advertisement helps to create awareness about a product. On the other hand, 46 (18.0%) agreed and 9 (3.5%) of the strongly agreed that brand characters does not help them to create awareness. About 61 (23.9%) responded neutral. The result implies brand character of local leather footwear has negative effect to create awareness of a footwear product.

Regarding the question on whether consumer perception about a product is affected by a brand character, 106 (41.6%) disagreed and 38 (14.9%) strongly disagreed. The 84 (35.3%) of respondents are indifferent. However, 43 of the respondents which is 16.9% responded agreed and 12 (4.7%) strongly agreed that their perception is affected by a brand character used in advertisements of a local foot wear product. Hence brand character used in advertisements of a local leather footwear product has weak effect on perception of consumers towards the product.

The other question raised to measure the impact of brand character focuses on whether brand characters used in advertisements of a local leather foot wear helps customers to recognize key benefit of a product. As shown below in table 4.23, from the total respondents 62 (24.3%) responded they are indifferent. However, 21 (8.2%) responded agreed and 12 (4.7%) strongly agreed. On the other hand, 106 (41.6%) disagreed and 54 (21.2%) answered strongly disagree. Therefore, we can say that brand character has weak effect in convincing consumers about the important benefits of a local leather footwear product.

In general the majority of respondent's about 106 (41.6%) disagreed; 54 (21.2%) strongly disagreed; 21 (8.2%) agreed; 12(4.7%) strongly agreed; and 62 (24.3%) they were indifferent that brand characters help them to recognize key benefit of a local made leather foot wear product. Therefore, we can say that brand character has weak effect in convincing consumers about the key benefits of a local leather footwear product.

From the total respondents on whether a brand character convince customer to buy a local leather foot wear product, lower number of customers responded positively. As shown in table 4.24 below, 32 (12.5%) agreed and only 6 (2.4%) strongly agreed. Most respondents i.e. 128 (50.2%) disagreed and 33 (12.9%) strongly disagreed that they would be convinced by a brand character

of a leather foot wear product, the rest 56 (22%) answered neutral. This indicates that the impact of brand character to convince local foot wear customers is lower.

The statistics implies brand characters used in advertisements of local leather footwear has weak effect in convincing consumers to buy a product. The implication here is customers might reach in a purchase decision either based on their previous experience with the product or by word of mouth advertisements from their friends, family or other reference groups, and not by a brand character used in advertisements of local leather footwear product.

Under brand character there are four statements which are used to test effect of brand character on customer's buying behavior. From the above statistics we can understand that the influence of brand character in creating awareness has the highest mean (Mean=2.53, SD=1.082), than other statements under character, moreover the ability of a brand character to help customers in recognition of key benefit of a product (Mean=2.34, SD=1.048) scores lower mean and standard deviation than influence of character in creating awareness. Regarding the ability of a brand character to convince customers to buy a product, it scored lower mean (Mean=2.41, SD=.947) i.e customers are less convinced while buying a local leather foot wear by a brand characters used in advertizing a local leather foot wear Product. It is also evidenced that customer perception about a local leather foot wear product is less influenced by a brand character (Mean=2.55, SD=1.082). In general brand character used in advertisements of a local leather footwear product has weak positive relation with consumers buying decision behavior.

4.2.2. Slogan

Slogan was also represented by three important statements which can help to measure the impact of the variable on the buying decision behavior of local leather made foot wear products.

Table 4.6 Slogan

		SLOGAN				SUMMARY		
Q1		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	32	12.5	12.5	12.5	255	2.61	1.116
	Disagree	109	42.7	42.7	55.3			
	Neutral	62	24.3	24.3	79.6			
	Agree	30	11.8	11.8	91.4			
	Strongly Agree	22	8.6	8.6	100.0			
	Total	255	100.0	100.0				
Q2		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	23	9.0	9.0	9.0	255	2.53	0.946
	Disagree	140	54.9	54.9	63.9			
	Neutral	52	20.4	20.4	84.3			
	Agree	30	11.8	11.8	96.1			
	Strongly Agree	10	3.9	3.9	100.0			
	Total	255	100.0	100.0				
Q3		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	29	11.4	11.4	11.4	255	2.37	1.034
	Disagree	105	41.2	41.2	52.5			
	Neutral	86	33.7	33.7	86.3			
	Agree	26	10.2	10.2	96.5			
	Strongly Agree	9	3.5	3.5	100.0			
	Total	255	100.0	100.0				

Source: Survey result of 2018

The statistics above indicates 109 (42.7%) of consumers disagreed and 32 (12.5%) strongly disagreed that they understand a local leather footwear special by the slogans used to promote the products, while 62 (24.3%) responded neutral. On the other hand 30 (11.8%) agreed and the rest 22 (8.6%) respondents strongly agreed on their understanding that a local leather foot wear product special by the slogans used to promote the product. Therefore, we can say that slogan used in advertisements of local footwear products has no positive effect in influencing consumers and making them think the product special.

From the data above on the effect of slogan to position a local leather footwear product, 140 respondents i.e. 54.9% disagreed that they position a leather footwear by the slogans used in advertisements of a product and 23 (9.0%) answered strongly disagreed for the same question. The 52 (20.4%) of the respondents neither agreed nor disagreed that they position a product by the slogans used, while 30 (11.8%) answered agreed and 10 (3.9%) strongly agreed. This reveals that the majority of respondents did not agree or were indifferent to the statement. Hence, slogan used in advertisements of local leather footwear has insignificant influence on product positioning.

The statistics above also evidenced 105 (41.2%) disagreed and 29 (11.4%) strongly disagreed that respondents were convinced to buy a local leather foot wear by the slogans used in advertisements of a product. The respondents, about 26 (10.2%) responded agreed or and 9 (3.5%) strongly agreed and 86 (33.7%) were neutral. This implies slogans do not convince most customers to buy a local made foot wear product. Therefore we can conclude slogans used in advertisements of local leather footwear product have weak influence on consumer buying decision behavior.

The statistics above revealed from the three statements under slogan, the question raised to test whether customers considered local leather footwear product as special by the slogan used to promote the product had higher mean and lower standard deviation (Mean=2.61, SD=1.116). Product Positioning of leather foot wear by customers with the help of slogan used in advertisements of the products had lower mean (Mean=2.53, SD=.946). Moreover, slogans had also lower effect in convincing customers to buy a local leather foot wear product (Mean=2.37, SD=1.034). Hence, we can conclude that slogans used in advertisements of a local leather footwear product have weak effect on consumers buying decision behavior.

4.1.1. Packaging

Table 4.7 Packaging

		PACKAGING				SUMMARY		
Q1		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	47	18.4	18.4	18.4	255	2.37	1.034
	Disagree	113	44.3	44.3	62.7			
	Neutral	60	23.5	23.5	86.3			
	Agree	23	9.0	9.0	95.3			
	Strongly Agree	12	4.7	4.7	100.0			
	Total	255	100.0	100.0				
Q2		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	35	13.7	13.7	13.7	255	2.49	1.007
	Disagree	112	43.9	43.9	57.6			
	Neutral	68	26.7	26.7	84.3			
	Agree	29	11.4	11.4	95.7			
	Strongly Agree	11	4.3	4.3	100.0			
	Total	255	100.0	100.0				
Q3		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	43	16.9	16.9	16.9	255	2.56	1.099
	Disagree	89	34.9	34.9	51.8			
	Neutral	78	30.6	30.6	82.4			
	Agree	28	11.0	11.0	93.3			
	Strongly Agree	17	6.7	6.7	100.0			
	Total	255	100.0	100.0				

Source: Survey result of 2018

Packaging of a leather foot wear product is the last variable which was represented by three statements. As indicated by the statistics above, 47 (18.4%) of respondents strongly disagreed and 113 (44.3%) disagreed that they prefer local leather footwear that is marketed by attractive packaging material. On the other hand, about 23 (9.0%) agreed and 12 (4.7%) strongly agreed, while the rest 60 (23.5%) were indifferent. From the result of the data we can say that attractiveness of packaging materials has lower positive effect on consumer's buying decision behavior.

Regarding loyalty of customers, 112 (43.9%) of respondents disagreed and 35 (13.7%) strongly disagreed that packaging of a leather foot wear makes them loyal to the organization, where as 29 (11.4%) agreed and 18 (7.6%) strongly disagreed on influence of packaging on consumers

loyalty. On the other hand larger number of respondents i.e. 68 (26.7%) responded neutral. This indicates most of the respondents do not influenced and be loyal merely because of packaging materials of a leather foot wear product. Therefore packaging has moderate effect on consumer's loyalty with footwear producers and distributors.

The statistics above show the majority about 89 (34.9%) disagreed and 43 (16.9%) strongly disagreed that packaging appearance of a leather foot wear helps them in product recognition. On the other hand, 28 (11.0%) agreed and 17 (6.7%) strongly agreed, while 78 (30.6%) answered neutral. Hence, packaging appearance of local leather foot wear has no positive relation with consumer product recognition and helps consumers to reach in a purchase decision.

Packaging of a leather foot wear product is the last variable represented by three statements. The statistics indicate that packaging appearance of a leather foot wear helps respondents in product recognition (Mean=2.56, SD=1.099) has the highest mean and lowest standard deviation than the three statements. This means that consumers some how easily recognize a local leather footwear products while they are exposed to a particular well designed packaging material. Consumer's preference to products sold with attractive material has lower mean (Mean=2.37, SD=1.034) and loyalty of consumers based on packaging material is also lower (Mean=2.49, SD=1.007). This indicates that customers are not that much influenced by aesthetically appealing packaging materials nor they will be loyal to the organization only for a good packaging material.

Table 4.8 Buying Decision

		BUYING DECISION			SUMMARY			
Q1		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	62	24.3	24.3	24.3	255	2.37	1.104
	Disagree	90	35.3	35.3	59.6			
	Neutral	60	23.5	23.5	83.1			
	Agree	33	12.9	12.9	96.1			
	Strongly Agree	10	3.9	3.9	100.0			
	Total	255	100.0	100.0				
Q2		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	48	18.8	18.8	18.8	255	2.36	1.025
	Disagree	112	43.9	43.9	67.7			
	Neutral	59	23.1	23.1	85.9			
	Agree	26	10.2	10.2	96.1			
	Strongly Agree	10	3.9	3.9	100.0			
	Total	255	100.0	100.0				
Q3		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	44	17.3	17.3	17.3	255	2.35	0.935
	Disagree	112	43.9	43.9	61.2			
	Neutral	69	27.1	27.1	88.2			
	Agree	26	10.2	10.2	98.4			
	Strongly Agree	4	1.6	1.6	100.0			
	Total	255	100.0	100.0				
Q4		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	47	18.4	18.4	18.4	255	2.37	0.999
	Disagree	107	42.0	42.0	60.4			
	Neutral	69	27.1	27.1	87.5			
	Agree	23	9.0	9.0	96.5			
	Strongly Agree	9	3.5	3.5	100.0			
	Total	255	100.0	100.0				
Q5		Frequency	Percent	Valid Percent	Cummulative Percent	N	MEAN	Std. Deviation
Valid	Strongly Disagree	27	10.6	10.6	10.6	255	2.53	0.947
	Disagree	111	43.5	43.5	54.1			
	Neutral	84	32.9	32.9	87.1			
	Agree	22	8.6	8.6	95.7			
	Strongly Agree	11	4.3	4.3	100.0			
	Total	255	100.0	100.0				

Source: Survey result of 2018

4.1. Correlation Analysis

Table 4.9: Pearson correlation result for the variables

		Correlations					
		Brand Name	Logo	Character	Slogan	Packaging	Buying Decision
Brand Name	Pearson Correlation	1	.734**	.734**	.588**	.639**	.696**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	255	255	255	255	255	255
Logo	Pearson Correlation	.734**	1	.670**	.655**	.590**	.693**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	255	255	255	255	255	255
Character	Pearson Correlation	.734**	.670**	1	.691**	.768**	.677**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	255	255	255	255	255	255
Slogan	Pearson Correlation	.588**	.655**	.691**	1	.730**	.700**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	255	255	255	255	255	255
Packaging	Pearson Correlation	.639**	.590**	.768**	.730**	1	.699**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	255	255	255	255	255	255
Buying Decision	Pearson Correlation	.696**	.693**	.677**	.700**	.699**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	255	255	255	255	255	255

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

Table 4.33 illustrates the relationship between *each* variable & buying decision behavior. The results indicate that there are significant correlations between brand name and buying decision ($r = 0.696$, $p < 0.01$) as well as between logo and buying decision ($r = 0.693$, $p < 0.01$). It is also indicated there is a significant correlation between slogan and buying decision ($r=0.700$, $p < 0.01$) as well as between packaging and buying decision ($r=0.699$, $p < 0.01$). Moreover, as shown in the table, there was also significant correlations between brand character and buying decision behavior of local leather foot wear consumers ($r = 0.677$, $p > 0.01$).

4.1. Regression Analysis

Multiple regressions were used for analyzing associative relationships between buying decision and the various brand elements. 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, we can say that there is no interdependence (multi-collinearity) among independent variables. Therefore, regression analysis is appropriate for this particular study.

Table 4.10: Variation Inflation Factor (VIF)

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.127	.113		1.130	.259		
1 Brand Name	.268	.071	.238	3.777	.000	.350	2.861
Logo	.216	.061	.213	3.527	.000	.379	2.640
Character	.012	.066	.013	.182	.855	.291	3.434
Slogan	.224	.057	.237	3.918	.000	.379	2.637
Packaging	.221	.060	.239	3.681	.000	.329	3.038

a. Dependent Variable: Buying Decision

Multiple linear regressions were conducted to identify the relationship and to determine the most dominant variables that influenced the consumer buying decision behavior of local foot wear products. The significance level of 0.05 with 95% confidence interval was used. The dependent variable was buying decision and the independent variables include brand name, logo, character, slogan and packaging. The reason for using multiple regression analysis was to assess the direct effect of brand elements on the consumer buying decision behavior of local foot wear and the output is shown in the table below. In order to show the impact that each variable has on the dependent variable, the study checked the Standardized Coefficients. The table shows the slope of multiple regression analysis.

Table 4.11: The Slope of Multiple Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	.655	.648	.486

a. Predictors: (Constant), Packaging, Logo, Brand Name, Slogan, Character

From the analysis in the above table, we observed that R (.809^a) indicates correlation of the five independent variables with the dependent variable i.e. buying decision and the weighted combination of the predictor variables (branding elements) explained or affect 64.8% (Adjusted R square) of the variance of buying decision behavior and the remaining 35.2% is explained by extraneous variables.

Table 4.12: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.595	5	22.319	94.432	.000 ^b
	Residual	58.851	249	.236		
	Total	170.445	254			

a. Dependent Variable: Buying Decision

b. Predictors: (Constant), Packaging, Logo, Brand Name, Slogan, Character

From the table i.e. ANOVA test, it is noticed that F value of 94.432 is significant at the 0.000 level. Therefore, from the result, it can be concluded that with 64.8 % of the variance (Adjusted R-Square) the buying decision is significant and the model is appropriately measure the latent construct.

Table 4.13: Regression Analysis Result

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.127	.113		1.130	.259		
1 Brand Name	.268	.071	.238	3.777	.000	.350	2.861
Logo	.216	.061	.213	3.527	.000	.379	2.640
Character	.012	.066	.013	.182	.855	.291	3.434
Slogan	.224	.057	.237	3.918	.000	.379	2.637
Packaging	.221	.060	.239	3.681	.000	.329	3.038

a. Dependent Variable: Buying Decision

Based on multiple linear regression analysis, the table above reveals the impact of each brand elements, i.e. the impact of, brand name, logo, character, slogan, and packaging, on consumers buying decision behavior of foot wear product are .268, .216, .012, .224 and .221 respectively. By examining this β weight of data analysis result and level of significant, the finding shows that brand name and slogan have greater impact on consumer buying decision behavior of local made leather foot wear product. This informed us the predicted change in the dependent variable for every unit increase in that particular predictor. This signifies a one percent increase in the value of brand name; the buying decision of consumers will increase by .268 percent provided that other variables remain constant. The same is true for slogan of a leather foot wear. Therefore, we can conclude that brand name and slogan have statistically significant impact on consumer buying decision behavior of local leather footwear product.

On the other hand, the β value of logo, character and packaging is .216, .012, and .221 respectively and the significance level is greater than 0.05. Therefore, we can conclude that logo, character and packaging have no significant impact on consumer buying decision behavior of local made footwear products. The explained regression equation is stated as: consumer buying decision = $.127 + .268*bn + .216*L + .012*ch + .224*s + .221p$ where bn=brand name, L=logo, ch=character, s=slogan and p=packaging.

CHAPTER FIVE

Summary of Findings, Conclusions and Recommendations

This chapter presents the summary of the data findings on the impact of branding on consumer buying decision behavior of local leather footwear products in Commercial Bank of Ethiopia: the case of selected branches under South Addis Ababa District. It also gives conclusions and recommendations drawn from the findings. The chapter is therefore structured into summary of findings, conclusions, recommendations and area for further research.

5.1. Summary of Findings

Based on the analysis made on the relationship between buying behavior and brand elements, the researcher summarized the following findings:

- Majority of the respondents have disagreed that a brand name of a local leather foot wear helps them to reach in a purchase decision.
- Regarding consumers ability to differentiate a local leather foot wear product in the absence of a brand name, most of the respondents disagreed that they could not differentiate a local made leather foot wear product in the absence of a brand name. This implies that brand name has positive relationship with product differentiation.
- The finding also reveals that greater parts of respondent (i.e. about 61.1%) are negatively affected by brand familiarity. This shows that there is inverse relation between familiarity of brand name of a local leather foot wear product and consumer buying decision behavior.
- In similar manner, local leather footwear consumers (i.e. CBE employees) do not use logo as a means to differentiate local leather footwear product from similar competing products.
- More than half of the respondent disagreed and strongly disagreed that their recognition to a local leather foot wear product is affected by logo of the product. Therefore, it easy to say that there is no positive relation between logo of local leather footwear and product recognition.

- Greater part of the respondents have also answered that logo of local leather footwear does not help them to show their status in a society. Therefore, we can say logo of a local leather foot wear has weak positive relation with status of local leather consumers.
- About 54.6 % of the respondents disagreed that brand character used in advertisement helps to create awareness about a product. The result also indicates that brand character used in advertisements of a local leather footwear product has weak effect on perception of consumers towards the product.
- The other finding is that brand character has weak effect in convincing consumers about the key benefits of a local leather footwear product. Similarly, brand characters used in advertisements of local leather footwear has weak effect in convincing consumers to buy a product In other word, customers might reach in a purchase decision either based on their previous experience with the product or by word of mouth advertisements from their friends, family or other reference groups and not by a brand character used in advertisements of local leather footwear product.
- As majority of the respondent suggested, the slogans used to promote the products has no significant impact in influencing consumers and making them think the product special. In addition, slogan used in advertisements of local leather footwear has irrelevant influence on product positioning. Slogans do not convince most customers to buy a local made foot wear product. Therefore, we can conclude that slogans used in advertisements of local leather footwear product have weak influence on consumer buying decision behavior.
- Finally, the finding of the result revealed that attractive packaging material has little positive effect on consumer's buying decision behavior. Greater part of the study's respondent did also disagreed on the idea that packaging appearance of local leather foot wear has impact on product recognition and helps consumers to reach in a purchase decision.

Generally speaking, it can be said that all branding elements (variables) used in the research has insignificant impact on consumer buying decision behavior of locally produced leather footwear products.

5.2. Conclusion

Brand elements, sometimes called brand identities, are those trademarks that serve to identify and differentiate the brand. The main brand elements are brand names, logos, characters, slogans, and packages. The main purpose of this study was to assess the impact of branding on consumers buying decision behavior of a local made leather foot wear products. Two approaches were identified to define branding; the first is the traditional product plus definition which views branding as an additional to the product, here the brand is seen primarily as an identifier. The second approach is the holistic view. Under this approach the focus is on the brand itself, which encompasses much more than just the product. The brand is considered to be the sum of all elements of the marketing mix: the product is just one element, alongside price, promotion, and distribution. The holistic approach defines a brand as “the promise of the bundle of attributes that someone buys and that provides satisfaction. For this particular research however, the traditional view is taken as relevant. Therefore, five brand elements were taken as independent variable; this includes brand name, logo, character, slogan and packaging. The dependent variable is consumer buying decision behavior.

Questionnaire was used as a method of data collection. As a major data collection tool a five point *likert* scale questions was used and in this questionnaire each variable is represented by statements that help to measure the impact of branding on the buying decision of local leather foot wear. The questionnaire was distributed to 255 respondents (employees) of Commercial Bank of Ethiopia under South Addis Ababa District who actually bought a local made leather foot wear within the last one year period. The gathered data is analyzed using both descriptive and inferential statistics. In descriptive statistics mean of the data and frequency of responses were used, on the other hand, correlation and regression analysis were used as a method of data analysis.

In a nutshell, the study has found that all the branding elements used by the researcher to assess the impact of brands on consumer buying decision behavior has no significant impact on the dependant variable. Therefore, it can be concluded that the impact of brand name, character, logo, slogan and brand packaging on consumer buying decision behavior of locally produced leather footwear is negative.

5.3. Recommendation

Based on the findings of the study and conclusions made, the following possible recommendations are given.

- The brand name 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 will have an impact on local foot wear consumers buying decision behavior. Therefore, firms should invest more in developing their brand and put their brand in a better position in the minds of consumers than competing products. Especially they need to give greater emphasizes to their brand name than other brand elements in their marketing communications.
- The producers of local footwear products should strategically focus on promoting their products to big enterprises such as banks where they can supply their products and increase their sales turnover. This will help them to maintain their long term profitability as the demand for such product in these industries is high in line with their dressing code.
- Understanding the impacts of branding on the consumer buying decision behavior of local leather foot wear products enable manufacturers and distributors of foot wear products to give more attention and promote and invest on their brand, which intern signal a certain level of quality to consumers so that satisfied buyers can easily choose the product again when a need arises. Brand loyalty could also be created which provides consumers predictability and security of demand for the firms and also serves as a means of creating barriers to entry for newly competing firms to enter the market.
- In order to familiarize their products, local footwear producers should produce and distribute foot wear products that meet consumer's needs and expectations and shall reduce the perceived financial risk associated with the product in their marketing communications. E.g. Consumers should have a pay back guarantee for products they purchase in case of quality and other unexpected failure.
- Producers of foot wear products 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 will help to be part of consumers consideration set and aid the ability of consumers to retrieve the brand while buying a leather foot wear product.

- Unlike other foreign foot wear brands, local foot wear manufacturers should not emphasize on consumers status while they advertise their products. This is because most consumers do not buy a local leather foot wear products with the intention of gaining respect from their friends or other member of the society.
- Firms should also give greater attention in developing their brand name i.e. it should be simple and easy to pronounce and spell. This helps in product recall and recognition.
- Visual symbols as brand logos offer untapped opportunity to the organization. Therefore, producers of local footwear products should also give more attention to their logo in their marketing activities. As logos of local footwear has an impact especially on product recall, a care full, systematic and continuous effort to put the logo of the company in the minds of consumers will help producers and their products to be part of consumers consideration set and assist consumers in their buying decision. Therefore companies need to use their logo in their overall marketing effort.

In general, the study revealed that consumer buying decision behavior is affected mostly by other variables than the variables under study (brand elements). Therefore, other researchers should conduct further research on the other variables which could affects consumers buying decision behavior of local made leather foot wear products.

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APPENDEX 1 - Questionnaire
ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
MASTERS OF MARKETING MANAGEMENT
Survey Questionnaire

Dear Respondent,

This survey is being conducted by a student researcher at Addis Ababa University School of Commerce as a fulfillment for post graduate studies in Marketing Management. The survey asks your opinion on branding of a local leather foot wear products. The questions focus mainly on the impact of the brand elements on your buying decision behavior of a local made leather foot wear products. As an academic survey, your response to this survey, or any individual questions on the survey, is completely voluntary. You will not be individually identified and your response will be used for academic purpose only. Your answers will help the researcher in his fact finding effort on the impact of branding on the buying decision behavior of local foot wear products.

If you have questions about your rights as a participant in this survey or are dissatisfied at any time with any aspect of the survey, you may contact the researcher at his e-mail hennybook@gmail.com or Tel: 0913 76 60 97.

Thank you for your valuable time.

Henok Mulugeta

Part Three: Basic Information

DIRECTION: Please provide your best response for all questions and put “√” on the space that reflects your opinion on branding. Use the following Likert scale to answer each item.

S/No	3.1 BRAND NAME - Statement	SDA	DA	N	A	SA
1	A brand name of a local made leather foot wear product helps me to reach easily in a purchase decision.	1	2	3	4	5
2	It is easier to me to distinguish a leather foot wear product I prefer in the absence of a brand name.	1	2	3	4	5
3	A local leather foot wear product with familiar brand name significantly affects my decision to buy.	1	2	3	4	5
4	A local leather foot wear product with meaning full brand name significantly affects my purchase decision.	1	2	3	4	5
5	A brand name of a local leather foot wear product helps me to reduce the product risk of not performing as per my expectations.	1	2	3	4	5
6	A brand name of a leather foot wear product helps me to reduce health risks associated with the product	1	2	3	4	5
7	Brand Name of a leather foot wear products assists me to reduce the risk of losing my money.	1	2	3	4	5
8	Brand name of a leather foot wear product helps me not to feel embarrass in the society.	1	2	3	4	5
9	Brand name of a local leather foot wear product helps me to reduce a waste of my valuable time	1	2	3	4	5
10	A brand name of a leather foot wear product strongly affects my recall to the product.	1	2	3	4	5
11	A brand name of a local made foot wear product strongly affects my recognition to the product.	1	2	3	4	5
S/NO	3.2 LOGO - Statement	SDA	DA	N	A	SA
1	A logo of a local leather foot wear product strongly affects my ability to differentiate a product from competing similar products.	1	2	3	4	5
2	My recognition to a local made leather foot wear product is strongly affected by its logo.	1	2	3	4	5
3	Logos of a local Leather foot wear products strongly helps me to recall the product.	1	2	3	4	5
4	A local leather foot wear product with aesthetically appealing logo has a strong impact on my purchase decision than those products whose logo is less attractive.	1	2	3	4	5
5	Logos of a local leather foot wear product helps me to show my status in a society.	1	2	3	4	5
S/NO	3.3 Character - Statement	SDA	DA	N	A	SA
1	Brand characters used in advertisement of a leather foot wear product helps me to create awareness about a product.	1	2	3	4	5
2	My perception about a local made leather foot wear product is strongly affected by the brand character of the product	1	2	3	4	5
3	Brand characters used in an advertisement of a local leather foot wear product helps me to recognize key benefit of a product.	1	2	3	4	5
4	Brand character used in the advertisement of local foot wear product usually convinces me to buy a product.	1	2	3	4	5

S/NO	3.4 Slogan - Statement	SDA	DA	N	A	SA
1	I always understand what makes a local leather foot wear product especial by the slogans used to promote the product.	1	2	3	4	5
2	I usually position a local leather foot wear product by the slogans used in an advertisements.	1	2	3	4	5
3	A slogan used in the advertizing of a local leather foot wear product convinces me to buy a product.	1	2	3	4	5
S/NO	3.5 Packaging - Statement	SDA	DA	N	A	SA
1	I usually prefer a local leather foot wear product that are marketed with attractive packaging materials.	1	2	3	4	5
2	Packaging of local leather foot wear products makes me loyal to the organization.	1	2	3	4	5
3	The package appearance of a local leather foot wear product helps me in product recognition	1	2	3	4	5
S/NO	3.6 Buying Decision - Statement	SDA	DA	N	A	SA
1	My decision to buy local leather footwear products is determined by the brand name of the product	1	2	3	4	5
2	My decision to buy local leather footwear is determined by logo of the product	1	2	3	4	5
3	My decision to buy local leather footwear is determined by character used in advertisement of a product.	1	2	3	4	5
4	My decision to buy local leather footwear is determined by the slogans used in advertisements of a product	1	2	3	4	5
5	My decision to buy local leather footwear is determined by the packaging material of a product	1	2	3	4	5

1. SDA (Strongly Disagree), **2.DA** (Disagree), **3. N** (Neutral), **4 A** (Agree), **5. SA** (Strongly Agree)

<p>If you would like to get a copy of the executive summary of this survey please write your e-mail address below</p> <p>.....</p>
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APPENDIX 2 – CORRELATION OUTPUT

		Correlations					
		Brand Name	Logo	Character	Slogan	Packaging	Buying Decision
Brand Name	Pearson Correlation	1	.734**	.734**	.588**	.639**	.696**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	255	255	255	255	255	255
Logo	Pearson Correlation	.734**	1	.670**	.655**	.590**	.693**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	255	255	255	255	255	255
Character	Pearson Correlation	.734**	.670**	1	.691**	.768**	.677**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	255	255	255	255	255	255
Slogan	Pearson Correlation	.588**	.655**	.691**	1	.730**	.700**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	255	255	255	255	255	255
Packaging	Pearson Correlation	.639**	.590**	.768**	.730**	1	.699**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	255	255	255	255	255	255
Buying Decision	Pearson Correlation	.696**	.693**	.677**	.700**	.699**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	255	255	255	255	255	255

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

APPENDIX 3 – REGRESSION OUTPUT

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	.655	.648	.486

a. Predictors: (Constant), Packaging, Logo, Brand Name, Slogan, Character

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.595	5	22.319	94.432	.000 ^b
	Residual	58.851	249	.236		
	Total	170.445	254			

a. Dependent Variable: Buying Decision

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.127	.113		1.130	.259
	Brand Name	.268	.071	.238	3.777	.000
	Logo	.216	.061	.213	3.527	.000
	Character	.012	.066	.013	.182	.855
	Slogan	.224	.057	.237	3.918	.000
	Packaging	.221	.060	.239	3.681	.000

a. Dependent Variable: Buying Decision