



**Analysis of the Effect of Marketing Factors on
Retailers' Tyre Brand Preference in Addis Ababa**

**Addis Ababa University
College Of Business and Economics
School Of Commerce
Department Of Marketing Management
Graduate Program Unit**

BY

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Addis Ababa

Ethiopia

**Analysis of the Effect of Marketing Factors on Retailers' Tyre
Brand Preference in Addis Ababa**

**Addis Ababa University College of Business and Economics
School of Commerce Marketing Management Graduate Program
Unit**

**A Thesis Submitted in Partial Fulfillment of the Requirements
for the Award of Master of Arts Degree in Marketing
Management**

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**May 2016
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Declaration

I, Temesgen Alemayehu, hereby declare that this masters' thesis entitled **“Analysis of the Effect of Marketing Factors on Retailers’ Tyre Brand Preference in Addis Ababa”** is my original work and has not been used by others for any other requirements in any other university and all sources of information in the study have been appropriately acknowledged.

Temesgen Alemayehu**Student**

Signature**May 2016****Date**

Letter of Certification

This is to certify that Temesgen Alemayehu has carried out his thesis on the topic entitled: Analysis of the Effect of Marketing Factors on Retailers' Tyre Brand Preference in Addis Ababa. This work is original in nature and suitable for the award of Masters of Arts (MA) in Marketing Management.

Tewodros Mesfin**May 2016**

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Abstract

Every retailer in the market has their own brand preference. Retailers consider certain attributes before purchasing products. The objective of this study was to analyze the underlying marketing factors of brand preference among retailers in Addis Ababa. The independent variables included in this study are price, product quality, advertisement, brand name awareness and brand availability; while brand preference is the dependent variable. All tyre retailers in Addis Ababa were asked using questionnaire based on Likert type scale to collect information from the respondents in the city of Addis Ababa. The data were analyzed using descriptive statistics, ANOVA, two tailed t- test and multiple regression. The findings of the study showed that among the independent variables only price and brand name awareness are significant in determining brand preference of tyre retailers in Addis Ababa. Particularly Bridgestone tyre was found to be the most preferred brand among all tyre brands available in Addis Ababa. Brand preference is important in this sector therefore Wholesalers/manufacturers in the tyre industry should design their brand strategy by mainly focusing on price and brand name awareness.

Key Words: Brand preference, Brand Awareness, Product Quality

Table of Contents

List of Abbreviations and Acronyms.....	I
List of Tables.....	II
List of figures.....	III
Chapter 1: Introduction	1
1.1 Background of the study	1
1.2 Statement of the problem	2
1.3 Research Question	3
1.4 Research Objective	3
1.5 Research Hypotheses	4
1.6 Definition of Terms	5
1.7 Significance of the study	6
1.8 Scope and Delimitations	6
1.9 Organization of the research	6
Chapter2: Literature Review	8
2.1 Theoretical Framework.....	8
2.1.1Concept of Branding	8
2.1.2 What is a brand?	8
2.1.3 Brand Preference	10
2.1.4 Distinction between Brand Preference and Other Constructs	10
2.1.5 Underlying Factors Of Brand Preference	12
2.1.6 Business to Business Markets	16
2.2 Empirical literature review.....	19
2.3 Conceptual Framework.....	21
Chapter 3: Research Design and Methodology	22
3.1 Research Approach	22
3.2 Research Design	22
3.3 Research Method.....	23
3.4 Population and Sampling Technique	23
3.4.1 Target Population.....	23
3.4.2 Sample Size	24
3.4.3 Sampling Technique	25

3.5 Data Collection Instruments	25
3.6 Method of Data Collection.....	26
3.7 Procedures of Data Collection	26
3.8 Method of Data Analysis.....	27
3.9 Reliability and Validity.....	28
3.9.1 Scale Reliability	28
3.9.2 Validity Analysis	29
3.10 Ethical Considerations.....	30
Chapter Four : Analysis and Discussion	31
4.1 Respondents Profile	31
4.2 Descriptive Analysis	34
4.2.1 Responses On Factors Affecting Tyre Brand Preference	34
4.3 Inferential Statistics	40
4.3.1 Correlation Analysis	40
4.3.2 Test For Linear Regression Model Assumptions	42
4.3.3 Regression Analysis.....	44
4.4 Discussion.....	49
Chapter Five: Summary, Conclusion And Recommendations	51
5.1 Summary Of Findings	51
5.2 Conclusion.....	52
5.3 Recommendations	52
5.4 Limitations And Suggestions For Further Study.....	53
Reference	54
Appendix 1: English Questionnaire.....	61
Appendix 2: Amharic Questionnaire.....	64

List of Abbreviations and Acronyms

AMA: American Marketing Association

ANOVA: Analysis of Variance

α :Coefficients of an Equation

β :Coefficients of an Equation

FTA: Federal Transport Agency

SPSS: Statistical packages for social science

List of Tables

Table 1: Number of tyre retailers in Addis Ababa.....	24
Table 2: Reliability test.....	29
Table 3: Approximately how long have your store been engaged in this business?.....	31
Table 4: What is your position within the store?	32
Table 5: Which tyre brand do you prefer?	33
Table 6: Product price.....	35
Table 7: Product quality.....	36
Table 8: Advertisement.....	37
Table 9: Brand name awareness.....	38
Table 10: Brand availability.....	39
Table 11: Overall brand preference	39
Table 12: Summary of overall brand preference determinants.....	40
Table 13: Correlations analysis.....	41
Table 14: Skewness and Kurtosis	43
Table 15: Multi Collinearity	44
Table 16: Model summary.....	45
Table 17: Anova.....	45
Table 18: Regression analysis of brand Preference	46
Table 19: Summary of the overall outcome of the Research Hypotheses	48

List of Figures

Figure 1: Conceptual framework	21
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Chapter 1: Introduction

1.1 Background of the study

Today's market place is fundamentally different from market places that existed earlier as a result of major societal forces that have resulted in many new consumer and company capabilities. These forces have created new opportunities and challenges and changed marketing management significantly as companies seek new ways to achieve marketing superiority (Kotler & Keller, 2012). Thus to win in this current market situation, companies must become clever not just in managing products but also building high degree of brand preference than competitors to create extending loyal customer lifetime value.

According to Kotler and Keller (2012), a brand is a product or service whose dimension differentiates it in some way from other products or services designed to satisfy the same needs. These differences maybe functional, rational, or tangible. They may also be more symbolic, emotional or intangible related to what the brand represents or means in a more abstract sense.

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. Furthermore, its success results from being able to sustain those added values in the face of competition (DeChernatory & McDonald, 2003).

Although there are many definitions put forward by various scholars the most widely accepted and recognized definition of brand is the one from American Marketing Association (2014) which defines brand as a name, term, symbol, or design or a combination of them intended to identify the goods or differentiate them from those of competitors. This definition is the one that is applied in this study.

Furthermore, brand preference is defined as a measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available (www.businessdictionary.com).

Consumers today face more options than ever before, consumers can choose a specific offering from among a set of brands in a consideration set, and they need to determine which criteria is relevant to the decision and how important each criterion is to their decision. Besides that, they compare across brands one product attribute at a time, such as comparing each brand in terms of

price. Although most consumers prefer attribute processing because it is easier than brand processing they cannot always find information available in a manner that facilitates it (Hoyer & MacInnis, 2008). Thus, consumers offer their trust and loyalty with the implicit understanding that the brand will behave in certain ways and provide them utility through consistent product performance and appropriate pricing, promotion and distribution programs and actions (Keller, 2004).

The production of tyres in Ethiopia dates back to 1972 when Addis Tyre S.C. (ATC) the first of its kind in the country, was established with a yearly production capacity of 60,000 tyres and 45,000 tubes and a total labor force of 260 people. After different ventures currently 100% share of Horizon Addis Tyre S.C. is owned by Horizon Plantation P.L.C. (www.horizon-atc.com).

According to the Federal Transport Authority as of 2012 the number of vehicles in Addis Ababa was 196,982 which increases annually by 6%. Therefore, in order to acquire a major share of this market for tyres in the emerging Addis Ababa market, marketers should understand the factors that influence brand preference. Earlier European tyre manufacturers had a monopoly over the African markets but in recent times they are losing ground to Chinese and Indian brands in Africa.

1.2 Statement of the problem

Whether a company is selling products or services, a strong brand is the most important and sustainable asset that the company could have. A company's brand strategy should always be the guiding principle behind every decision and every action (Pfoertsch, 2007).

Some previous researches tried to study factors influencing preference of a brand of beer (Amadi and Ezekiel, 2013), antecedents of consumer brand preference in the context of telecommunications (Ahmed and Jennifer, 2011) and the level of brand awareness with regard to brand preference of dairy brands (Denford and Edward, 2007). These studies have never specifically considered the effect of marketing factors on brand preference. Furthermore all the prior studies mentioned above used some methods of sampling while this study tried to collect data from the whole target population. As to the researcher's knowledge there are no studies in Ethiopia specifically on the different marketing factors that affect retailers' tyre brand preference.

This study tried to analyze how marketing factors affect retailers' tyre brand preference in the Addis Ababa market. This is necessary due to many factors including globalization and Ethiopia's move to joining the World Trade Organization. In addition, the understanding of these factors can help domestic manufacturers better understand and penetrate the Addis Ababa market.

Based on the above gaps the researcher developed an interest in this area and will examine the effect of some marketing factors on retailers' tyre brand preference.

1.3 Research Question

The researcher will try to answer the following questions by the end of this study.

Main Research Question

- To what extent do marketing factors influence retailers' tyre brand preference?

Specific Research Questions

- How does price influence retailers tyre brand preference in Addis Ababa?
- To what extent does product quality affect retailers' tyre brand preference?
- To what extent does advertising affect retailers' tyre brand preference?
- To what extent does brand awareness affect retailers' tyre brand preference?
- To what extent does brand availability affect retailers' tyre brand preference?

1.4 Research Objective

This study has general and specific objectives as follows:

General Objective

Broadly this study will examine the effect of different marketing factors on retailers' tyre brand preference with a particular emphasis on Addis Ababa.

Specific Objectives

The specific objectives of this study are:

- To examine the effect of price on retailers tyre brand preference in Addis Ababa.
- To determine the effect of product quality on retailers tyre brand preference.
- To examine the effect of advertising on retailers tyre brand preference.
- To analyze the effect of brand awareness on retailers tyre brand preference.
- To investigate the effect of brand availability on retailers' tyre brand preference.

1.5 Research Hypotheses

Based on the literature review to examine factors which influence brand preference the following five hypotheses have been developed.

Price is one element of the marketing mix that produces revenue (Kotler & Keller, 2012). Dodds and Monroe (1985) found that price is an important cue to quality when other cues available are limited, when the product cannot be evaluated before purchase, and when there is some degree of risk inherent in making wrong choice; a key variable that influences consumers' purchase intention (Zeinab & Seyedeh, 2012).

H₀: Price has no significant influence on brand preference.

H₁: Price has significant influence on brand preference.

Product quality has a significant impact towards the product or service performance, thus it is linked to customers value and satisfaction (Kotler & Armstrong, 2010). Quality is important for impacting brand choice because it is the portion of personal risk that a consumer takes on the decision making process in evaluating the purchase of a product (Hoyer and MacInnis, 2008).

H₀: Product quality has no significant influence on brand preference.

H₂: Product quality has significant influence on brand preference.

According to Shimp (2000), there is positive correlation between a brands share of voice (SOV) and share of market (SOM). A share of voice may be described as a firms advertising expenditure expressed as a percentage of the total expenditure in a product category over a given

periods of time in a given locality. Perhaps, brands that dominate or has higher SOV may most likely control higher SOM.

H₀: Advertisement has no significant influence on brand preference.

H₃: Advertisement has significant influence on brand preference.

Researchers such as Narteh et al (2012) and Jiang (2004) agree that brand awareness is an element that plays a vital role in brand choice. Keller (2004) views brand awareness as related to the strength of the brand node or trace in memory as reflected by consumers' ability to identify the brand under different conditions.

H₀: Brand name awareness has no significant influence on brand preference.

H₄: Brand name awareness has significant influence on brand preference.

Consistency of supply and availability are vital for brand preference. DeChernatory & McDonald (2003) state that consumers are not motivated to search out low involvement brands therefore manufacturers should ensure wide availability. Any out of stock situations would probably result in consumers switching to an alternative brand.

H₀: Brand availability has no significant influence on brand preference.

H₅: Brand availability has significant influence on brand preference.

1.6 Definition of Terms

- ✓ **Brand:** name, term, symbol, or design or a combination of them intended to identify the goods or differentiate them from those of competitors. (AMA, 2014)
- ✓ **Brand awareness:** ability of a potential buyer to recognize or recall a brand as a member of a certain product category (Aaker, 1991)
- ✓ **Brand preference:** a measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available (www.businessdictionary.com).
- ✓ **Price:** the one element of the marketing mix that produces revenue (Kotler & Keller, 2012)

- ✓ **Product quality:** the set of aspects and characteristics of a product or service that maintain a relationship with their capacity to satisfy consumers expressed or latent needs (Kotler, 2006)
- ✓ **Tyre:** a hoop that covers the wheel

1.7 Significance of the study

Due to the high growth in infrastructure especially in the development of road construction around the city and the further government plan to engage in the construction of roads and other mega projects in the country and in Addis Ababa it can be prospected that the demand for tyre will grow. Beside this in 2013 the actual tyre consumption through the country was found to be 2,086,075 units. The huge market is a signal for the marketer of tyre manufacturer, wholesaler, retailers and also new investors to enter into the market. Therefore, the purpose of the intended research is to investigate the important factors behind retailers brand preference of tyres.

The result of the study will contribute to the awareness of the relationship between the factors and brand preference. It will also help local tyre manufacturers, distributors and other intermediaries to know how these factors will affect their business and develop proper strategy. In addition, this study will form a basis of reference for marketing academics and practitioners in the subject of brand preference and can be used as a stepping stone for further studies.

1.8 Scope and Delimitations

The study attempted to analyze the different marketing factors and their strength on determining retailers brand preference. It is obvious that there are a lot of variables that affect retailers' tyre brand preference however this study covers only five marketing factors which are price, product quality, advertisement, brand name awareness and brand availability. It should also be noted that the research only encompasses retailers that are found in Addis Ababa.

1.9 Organization of the research

This research is organized into five chapters. The first chapter is introduction which addresses background of the study, statement of the problem, research questions, objective of the study, research hypotheses, definition of terms, significance of the study, methodology, scope and

delimitations of the study. The second chapter covers review of related literature. The third chapter presents the research design and methodology. The fourth chapter includes results, discussions and findings of the study. The last chapter contains summary, conclusions and recommendations.

Chapter2: Literature Review

2.1 Theoretical Framework

2.1.1 Concept of Branding

Brands are not new to marketing. Historically, the concept of brand was first used by the ancient Egyptian brick-makers who drew symbols on bricks for identification (Farquhar, 1990). Other examples of the use of brands were found in Greek and Roman times; at this time, due to illiteracy shopkeepers identified their shops using symbols. Moreover, in the Middle-Ages, craftsmen marked their goods with stamps as a trademark by which to differentiate their skills. The next milestone of brand evolved in North America with the growth of cattle farming as a kind of legal protection, proof of ownership and quality signals (De Chernatony and McDonald, 2003).

The purpose of brands evolved into a valuable intangible asset and important resource serving the strategic reference point and contributing to greater value and market success (Wong and Merriless, 2007). Brand management is given a high priority and the spectrum of brand has been broadened beyond marketing communication and the resource-based theory of marketing strategy. The approach of brand orientation places consumers and brand at the pivotal point of company strategy (Wong and Merriless, 2007). Kay (2006) reports that building a successful brand achieves a high market share and increases profitability. He defined successful brands as the associated elements that cannot be copied by competitors, enhancing consumer preferences over competing brands. Evidence of brand strength is its success, illustrating its ability to win consumer preferences and construct long-lasting relationships.

2.1.2 What is a brand?

There are many definitions of brand according to different authors. These varying definitions are useful for the understanding of the complete picture regarding brand.

According to Kotler (1999), brand can deliver the following meaning:

Attributes- A brand first brings to mind certain product attributes. For example, Mercedes suggests such attributes as 'well engineered', 'well built', 'durable', 'high prestige', 'fast', 'expensive' and 'high resale value'. The company may use one or more of these attributes in its

advertising for the car. For years, Mercedes advertised 'Engineered like no other car in the world'. This provided a positioning platform for other attributes of the car.

Benefits- Customers do not buy attributes, they buy benefits. Therefore, attributes must be translated into functional and emotional benefits. For example, the attribute 'durable' could translate into the functional benefit, 'I won't have to buy a new car every few years.' The attribute 'expensive' might translate into the emotional benefit, 'The car makes me feel important and admired.' The attribute 'well built' might translate into the functional and emotional benefit; 'I am safe in the event of an accident.'

Values- A brand also says something about the buyers' values. Thus Mercedes buyers value high performance, safety and prestige. A brand marketer must identify the specific groups of car buyers whose values coincide with the delivered benefit package.

Personality- A brand also projects a personality. Motivation researchers sometimes ask, 'If this brand were a person, what kind of person would it be?' Consumers might visualize a Mercedes automobile as being a wealthy, middle-aged business executive. The brand will attract people whose actual or desired self-images match the brand's image.

A brand is a product or service whose dimensions differentiate it in some way or from other products or services designed to satisfy the same needs. These differences may be functional, rational, or tangible. They may also be more symbolic, emotional or intangible related to what the brand represents or means in a more abstract sense (Kotler & Keller, 2012).

DeChernatory & McDonald (2003) define a successful brand as 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. Furthermore, its success results from being able to sustain those added values in the face of competition.

In addition, according to the American Marketing Association (2014), brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods or differentiate them from those of competitors. This definition of a brand is supported, widely accepted by many authors and found in various literatures.

2.1.3 Brand Preference

Brand preference features in all of the major texts on brands and brand strategy. According to Wu (2001), the preferred brand is the chosen brand among several brands of the same quality. In addition Hellier et al. (2003), define it as the extent to which a consumer favors one brand over another. These authors agree that brand preference is created from consumers' differentiation and comparisons between various alternatives of brands considered by them. While, Anselmsson et al. (2008) define brand preference as the sum of unique assets captured by the consumers and measured by the brand strength experienced by the consumer. Further, Chang and Liu (2009) defined this concept as the consumer's biasness toward a certain brand.

Brand preference is important for business as a component of brand loyalty (Rundle-Thiele & Mackay, 2001). For that reason, brand preference is a way to enhance sales. From a business standpoint, the challenge is that customers could change their favorite brands by trying products of other brands because they are exposed to a variety of attractive brands. That is, customers tend to seek better brands of products or services, so their brand preference can change. For businesses to reduce that risk, they must identify what affects brand preference and how to build brand preference (Mathur, Moschis, & Lee, 2006).

2.1.4 Distinction between Brand Preference and Other Constructs

Brand preference can be related to, but remain conceptually distinct from, other brand constructs. Differentiating brand preference from other branding constructs can provide better understanding of its meaning. In particular, brand preference is different from brand loyalty, brand choice and brand attachment.

2.1.4.1 Brand Preference and Brand Loyalty

In the dictionary brand preference means "a measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available." Whereas, brand loyalty means "extent of the faithfulness of consumers to a particular brand, expressed through their repeat purchases, irrespective of the marketing pressure generated by the competing brands." (www.businessdictionary.com).

In the marketing literature, Oliver (1999) defines brand loyalty as a deeply held commitment to rebuy a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior.

This definition identifies two basic dimensions of brand loyalty: behavioral loyalty or purchase loyalty, related to the repeated purchases of the brand; and attitudinal loyalty, the psychological commitment toward the brand in terms of the consumer's disposition (Chaudhuri and Holbrook, 2001).

Rossiter and Bellman (2005) suggest different levels of preferences and their corresponding states of loyalty. There is strong brand preference for single or multiple brands; the state at which consumers can be loyal to a certain brand. Moderate brand preference refers to the state of brand switching, where there is no inclination towards a certain brand and consumers are more likely to switch from one brand to another. Neutral preference refers to how consumers can be unaware of the brand or loyal to other brands. Negative brand preference occurs when consumers are not, and will not become, loyal. Each brand preference level represents a market segment; therefore, marketing managers design strategies, targeting consumers at each segment, based on the level of preference. Consumers' moderate or neutral brand preferences can be stimulated to become strong. However, consumers with a negative brand preference cannot be loyal; rather, they can end up with a weak or moderate preference level.

2.1.4.2 Brand Preference and Brand Choice

Choice is the process of preference consolidation facilitating the choice task (Beach, 1993). Brand choice is concerned with the selection and consumption of the brand (Bettman et al., 1998). Brand preference can be viewed as a motivator of brand choice. Consumer choices are based on well-defined preferences through which consumers can determine the set of alternatives from which they will make their choices (Louviere, 2000). Consumer preferences and choices tend to be more consistent; therefore, preference provides a more accurate prediction of consumer choices comparing to attitude (Bither and Wright, 1977). Economically, the main target of the consumer in the choice task is to satisfy his preference and select the alternative

with maximum utility (Rizvi, 2001). If a consumer does not select the optimal alternative to maximize his utility, he is compromised by conflicting preferences (Yoon and Simonson, 2008).

Sagoff (2003) suggests that the relationship between brand choice and brand preference is subject to market conditions. In perfect market conditions, consumers will choose from their preferred alternatives. While in the imperfect market, choice is subject to situational factors, such as availability; whereby, consumers' brand choices can be inconsistent with their preferences. Surprisingly, marketing managers are more interested in brand preference than brand choice to signal repeated purchases, since consumer preferences tend to be constant across the different contexts, rather than choice-limited to a specific context (Amir and Levav, 2008).

2.1.4.3 Brand Preference and Brand Attachment

Brand attachment exists at a higher level of emotional response than brand preference; including passion, connection and affection. It measures the strength of the bond between the consumer and the brand (Thompson et al., 2005). Therefore, brand attachment reflects the long-term relationship and predicts current and future purchases based on past purchases (Esch et al, 2006).

2.1.5 Underlying Factors Of Brand Preference

Although, many studies have been conducted in various product categories, literature on factors that influence brand preference in the tyre product category is relatively insignificant. Thus, the above studies conducted in different product categories are considered for the selection of relevant variables/factors for this research. Therefore, in this study, five variables are considered which are price, product quality, advertisement, brand name awareness and brand availability.

2.1.5.1 Price

Price is one of the most investigated elements of the traditional marketing mix largely because it generates revenue to organizations (Keller, 2004); represents what is sacrificed by consumers to obtain a product (Zeithaml, 1988). Dodds and Monroe (1985) found that price is an important cue to quality when other cues available are limited, when the product cannot be evaluated

before purchase, and when there is some degree of risk inherent in making wrong choice; a key variable that influences consumers' purchase intention (Zeinab & Seyedeh, 2012).

The price elasticity of demand for a particular brand from a consumer's perspective is one of the main determinants of the purchase decision as it is an easy way to compare alternative product and services. Generally, consumers are willing to pay higher prices for brands that they perceive to have high value as the brand reflects the product/service quality (Erdem & Swait, 1998). As a result, it could be concluded that the price of the brand represents a source of information about the product/service; hence, it affects and simplifies the consumer's brand selection process (Teas & Grapentine, 1996).

According to Peter and Donnelly (2007) the price of products and services often influences, whether consumers will purchase them at all and if so, which competitive offering is selected. For some offerings, higher prices may not deter purchase because consumers believe that the products or services are of high quality or more prestigious. However, many of today's quality conscious consumers may buy products based on price than other attributes. Therefore, a better understanding of how customers use price information in choosing among alternative brands helps to evaluate it and know the intensity as compared to other factors or reasons.

McDonald and Sharp (2000) stated that price can be used as a reason for brand choice in two ways; either by going for the lowest price in order to escape financial risk or the highest price in order to achieve product quality. Cadogan and Foster (2000) argued that price is probably the most important consideration for the average consumer.

2.1.5.2 Product Quality

Product quality has a significant impact towards the product or service performance, thus it is linked to a customers' value and satisfaction (Kotler & Armstrong, 2010). Kotler et al. (2006) define quality as "the set of aspects and characteristics of a product or service that maintain a relationship with their capacity to satisfy consumers' expressed or latent needs". It can also be determined by the way customers perceive product quality in the market.

Product quality can be dichotomized into two perspectives: objective and perceived quality (Brunso, Bredahl, Grunert & Scholderer, 2005). Perceived quality can be described as the consumers' judgment about a product's overall excellence or superiority. The interpretation may be consumption situation-dependent. Conversely, objective quality the actual technical superiority or excellence of the products that is measurable or verifiable according to some pre-determined standards as judged from intrinsic cues (Dodds& Monroe, 1985).

Quality is important for impacting brand choice because it is the portion of personal risk that a consumer takes on the decision making process in evaluating the purchase of a product (Hoyer and MacInnis, 2010). Moreover, Bornmark et al. (2005) found out that perceived quality help consumers to reduce the risk; the consumers trust the brand and know what they will get. Consumers therefore will ultimately choose a particular brand if they perceive that brand to be quality.

2.1.5.3 Advertisement

Traditionally, advertising appears to be one of the genuine tools of marketing communications employed by firms to connect seamlessly with its various target consumers. The use of advertising to create perhaps positive brand association may be gaining increased attention due to decreasing levels of brand differentiation, proliferation, consumer education (Kotler& Keller, 2006); and the need to enhance customer traffic towards a brand (Clark, Ulrich, & Draganska, 2009). According to Shimp (2000), there is a positive correlation between a brand's share of voice (SOV) and share of market (SOM). A share of voice may be described as a firm's advertising expenditure expressed as a percentage of the total expenditure in a product category over a given period of time in a given locality. Perhaps, brands that dominate or have higher SOV may most likely control higher SOM. Clark, Ulrich & Draganska (2009) state that firms can use advertising spending to maintain or destabilize demand equilibrium in a market; influence brand awareness and consumer traffic towards a brand.

In market-based economies, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decisions (Belch and Belch, 2003). Advertising typically provides a reason to buy (Keller, 2004). According to Aynawale, Alimi and

Ayanbimipe (2005), advertising helps in projecting product quality and value before the consumers. Hence, it has a major influence on customers brand preference.

2.1.5.4 Brand Name Awareness

Researchers such as Narteh et al (2012) and Jiang (2004) agree that brand awareness is an element that plays a vital role in consumer brand choice. Keller (2009) views brand awareness as related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions. Thus, brand name awareness regards the extent to which a brand comes to mind and the ease at which it does so. Thus, in simple terms, brand awareness is about how easy it is for the brand to be remembered (Narteh et al., 2012). Kotler (2009) states that brand awareness comprises brand recall and brand recognition. Brand recall he defined as consumer's ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe as a cue. Regarding brand recognition, he defined it as consumers' ability to confirm prior exposure to the brand when given the brand as a cue (Keller, 2008, 2009).

Esch et al. (2006) assert that customer - based brand equity occurs when the consumer is aware and familiar with the brand and holds positive associations about the brand in memory. Keller (2009) extends this argument by stating that consumers attribute certain associations with a brand only when they have high level of brand awareness and familiarity with the brand.

According to Keller (2004), brand awareness can be created by increasing familiarity of the brand through repeated exposure, although this is generally more effective for brand recognition than for brand recall. That is the more a consumer experiences the brand by seeing it hearing it or thinking about it, the more likely is that the brand will become strongly registered in memory. The source of awareness can be a wide range of communication option such as advertising and promotion, sponsorship and event marketing, publicity and public relation, point of sale displays and outdoor advertising. However, as Sundar and Pandey (2012) explain, other uncontrollable factors such as word of mouth can help to maintain and enhance brand awareness.

Furthermore, Dibb et al. (2006) state that being aware of brand leads to brand familiarity, which in turn results in a level of comfort with the brand. A familiar brand is more likely to be selected

than an unfamiliar brand because often the familiar brand is viewed as reliable and acceptable quality compared to the unknown brand. The familiar brand is likely to be in a customer's evoked set (consideration set), whereas the unfamiliar brand is not.

2.1.5.5 Brand Availability

Consistency of supply and availability at convenient locations are vital for preferring a brand. According to Lin and Chang (2003), convenience of a brand has a significant impact on customers brand choice. In other words, easy access to brands is vital when buying any product. Certainly, distribution channels and location are important to brand accessibility. Moreover, DeChernatory & McDonald (2003) states that consumers are not motivated to search out low involvement brands, manufacturers should ensure wide availability. Any out of stock situations would probably result in consumers switching to an alternative brand.

Within the context of consumer decision making, especially when evaluating potential alternative brands during the pre-purchase stages, the evoked set refers to the specific brands a consumer considers when making a purchase within a specific product category (Lin and Chang, 2003).

Furthermore, once consumers are inside a store, little evaluation will be made of competing brands, therefore locating a brand at eye level or very close to the checkout counter is an important facilitator of brand selection (DeChernatory & McDonald, 2003). Products that are convenient to buy in a variety of stores increase the chance of consumers finding and buying them. (Peter and Donnelly, 2007).

2.1.6 Business to Business Markets

Business buyers are organizations that buy goods and services for use in the production of other products and services that are sold, rented or supplied to others. Business market contains far fewer but larger buyers and is more geographically concentrated (Armstrong, 2007). The major industries making up the business market are agriculture, forestry, manufacturing, construction, transportation, communication, public utilities, banking, finance and services (Kotler, 2013).

2.1.6.1 Business Market versus Consumer Market

There are numerous differences between purchasing by organizations and purchasing by consumers.

Fewer but larger buyers – The business marketer normally deals with far fewer, much larger buyers than the consumer marketer does.

Close relationship between suppliers and customers – Because of the smaller customer base and the importance and power of the larger customers, suppliers are frequently expected to customize their offering to individual business customer needs.

Professional purchasing – Business goods are often purchased by trained purchasing agents, who must follow their organizations' purchasing policies, constraints, and requirements. This means business marketers must provide greater technical data about their product and its advantage over competitors' products.

Derived demand – The demand for business goods is ultimately derived from the demand for consumer goods. Therefore business marketers must closely monitor the buying patterns of ultimate consumers.

Inelastic demand – The total demand for many business goods and services is inelastic which means it's not much affected by price changes.

Fluctuating demand – The demand for business goods and services tend to be more volatile than the demand for consumer goods and services.

2.1.6.2 Retailers perspective of brands

Basically, there are four types of business customers which are original equipment manufacturers, users, government agencies and institutions. Although retailers or resellers are also recognized as one type of business-to-business customer their buying behaviors have some special characteristics compared to other types of organizational customers (Buchanan, 1992). For example, retailers usually buy different brands in the same product category simultaneously; however, this habit does not always occur in other business-to-business markets. The traditional

retailer buying models show that retailer decisions are often made by an individual person, while organizational buying behaviors are usually based on the group decision made by the buying center (Sheth, 1981).

Retailing has seen a major flux during the last decade, especially in the grocery and general merchandise industry (Ailawadi & Keller, 2004). Many famous retailer brands have appeared around the world such as Wal-Mart and GAP while the famous manufacturer brands have still dominated in almost all retailing stores, such as Coke and Pepsi (Webster, 2000).

On the one hand, increased retailer power is attributed to the fact that private label (retailer) brands account for about 70 percent of sales in some categories (Carpenter & Tybout, 1998). The fact is that a large percentage of most retailers' revenue and profit in the traditional retailer model comes from selling manufacturers' brands, which are also offered by similar retailers. Therefore, retailers want to build their own private brands in order to differentiate them from other competitors, which promise the potential rewards of increasing revenue and profitability, as well as decreasing costs (Ailawadi & Keller, 2004).

On the other hand, in most consumer industries, the image of the retailer is created through the good image of the famous manufacturers' brands they carry. Retailers use manufacturer brands to generate consumer interest, patronage and loyalty to their stores which means that retailers often have to sell the famous brands whether they like it or not (Ailawadi & Keller, 2004).

There are many obvious benefits offered by manufacturers' brands to retailers, such as established consumer demand, favorable consumer attitudes toward the branded products found in a store, a commitment of product promotion by the manufacturers, and the credibility and image of the brand itself as enhancements of the retailer's credibility and image. Brands have value for both the consumer and the retailer while manufacturers need the support and loyalty of both the consumer and the retailer (Webster, 2000).

2.2 Empirical literature review

Introduction

This section will cover prior researches that were done within this area in the past. It will discuss the purpose of the researches, their research variables, their findings, implications and recommendations for researchers and practitioners.

The empirical work done by Amadi and Ezekiel (2013) was to identify the factors influencing preference for a brand of beer in Port-Harcourt metropolis and determine their relationship with brand preference of beer consumption. The variables included in this study were advertisement, peer group influence, situational variation as independent variables and brand preference of beer as dependent variable. The Result showed significant positive relationship between advertisement, peer group influence, situational variation and brand preference of beer consumers. The implication of this finding was that beer producing firms who want to be on the cutting edge of competition should develop a more effective advertising campaign to increase consumer's preference for their brand. Advertisement for beer brands should convey information about the advantages which the brand being advertise would offer over the others. Producers should in their advertisement emphasize social groups; they should exploit this further through segmenting their markets into distinctive social classes.

Ahmed and Jennifer (2011) designed their research to study into the antecedents of consumer brand preference, in the context of telecommunications service brands in Jordan. A questionnaire based survey was used to gather attitudes towards brand preference and its antecedents in the context of mobile telecommunications service providers in Jordan. Factor analysis identified 11 antecedents of brand preference that were clustered into three groups: awareness antecedents (controlled communication (advertising), and uncontrolled communication (publicity, word of mouth)); image antecedents (service value attributes (price, quality), provider attributes (brand personality, country of origin, service (employee + location)), and corporate status (corporate image, corporate reputation)); and, customer attribute antecedents (satisfaction, perceived risk, and reference group). After that multiple regression was used to show the contribution of each of these antecedents to brand preference.

The purpose of paper done by Denford and Edward (2007) was to investigate the level of brand awareness and factors underlying brand preference of dairy brands in Chitungwiza and Harare

urban markets in Zimbabwe. Primary data was collected using structured interview schedules. The findings of the study showed that 52% of the respondent consumers were aware of the specific brand and four factors were identified as key determinants of dairy product choice namely promotion, price and availability of product, attractive packaging and product quality. Therefore, agricultural marketers should incorporate these findings in the formulation of responsive marketing strategies.

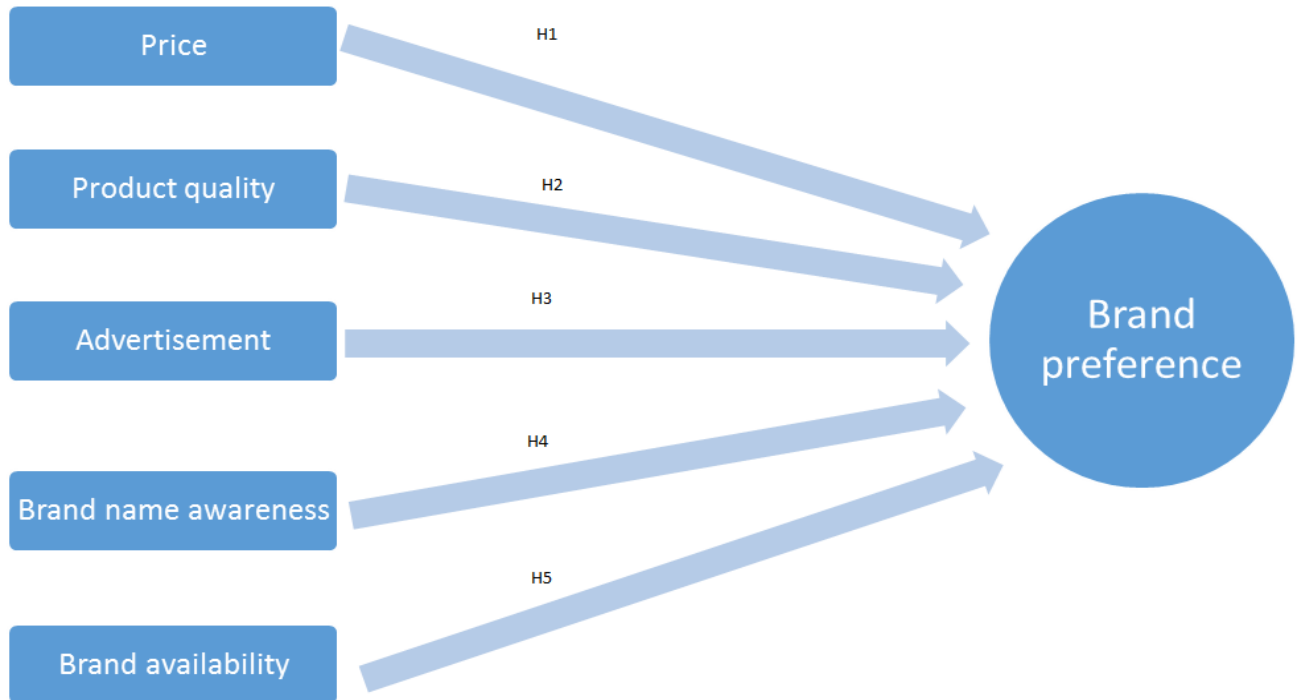
Martin Warutere (2015) tried to assess the factors influencing the choice of mobile phone network in Kenya. Survey method was used in this study and data was collected through administering of questionnaire. Product quality and availability, product promotions, brand image and price were used as independent variables. Then it was found that product quality and availability, product promotions, brand image and also price are key factors that influence choice of mobile phone network.

The purpose of the paper done by Saif et al. (2007) was to discuss the factors that affect/motivate Pakistani consumers in their mobile phone choice decision. The study analyzed four important variables namely price, size/shape, new technology features and brand name through the use of questionnaire and found that consumer's value new technology features as the most important factor amongst all and that it is the motivational force that influences them to go for a new handset purchase decision. The study also discussed that when selecting between different mobile phone handsets consumers prefer well-known brands instead of non-familiar brands or Chinese handsets. The study also showed that price does affect consumers' choice for a mobile phone but become less important of a factor as income increases. From the study it was clear that consumers in the country are well aware of the new technology trends in the mobile phone industry. The study also revealed male respondents were more interested in the new technological developments in the mobile phone industry as compared to female respondents.

2.3 Conceptual Framework

Based on the related literature review the conceptual framework was developed which includes price, product quality, advertisement, brand name awareness and brand availability as the independent variables that affect retailers' brand preference (dependent variable).

Figure 1: Conceptual framework



(Developed by the researcher)

Chapter 3: Research Design and Methodology

This chapter presents a detailed discussion of the research design and methodology employed in the study, sample and sampling technique, data collection instrument, procedure of data collection and method of data analysis. In addition explanation about the reliability, validity and ethical issue of the study are also included in this chapter.

3.1 Research Approach

According to Bhattacharjee (2012), theories and observations are the two pillars of science, and scientific research also operates at two levels: theoretical level and empirical level. The theoretical level is concerned with developing abstract concepts about a natural or social phenomenon and relationships between those concepts (i.e., build —theories), while the empirical level is concerned with testing the theoretical concepts and relationships to see how well they match with our observations of reality, with the goal of ultimately building better theories. Bhattacharjee (2012), states that the goal of a deductive research is to test concepts and patterns known from theory using new empirical data.

According to Creswell (2009), there are three research approaches which involve quantitative, qualitative and combination of the two. Quantitative research approach examines the relationship between variables and tests the hypothesis. It places greater emphasis on the numerical data and statistical test to achieve conclusion that can be generalized (Saunders, 2012). According to Cooper et.al (2003) as cited by Farhadi (2009), quantitative research helps to determine the relationship between an independent variable and a dependent variable in a population. It's also used to explain causal relationships to facilitate generalization and to predict the future whereas qualitative research approach provides a complete picture of the situation by increasing the understanding of social process and interrelations. This study used a quantitative research approach which is deductive in nature.

3.2 Research Design

Saunders, Lewis and Thorn hill (2000) as cited by Farhadi (2009), broadly classified the research design as exploratory, descriptive, and explanatory. The authors further defined descriptive

research as a type of a research design that has a purpose to describe something. In addition, a research concerned with learning of why (i.e. how one variable produces changes in another) is said to be explanatory.

This research tried to analyze if and how much the independent variables affect the dependent variable. Therefore to address the five research questions, this study has used both descriptive and explanatory research designs. Moreover, it was a causal and cross sectional research type.

Descriptive analysis and inferential statistics were also employed to see the effect of the independent variables (price, product quality, advertisement, brand name awareness and brand availability) on the dependent variable (brand preference).

3.3 Research Method

Interview, questionnaire and focus group discussions are the three known types of research methods. Focus groups are formally organized, structured groups of individuals brought together to discuss a topic or series of topics during a specific period of time. Questionnaire is a method of deciding how the sample is to be surveyed (e.g., by mail, by phone, in person) and developing the specific questions that will be used (Marczyk, DeMatteo and Festinger (2005).

This study used questionnaire to gather information from respondents because it was helpful to collect large amount of information in short period of time. Moreover, this method is relatively cost effective and can be carried out by the researcher or by any number of people with limited affect to its validity and reliability.

3.4 Population and Sampling Technique

Population is defined as “the complete set of units of analysis that are under investigation, while element is the unit from which the necessary data is collected” (Davis, 2000).

3.4.1 Target Population

Since Addis Ababa is the initial place of distribution for imported as well as locally manufactured tyre products, the target population for this study is all tyre retailers in Addis Ababa.

Table 1: Number of tyre retailers in Addis Ababa

N_o	SUB-CITY	NUMBER OF RETAILERS
1	ADDIS KETEMA	27
2	KIRKOS	17
3	ARADA	11
4	BOLE	12
5	KOLFE	5
6	YEKA	1
7	NIFAS SILK	29
8	AKAKI	11
9	LEDETA	67
10	GULELA	6
	TOTAL	186

Source: Addis Ababa Trade and Industry office (2008 E.C)

3.4.2 Sample Size

Kothari (2004) suggested the following sample size formula:

$$n = \frac{Z^2 pqN}{e^2 (N-1) + Z^2 pq}$$

n = sample size required

N = number of population = 186

Where, p=sample proportion, q=1-p,

e= acceptable sample error = 5%

Z=the value of standard deviation at a given confidence level and to be worked out from the z table which shows area under the normal curve= confidence level = 1.96 for 95% confidence

$$n = 1.96^2(0.5^2)186 / (0.05^2(186-1) + (1.96)^2(0.5)^2) = 125.5 \approx 126$$

Many researchers commonly add 10% to the sample size to compensate for persons that the researcher is unable to contact (Israel, 2013). Sampling error is inversely related to the size of the sample i.e., sampling error decreases as the sample size increases and vice-versa (Kothari, 2004). The sample size is close to the target population therefore the whole population was covered in this study.

3.4.3 Sampling Technique

For many research questions and objectives, considering all possible cases or population elements seems unfeasible to collect or analyze all the data available. For this reason it is not viable to collect or analyze all the data available owing to restrictions of time and money.

Sampling design is of two types i.e. probability sampling and non-probability sampling. Probability sampling is based on the concept of random selection (Kothari, 2004); whereas non-probability sampling is a sampling technique in which some parts of the population have zero chance of selection or where the probability of selection cannot be accurately determined (Bhattacharjee,2012). According to Kothari (2004), when the population elements are selected for inclusion in the sample based on the easiest of access, it can be called convenience sampling. This is a technique in which a sample is drawn from that part of the population that is close to hand, readily available, or convenient (Bhattacharjee, 2012).

This research covers the whole population (Census) therefore no sampling technique was applied.

3.5 Data Collection Instruments

The source of data used in this research is comprised of both primary and secondary data. According to (William, 1991) primary data are collected by the researcher for the specific problem at hand. In this research primary data was gathered through standardized questionnaires. The questionnaire had two parts. The first part of the questionnaire requested a limited amount of information related to general and company status of the respondents.

The second part encompassed the items to analyze the marketing factors of retailers brand preference. Except from the first part, the rest was measured by using 5 point Likert scale ranging from "strongly disagree" to "strongly agree". A measure for price and product quality

each has four items that were adopted from (Orth, U.R., 2005). Advertisement has three items which were adopted from (Yoo et al, 2000) and modified to retailers' perspective. Brand name awareness has three items that were adopted from (Keller, 2004) while brand availability has three items that were adopted from (Dechernatory and McDonald, 2003). Finally the items for brand preference were adopted from (Dibb et al, 2006)

Examination of secondary data is pre-requisite to the collection of primary data. Start with secondary data and proceed to primary data only when the secondary data sources have been exhausted or yield managerial returns (Malhotra, 2006). For this particular research secondary data was collected from books, marketing journals, company publication, and governmental agencies. The secondary data assisted the researcher as specific reference and to explore different construct important to this study.

3.6 Method of Data Collection

Several studies in marketing research studying consumer brand preference use the survey method (Jamal and Al-Mari, 2007). Survey studies ask large numbers of people questions about their behaviors, attitudes, and opinions. For this research cross sectional survey design with questionnaire technique was used to collect data at a single point in order to collect quantitative data and examine the pattern of association of variables. There are many techniques used to conduct survey. However, questionnaire is common technique for survey (Saunders, 2012); therefore, for this study questionnaire technique of data collection method was used.

3.7 Procedures of Data Collection

As the researcher believed that legally operating translation offices have the experience and proficiency in translation, the questionnaire was transformed into the local language of Amharic by one of these offices. The Amharic version of the questionnaire was intended for those respondents with low command of the English language.

Upon approaching voluntary respondents the researcher asked their language preference and provided them with their choice of questionnaire. The researcher also assisted where there were confusions to acquire unbiased data.

3.8 Method of Data Analysis

Before the analysis of the primary data was collected through close ended questionnaires, analysis of the variables' reliability and validity of the constructs were verified. This implied that the research study can be conducted by other researchers to arrive at the same findings. The validity of the research is concerned with the measurement of the data collection process implemented regarding the quality of the study. It outlines the quality evaluation of both the primary and secondary data used in the research. To ensure the validity of this study, each question in the questionnaire was designed to represent the concepts that were used in the conceptual framework of the study.

The data collected using the questionnaire were coded and processed. During data editing process the questionnaires were checked for errors and incomplete questionnaires were eliminated. The findings of the study were then analyzed by SPSS using descriptive statistics such as mean, standard deviation and frequency. In addition inferential data analysis methods such as two tailed t-test, Anova, Karl Pierson correlation and multiple regression analysis were used. Correlation and regression analysis were applied to test hypothesized relationships between variables. The research tried to examine the relationship between brand preference and the five independent variables to analyze the retailers' preference in Addis Ababa.

Model Specification

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5 + e$$

Where, Y= brand preference

a= y intercept

b₁= regression coefficient of price

x₁= price

b₂= regression coefficient of product quality

x₂= product quality

b₃= regression coefficient of advertisement

x₃= advertisement

b₄= regression coefficient of brand name awareness

x₄= brand name awareness

b₅= regression coefficient of brand availability

x₅= brand availability

e= error term

3.9 Reliability and Validity

3.9.1 Scale Reliability

Reliability is the degree to which the measure of a construct is consistent or dependable (Bhattacharjeend, 2012).

For this study Cronbach's alpha was used to assess the internal consistency of variables in the research instrument. Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale; it is represented as a number between 0 and 1. According to Zikmund et al., (2010) scales with coefficient alpha of 0.7 indicate fair reliability. Thus, for this study, a Cronbach's alpha score of 0.7 or higher is considered adequate to determine reliability. In

addition, the conceptual theory, materials collected from the journals and papers are also reliable as they have been published by the international press.

Table 2: Reliability test

Variables	Reliability (Cronbach's Alpha)
Price	.828
Product Quality	.843
Advertisement	.850
Brand name awareness	.836
Brand Availability	.843
Brand Preference	.831
Overall reliability	.839

Source: Survey result, 2016

As we can see from the above table all variables have a Cronbach's Alpha result of greater than 0.8. Therefore all variables are reliable.

3.9.2 Validity Analysis

Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. In other words, validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested, (Kothari, 2004). In order to ensure the quality the research design content and construct validity of the research will be checked.

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

research. In addition, discussions with fellow researchers as well as the feedback from the pilot survey were used as a way of checking the appropriateness of the questions.

3.10 Ethical Considerations

Ethics in business research refers to the set of behavioral principles and norms beginning from the first phase of the study (Sekaran, 2003). The ethical code of conduct should reflect the behavior of everyone participating in the research project; researcher, participants or moderator (Sekaran, 2003). In this research, in order to keep the confidentiality of the data given by respondents, the respondents were not be required to write their name and their responses were treated in strict confidentiality. The purpose of the study was also disclosed in the introductory part of the questionnaire. Furthermore, the researcher tried to avoid misleading or deceptive statements in the questionnaire.

Chapter Four : Analysis and Discussion

In this chapter, the collected data are summarized and analyzed in order to realize the ultimate objective of the study. The purpose of this study is to analyze the effect of marketing factors on retailers' tyre brand preference in Addis Ababa. Accordingly, the general information of respondents, their preference of tyre brands and other related topics are discussed. At last, summary of the findings are presented.

4.1 Respondents Profile

The first part of the questionnaire consists general information of respondents. This part of the questionnaire requested a limited amount of information related to general and company status of the respondents. Accordingly, the following variables were summarized and described in the subsequent tables. These variables include; how long the store has been engaged in the business, the position of the respondents within the store, and which brand they prefer.

Table 3: Approximately how long have your store been engaged in this business?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 1 year	26	17.6	17.6	17.6
Greater than1 year and less than3 years	67	45.3	45.3	62.8
Greater than4 years and less than10 years	55	37.2	37.2	100.0
Total	148	100.0	100.0	

Source: Survey result, 2016

As you can see from table 3 from time perspective 45.3% of the stores have been engaging in the tyre retail business for more than one year and less than three years followed by 37.2% stores who have been taking part in the business for greater than 4 years and less than 10 years. 17.6%

stores have been engaging in the tyre retail business for less than a year while no store has lasted in the tyre retail market for more than 10 years.

Table 4: What is your position within the store?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Owner	45	30.4	30.4	30.4
Manager	22	14.9	14.9	45.3
sales person	77	52.0	52.0	97.3
Other	4	2.7	2.7	100.0
Total	148	100.0	100.0	

Source: Survey result, 2016

According to table 4 the position profile of respondents within the store is led by the sales person followed by owners with 52% and 30.4% respectively. Most of retail business owners rather work themselves or employ sales people than to hire professional managers to minimize cost. This may be the reason for higher percentage of respondents being sales people or owners.

Table 5: Which tyre brand do you prefer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bridgestone	86	58.1	58.1	58.1
	Aelos	12	8.1	8.1	66.2
	MRF	19	12.8	12.8	79.1
	Apollo	9	6.1	6.1	85.1
	Triangle	6	4.1	4.1	89.2
	Dunlop	3	2.0	2.0	91.2
	LingLong	1	.7	.7	91.9
	Pirelli	1	.7	.7	92.6
	Montara	1	.7	.7	93.2
	Yokohama	1	.7	.7	93.9
	BKT	3	2.0	2.0	95.9
	Horizon Addis	1	.7	.7	96.6
	Vikrant	1	.7	.7	97.3
	Siat	2	1.4	1.4	98.6
	Otari	1	.7	.7	99.3
	Jet	1	.7	.7	100.0
	Total	148	100.0	100.0	

Source: Survey result, 2016

As shown in table 5 above the majority of the respondents (58.1%) prefer Bridgestone tyre followed by MRF 12.8% and Aelos 8.1%. The rest eighteen brands are preferred only by 21% of

retailers. Most tyre retailers prefer the three brands because these are mostly requested by customers such as ISUZU and Sino Truck owners.

4.2 Descriptive Analysis

4.2.1 Responses On Factors Affecting Tyre Brand Preference

In order to analyze the respondents overall brand preference, a total of 19 questions were grouped into six sections which are: price, product quality, advertisement, brand name awareness, brand availability and brand preference.

In order to compare the respondents brand preference descriptive statistics of mean and standard deviation is used. The mean indicates to what extent the sample group averagely agrees or disagrees with the different statements. The higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. In addition, standard deviation shows the variability of an observed response. Below the results are discussed one by one.

4.2.1.1 Product Price

Price is one of the most investigated elements of the traditional marketing mix largely because it generates revenue to organizations (Keller, 2004); represents what is sacrificed by consumers to obtain a product (Zeithaml, 1988). Accordingly, the respondents were asked 4 questions related to price. Table 6 presents respondents result of price with mean and standard deviation of values for each variable.

Table 6: Product price

	Mean	Std. Deviation
Our preferred tyre brand is reasonably priced	3.37	1.214
Our preferred tyre brand offers value for money	3.30	1.297
Our preferred tyre brand is very economical	3.12	1.106
Our preferred tyre brand is a good product for the price	2.80	1.069
Price	3.15	1.172

Source: Survey result, 2016

As per table 6, the list of items comprising of price, the mean score for the item “Our preferred tyre brand is reasonably priced” scored the highest with a mean score of 3.37 while the item “Our preferred tyre brand is a good product for the price” scored the lowest with a mean score of 2.80. The overall mean score for price is 3.15 which indicates that the respondents are neutral regarding the above statements.

4.2.1.2 Product Quality

Product quality has a significant impact towards the product or service performance, thus it is linked to a customer's value and satisfaction (Kotler & Armstrong, 2010). Kotler et al. (2006) define quality as “the set of aspects and characteristics of a product or service that maintain a relationship with their capacity to satisfy consumers' expressed or latent needs”. It can also be determined by the way customers perceive product quality in the market.

Table 7: Product quality

Variables	Mean	Std. Deviation
Our preferred tyre brand is well crafted	3.39	1.001
Our preferred tyre brand has an acceptable standard of quality	3.53	.965
Our preferred tyre brand has consistent quality	3.52	.986
Product quality	3.48	0.984

Source: Survey result, 2016

As illustrated on Table 7 on average the variables of Product Quality scored a mean score of 3.48. The respondents also gave the highest mean score to " Our preferred tyre brand has an acceptable standard of quality" a mean score of 3.53 while they gave a low mean score of 3.39 to the item "Our preferred tyre brand is well crafted." The results indicate that the respondents are more or less neutral regarding the above statements.

4.2.1.3 Advertisement

Traditionally, advertising appears to be one of the genuine tools of marketing communications employed by firms to connect seamlessly with its various target consumers. The use of advertising to create perhaps positive brand association may be gaining increased attention due to decreasing levels of brand differentiation, proliferation, consumer education (Kotler& Keller, 2006); and the need to enhance customer traffic towards a brand (Clark, Ulrich, & Draganska, 2009).

Table 8: Advertisement

Variables	Mean	Std. Deviation
We prefer a tyre brand with creative advertisement	4.21	.586
We prefer a tyre brand with original advertisement	4.30	.622
We prefer a tyre brand with a different advertisement than competing brands	4.36	.572
Advertisement	4.29	0.593

Source: Survey result, 2016

Table 8 shows that the respondents scored the highest for the item “We prefer a tyre brand with a different advertisement than competing brands ” with a mean score of 4.36 while the lowest went to the item which states “We prefer a tyre brand with creative advertisement ”. The overall mean score of 4.29 imply that the respondents agree with the above statements.

4.2.1.4 Brand Name Awareness

Keller (2009) views brand awareness as related to the strength of the brand node or trace in memory, as reflected by consumers’ ability to identify the brand under different conditions. Thus, brand name awareness regards the extent to which a brand comes to mind and the ease at which it does so. Thus, in simple terms, brand awareness is about how easy it is for the brand to be remembered (Narteh et al., 2012).

Table 9: Brand name awareness

Variables	Mean	Std. Deviation
We know the symbol or logo of our preferred brand	3.82	.941
Some features of our preferred brand come to our mind quickly	3.61	.973
We can recognize our preferred brand quickly among other competing brands	3.58	1.037
We are familiar with our preferred brand	3.76	.943
Brand name awareness	3.69	0.9735

Source: Survey result, 2016

Table 9 shows that the respondents scored the highest for the item "We know the symbol or logo of our preferred brand" with a mean score of 3.82 while the lowest went to the item which states "We can recognize our preferred brand quickly among other competing brands". This implies that the respondents agree with the above statements.

4.2.1.5 Brand Availability

According to Lin and Chang (2003), convenience of a brand has a significant impact on customers brand choice. In other words, easy access to brands is vital when buying any product. Certainly, distribution channels and location are important to brand accessibility.

Table 10: Brand availability

Variables	Mean	Std. Deviation
We prefer a brand of tyre, which is widely available	3.45	.964
We buy the first brand of tyre we recognize in a stores display	3.60	.863
If our preferred brand is not available in the store, We will buy any kind of brand available	3.60	.917
Brand availability	3.55	0.915

Source: Survey result, 2016

As it can be seen from Table 10 the respondents answer for all brand availability questions are close having a mean score of 3.55. This shows that, the respondents more or less agree with the above statements.

4.2.1.6 Overall Brand Preference

In order to test the respondents overall brand preference, two items were given for the respondents to answer. Table 11 shows the analysis regarding the overall brand preference of the respondents.

Table 11: Overall brand preference

Variables	Mean	Std. Deviation
We prefer the above mentioned brand to other competing brands	3.23	.963
The above mentioned brand is always our first tyre brand choice	3.03	1.094
Overall brand preference	3.13	1.029

Source: Survey result, 2016

As can be seen from Table 11, the respondents gave an average mean score of 3.03 to the item “The above mentioned brand is always our first tyre brand choice” implying that they have a limit to the emotional attachment that they have with their preference of tyre brand. The respondents also gave a relatively higher mean score of 3.23 to the item “We prefer the above mentioned brand to other competing brands” which means that even though they have a limit on the emotional attachment, they would not want to replace their chosen brand with others.

4.2.1.7 Summary Of The Results Of All The Five Determinants Of Brand Preference

Table 12: Summary of overall brand preference determinants

Variables	Mean	Std. Deviation
Price	3.1486	.98061
Product quality	3.4797	.81948
Advertisement	4.2883	.53261
Brand name awareness	3.6926	.77761
Brand availability	3.5495	.77554
Brand preference	3.1284	.88279

Source: Survey result, 2016

Table 12 shows that in summary advertisement, brand name awareness, brand availability and product quality statements have higher mean scores compared to price and brand preference statements.

4.3 Inferential Statistics

4.3.1 Correlation Analysis

This study employed correlation analysis, which investigates the strength of the relationships between the studied variables. Pearson correlation analysis was used to provide evidence of

convergent validity. Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (-1.0 + 1.0). Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005).

Table 13: Correlations analysis

		Price	Product quality	Advertisement	Brand name awareness	Brand availability	Brand preference
Price	Pearson Correlation Sig. (2-tailed)	1					
Product quality	Pearson Correlation Sig. (2-tailed)	.264**	1				
Advertisement	Pearson Correlation Sig. (2-tailed)	-.042	-.090	1			
Brand name awareness	Pearson Correlation Sig. (2-tailed)	.545**	.068	.084	1		
Brand availability	Pearson Correlation Sig. (2-tailed)	.220**	.430**	-.062	.063	1	
Brand preference	Pearson Correlation Sig. (2-tailed)	.719**	.207*	-.014	.591**	.173*	1
		.000	.011	.865	.000	.036	

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

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

Source: Survey result, 2016

As per table 13 above, the coefficients show that from the five factors measuring retailers' brand preference four are positively related with the overall brand preference within the range of 0.173 to 0.719 while advertisement is negatively related with the overall brand preference. Except advertisement all are significant at $p < 0.05$ level. This means that there is no correlation between advertisement and brand preference according to the data collected.

Price Versus overall brand preference

Regarding price, literature reviews suggest that it is the basic variable in determination of overall brand preference. Similarly there is a significant positive relationship between price and overall brand preference in this study too. ($r=0.719^{**}$, $P=0.000$).

Brand name awareness Versus Overall brand preference

There is a significant positive relationship between brand awareness and overall brand preference ($r=0.591^{**}$, $p=0.000$). This implies that a high degree of retailers brand awareness will most likely guarantee a high degree of overall brand preference for tyre brands.

Product quality, brand availability and advertisement Versus brand preference

Two independent variables product quality and brand availability also show a small significant positive relation (0.207 and 0.173 respectively) whereas advertisement has a negative insignificant relation with overall brand preference (-0.014). Table 13 also shows the correlation of the independent variables within themselves. It can be noted that some variables are positively correlated where the strongest correlation goes to the one between Brand Awareness and price (0.545). Some other independent variables are negatively correlated; advertisement and product quality have the weakest correlation (-0.90).

4.3.2 Test For Linear Regression Model Assumptions

4.3.2.1 Normality Assumption

Normality of the data should be tested before running the regression analysis because multiple regression requires that the independent variables in the analysis be normally distributed. This study uses Skewness and kurtosis to show normality of the data.

Table 14: Skewness and Kurtosis**Skewness and Kurtosis**

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Price	148	-.570	.199	-.469	.396
Product quality	148	-.616	.199	1.034	.396
Advertisement	148	-.466	.199	1.369	.396
Brand name awareness	148	-1.202	.199	2.361	.396
Brand availability	148	-1.619	.199	2.780	.396
Brand preference	148	-.503	.199	.107	.396
Valid N (list wise)	148				

Source: Survey result, 2016

All items show close to normal distribution considering the criteria proposed by George and Mallery (2010) of Skewness and kurtosis values within an absolute value of Skewness less than two. Therefore, the data used in this study is normally distributed.

4.3.2.1 Independence Of Residuals Assumption

Multiple regression assumes that the residuals are independent. The Durbin-Watson statistics is used to test for the presence of serial correlation or autocorrelation among the residuals. The value of the Durbin –Watson statistic ranges from 0 to 4. As a general rule, the residuals are not correlated if the Durbin- Watson statistic is approximately 2, and an acceptable range is 1.5 to 2.5. In this case, as it can be refereed from table 15 Durbin Watson is 1.975 within the acceptable range.

4.3.2.2 Multicollinearity Test Assumption

In regression, multicollinearity occurs when independent variables in the regression model are more highly correlated with each other than with the dependent variable.

Hair et al. (2006) argued that correlation coefficient below 0.90 may not cause serious multicollinearity problem, as cited by Muhammed (2012). Multicollinearity can also be detected using tolerance value and variance inflator factor (VIF) value. As you can see from table 14 below Multicollinearity does not exist among all the independent variables provided that the tolerance value of all the independent variables are greater than 0.1 and the VIF values of all the independent variables are less than 10.

Table 15: Multi Collinearity

Model	Collinearity Statistics		
	Tolerance	VIF	
1	Price	.637	1.570
	Product quality	.778	1.286
	Advertisement	.877	1.024
	Brand name awareness	.685	1.459
	Brand availability	.801	1.248

a. Dependent Variable: Brand preference

Source: Survey result, 2016

4.3.3 Regression Analysis

The regression model presents how much of the variance in the measure of brand preference of retailers is explained by the underlying variables of retailer based brand preference model.

Model Summary and Anova

Table 16: Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.759 ^a	.576	.561	.58520	1.975

a. Predictors: (Constant), Brand availability, Advertisement, Brand name awareness, Product quality, Price

b. Dependent Variable: Brand preference

Source: Survey result, 2016

The model or the predictor variables have accounted for 56.1% having an adjusted R-square value of .561. The remaining 43.9% are explained by other variables out of this model.

Table 17: Anova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	65.931	5	13.186	38.504	.000 ^a
	Residual	48.630	142	.342		
	Total	114.561	147			

a. Predictors: (Constant), Brand availability, Advertisement, Brand name awareness, Product quality, Price

b. Dependent Variable: Brand preference

Source: Survey result, 2016

Similarly, the Anova table 16 shows the overall significance/ acceptability of the model from a statistical perspective. As the significance value of F statistics shows a value of (.000), which is

less than $p < 0.05$. Thus, the model is significant which indicates that the variation explained by the model is not due to chance.

Regression analysis of brand preference

In order to see the effect of marketing factors that shape the retailers brand preference in Addis Ababa, multiple linear regression analysis was employed. Overall brand preference was used as the dependent variable while the underlying variables of retailers brand preference were used as the independent variables. Table 17 provides the results of the multiple regression analysis.

Table 18: Regression analysis of brand Preference

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.237	.516		.460	.646
	Price	.494	.062	.548	8.003	.000
	Product quality	.037	.067	.034	.548	.584
	Advertisement	-.018	.092	-.011	-.197	.844
	Brand name awareness	.328	.075	.289	4.374	.000
	Brand availability	.021	.070	.019	.307	.759

a. Dependent Variable: Brand preference

Source: Survey result, 2016

As stated earlier, this study aims to analyze the most influencing independent variables in the prediction of the dependent variable. Thus, the strength of each predictor (independent variable) influencing the criterion (dependent variable) can be investigated via standardized Beta coefficient. The regression coefficient explains the average amount of change in the dependent variable that is caused by a unit change in the independent variable. The larger value of Beta

coefficient an independent variable has, the more support to the independent variable and the more important determinant in predicting the dependent variable.

The R-square value only indicates the variance in the overall brand preference of retailers as it is explained by the independent variables. When we see the extent to which each independent variable influences the dependent variable; price and brand awareness were found to be influential on brand preference in descending order referring to price as the most important marketing factor for retailers tyre brand preference in Addis Ababa.

The result of the analysis showed that price positively and significantly ($\beta = 0.548$, $p < 0.05$) influences the brand preference of tyre retailers. In addition, the result of the analysis showed that brand name awareness positively and significantly ($\beta = 0.289$, $p < 0.05$) influences the brand preference of tyre retailers. The remaining three product quality ($\beta = 0.034$, $p > 0.05$), advertisement ($\beta = -0.011$, $p > 0.05$) and brand availability ($\beta = 0.019$, $p > 0.05$) are insignificant.

Adjusted R^2 value of .561 indicated that around 56.1% of the variation in brand preference can be explained by price and brand name awareness. Accordingly, the relationship between price, brand name awareness and brand preference can be represented as:

$$\text{Brand preference} = 0.237 + 0.548 \text{ price} + 0.289 \text{ brand name awareness}$$

This implies that every unit increase in price will increase the associated brand preference by 0.548 times and accepted the first Hypothesis (H_1). Moreover it indicates that every unit increase in brand name awareness will increase the associated brand preference by 0.289 times and accepted the fourth hypothesis (H_4).

Table 19: Summary of the overall outcome of the Research Hypotheses

Hypothesis	Result
<p>H₀: Price has no significant influence on brand preference.</p> <p>H₁: Price has significant influence on brand preference.</p>	<p>H₀: Rejected</p> <p>H₁: Supported</p>
<p>H₀: Product quality has no significant influence on brand preference.</p> <p>H₂: Product quality has significant influence on brand preference.</p>	<p>H₀: Supported</p> <p>H₂: Rejected</p>
<p>H₀: Advertisement has no significant influence on brand preference.</p> <p>H₃: Advertisement has significant influence on brand preference.</p>	<p>H₀: Supported</p> <p>H₃: Rejected</p>
<p>H₀: Brand name awareness has no significant influence on brand preference.</p> <p>H₄: Brand name awareness has significant influence on brand preference.</p>	<p>H₀: Rejected</p> <p>H₄: Supported</p>
<p>H₀: Brand availability has no significant influence on brand preference.</p> <p>H₅: Brand availability has significant influence on brand preference.</p>	<p>H₀: Supported</p> <p>H₅: Rejected</p>

Source: Survey result, 2016

Based on the above mentioned results the coefficients of the two predictor variables (price and brand name awareness) are statistically significant at less than five percent therefore the hypotheses related to the two variables of brand preference were accepted. The rest three predictor variables are statistically insignificant at greater than five percent consequently alternative hypothesis related to the three variables of brand preference were rejected.

4.4 Discussion

In this section, the major findings will be laid out and the results of this research will be further elaborated.

By Looking at the general information of the respondents, we can see that most tyre retailers have been engaging in this business from one year up to three years while there is no store that has stayed in this business for more than ten years. This shows that most retailers go out of the business very soon this might be because of low profit of the sector or the high monopoly of wholesalers who are distributing their products unprofessionally.

The second parameter of the general information of respondents shows the position of the respondents within the store. The position profile of respondents within the store is led by the sales person followed by owners. There are very small retailing stores with professional managers because it is cheaper to employ sales persons and hence minimizing their cost.

With regards to the preference of tyre brands Bridgestone is the major player in the Addis Ababa retailers' preference. A majority of the respondents stated that Bridgestone is by far their preferred tyre brand followed by MRF (12.8%). This implies that even if the new Indian and Chinese products are entering into the market Bridgestone is still the major player because of its strong brand.

When having a look into what the respondents replied on the questionnaires, although they gave a more or less positive feedback for all the brand preference variables, questions relating to advertisement and brand name awareness received the highest mean scores while the lowest went to price.

From the five independent variables four are positively related with the overall brand preference within the range of 0.173 to 0.719 while advertisement is negatively related with the overall brand preference. This goes against the literature reviews discussed on chapter two; the reason for this is that almost none of tyre wholesalers or manufacturers advertise therefore retailers can't base their brand preference on what does not exist.

This study was designed and carried out in order to analyze the effect of underlying marketing variables on Addis Ababa retailers' tyre brand preference. According to the study's findings, there is a significant relationship only between the two independent variables (price and brand

name awareness) and the dependent one. The remaining three variables: product quality, advertisement and brand availability are insignificant. Product quality is insignificant in this study because as Ethiopia is a developing country most people purchase products considering price not quality as a result of this retailers don't mostly consider quality as they are dependent on consumers' preference. Advertisement and brand availability are also insignificant because almost none of the tyre wholesalers or manufacturers advertise while all of them have a high brand availability problem.

Chapter Five: Summary, Conclusion And Recommendations

Based on previous chapters of the research the study builds the following sub topics of this chapter that include: Summary of findings, conclusion, the necessary recommendations and directions for future research.

5.1 Summary Of Findings

The primary objective of this study was to examine the effect of different marketing factors on retailers' tyre brand preference with a particular emphasis on Addis Ababa. Nowadays the Ethiopian tyre industry is composed of Chinese and Indian products that are in stiff competition to dominate the market. Hence, this study tried to identify to what extent these marketing factors influence retailers tyre brand preference in Addis Ababa. In addition, this study also tried to answer the five research questions it started with in the introduction.

In order to measure the retailers brand preference in Addis Ababa, the study considered five marketing factors namely price, product quality, advertisement, brand name awareness and brand availability. A census was conducted as the target population is small in size. Based on the theoretical frame work and objectives of the study 19 items were provided in a 5 point Likert scale to the respondents. The gathered data was analyzed using descriptive and inferential statistics.

The findings indicate that Bridgestone is by far most preferred brand that's preferred by more than half of the respondents followed by MRF (12%) and Aelos (8.1%). In relation to the position profile of respondents within the store is led by the sales person followed by owners with 52% and 30.4% respectively. From time perspective 45.3% the stores have been engaging in the tyre retail business for more than one year and less than three years followed by 37.2% stores that have been taking part in the business for greater than 4 years and less than 10 years while no store has engaged in the tyre retail market for more than 10 years.

The results of marketing factors of brand preference indicate that price has the most significant impact on the overall brand preference of retailers followed by brand awareness while the other three variables namely product quality, advertisement and brand availability have insignificant impact on overall brand preference.

5.2 Conclusion

Brand preference features in all of the major texts on brands and brand strategy. According to Wu (2001), the preferred brand is the chosen brand among several brands of the same quality. In addition Hellier et al. (2003), define it as the extent to which a consumer favors one brand over another.

A retailers' decision to frequently prefer one product over another depends on many factors. This study analyzed the effect of some marketing factors such as price, product quality, advertisement, brand name awareness and brand availability on brand preference.

The main objective of this study was to find out to what extent marketing factors influence retailers tyre preference. The results of the analyzed questionnaires revealed that price and brand awareness are the significant variables affecting the retailers brand preference. The other remaining variables have insignificant impact on retailers brand preference. The study recognized that the most popular tyre brand is Bridgestone. But this domination may not last long because of the recent entrance of Chinese and Indian brands.

At the beginning of the study it was hypothesized that all five marketing factors have a significance influence on the brand preference of retailers. After the analysis was done, the findings revealed that only two of the variables have a significant influence. Therefore the two alternative hypothesis drawn (H_1 and H_4) were accepted as the remaining three alternative hypothesis (H_2 , H_3 and H_5) were rejected. In conclusion according to this study price and brand name awareness are the major players in deciding retailers brand preference.

5.3 Recommendations

Wholesalers and manufacturers must be aware of their status in the market. They must check the health of their brand in the industry which will help them to see whether the brand needs rehabilitation, renovation or extension. After checking these situations they can decide what kind of measure they can take.

Wholesalers/manufacturers in the tyre industry should design their brand strategy by mainly focusing on price and brand name awareness. They should seriously consider their pricing strategy as it greatly affects the retailers' preference and also make sure that they have a good knowledge or awareness of their brand.

It should also be noted that the retailers do consider brand availability but are unhappy with the brand availability problem of all the brands as the sector is monopolized by few wholesalers'. The current wholesalers and new entrants should solve this soon if they want to stay in the market in the long run. As Ethiopia is trying to join the World Trade Organization, if the foreign companies come with full power and supply sufficiently it can shift retailers' brand preference in their favor.

Retailers don't mostly consider product quality while preferring a brand because they are intermediaries and supply what the consumer is asking them for a profit. But as the Ethiopian economy is growing customers might start considering quality more than price which in turn will affect the preference criteria of retailers. Therefore, wholesalers and retailers should watch out for this shift and plan accordingly.

5.4 Limitations And Suggestions For Further Study

The study has limitations because it only considers five marketing factors of brand preference. The research would have been more conclusive if it had considered more variables of marketing and other factors of brand preference.

This study only covered tyre retailers of Addis Ababa. Future researches should include retailers from other major cities of the country to make it more representative. In addition they can include other marketing or major factors of brand preference.

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Appendix 1: English Questionnaire

Survey on analysis of the effect of marketing factors on retailers' tyre brand preference in Addis Ababa.

Dear Respondents!

I would like to express my deep gratitude for your cooperation to express your real feeling in this questionnaire. This questionnaire is developed and availed to you to examine your perception, knowledge, feelings and attitudes towards tyre brands preference. My name is **Temesgen Alemayehu**, Masters of Art candidate at Addis Ababa University School of Commerce conducting a research entitled analysis of the effect of marketing factors on retailers' tyre brand preference as a partial fulfillment for my MA Degree. I assure you that responses will be kept confidential and the data will be used for intended purpose only.

For more information you can contact me by **phone: +251913057612** or **email; temealex2008@gmail.com**

Thank you in advance for your utmost cooperation.

Part I General information questions

Please insert a tick mark in the boxes next to your answer (for question 1 and 2) and write your answer on the space available (for question 3 and 4).

1. Approximately how long have your store been engaged in this business?

Less than 1 year 1 to 3 years 4 to 10 years More than 10 years

2. What is your position within the store?

Owner Manager Sale person other (please state) _____

3. How many brands do you carry? _____

4. Which brand do you prefer? _____

Part II Basic research questions

Please reply to the following statements by showing your level of agreement/disagreement on each by putting a “√” mark.

Items	Dimensions	Rating Scale				
		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	A) Price					
P1	Our preferred tyre brand is reasonably priced	1	2	3	4	5
P2	Our preferred tyre brand offers value for money	1	2	3	4	5
P3	Our preferred tyre brand is very economical	1	2	3	4	5
P4	Our preferred tyre brand is a good product for the price	1	2	3	4	5
	B) Product quality					
PQ1	Our preferred tyre brand is well crafted	1	2	3	4	5
PQ2	Our preferred tyre brand has an acceptable standard of quality	1	2	3	4	5
PQ3	Our preferred tyre brand has consistent quality	1	2	3	4	5
	C) Advertisement					
A1	We prefer a tyre brand with creative advertisement	1	2	3	4	5
A2	We prefer a tyre brand with original advertisement	1	2	3	4	5
A3	We prefer a tyre brand with a different advertisement than competing brands	1	2	3	4	5
	Brand name awareness					
BAW1	We know the symbol or logo of our preferred brand	1	2	3	4	5
BAW2	Some features of our preferred brand come to our mind quickly	1	2	3	4	5
BAW3	We can recognize our preferred brand quickly among other competing brands	1	2	3	4	5
BAW4	We are familiar with our preferred brand	1	2	3	4	5
	Brand availability					
BA1	We prefer a brand of tyre, which is widely available	1	2	3	4	5
BA2	We buy the first brand of tyre we recognize in a stores display	1	2	3	4	5

BA3	If our preferred brand is not available in the store, We will buy any kind of brand available	1	2	3	4	5
	Brand Preference					
BP1	We prefer the above mentioned brand to other competing brands	1	2	3	4	5
BP2	The above mentioned brand is always our first tyre brand choice	1	2	3	4	5

Appendix 2: Amharic Questionnaire

በአዲስ አበባ የሚገኙ የጎማ ምርት ምርጫዎችን በተመለከተ በቸርቻሮ የንግድ ስራ ላይ የተሰማሩ ነጋዴዎች ላይ የገበያ ተጽእኖ የሚያሳድሩ ምክንያቶችን የተመለከተ የዳሰሳ ጥናት፤

የተከበራችሁ የመጠይቁ መላሾች !

በመጀመሪያ ይህንን ያዘጋጀሁትን መጠይቅ ለመሙላት (ምላሽ ለመስጠት) እውነተኛ ትብብር በማድረጋችሁ ከፍተኛ የከበረ ምስጋናዬን ላቀረብ እወዳለሁ ይህ መጠይቅ የተዘጋጀው እና እናንተ ዘንድ የቀረበው የጎማ ምርት ምርጫዎችን በተመለከተ ያላችሁን እውነተኛ እሳቤ፣ ግንዛቤ፣ እውቀት፣ ስሜት እና አመለካከት እንድትገልጹልኝ በማለት ነው። ስሜ ተመስገን አለማየሁ የሚባል ሲሆን በአዲስ አበባ ዩኒቨርሲቲ በንግድ ስራ ኮሌጅ የአርት ድህረ ምረቃ እጩ ስሆን ጉዳዩን አስመልክቶ በቸርቻሮ የንግድ ስራ ላይ የተሰማሩ ነጋዴዎች ላይ የገበያ ተጽእኖ የሚያሳድሩ ምክንያቶችን የተመለከተ የዳሰሳ ጥናት ለማስትሬት ዲግሪ ማሟያ እንዲረዳኝ የማዘጋጀው ነው። ላረጋግጥላችሁ የምወደው እውነታ ቢኖር የእናንተ ምላሾች ሙሉ በሙሉ ሚስጥራዊነታቸው እንደሚጠበቅ እና የምትሰጡትም መረጃ ለታለመለት የጥናት አላማ ብቻ የሚውል እንደሆነ ነው።

ለተጨማሪ መረጃ ካስፈለጋችሁ በስልክ ቁጥር : +251913057612 ወይም በኢሜል አድራሻዬ temealex2008@gmail.com ልታገኙኝ ትችላላችሁ

ለምታረጉልኝ ትብብር ከወዲሁ ምስጋናዬን ለመግለጽ እወዳለሁ።፤

ክፍል 1 አጠቃላይ የመረጃ ጥያቄዎች

እባክዎ (ለጥያቄ 1 እና 2) በተዘጋጁት ሳጥኖች ውስጥ የ”✓” ምልክት በማድረግ (ለጥያቄ ቁጥር 3 እና 4) ደግሞ በተዘጋጁት ቦታዎች በመጻፍ ይመልሱ።

1. ይህ መደብር ተከፍቶ በዚህ የስራ መስክ ላይ ከተሰማሩ ስንት ጊዜ ሆነ?

ከ1 አመት በታች ከ1 አስከ 3 አመታት 4 እስከ 10 አመታት ከ10 አመታት በላይ

2. በዚህ መደብር ውስጥ የእርስዎ ኃላፊነት ምንድን ነው?

ባለቤት ስራ አስኪያጅ የሽያጭ ሰራተኛ ሌላ (ካለ ይጥቀሱ) _____

3. ምን አይነት የጎማ ምርት ትይዛላችሁ? _____

4. የእርስዎ የምርት አይነት ምርጫ ምንድን ነው? _____

ክፍል 2 መሰረታዊ የጥናቱ ጥያቄዎች

እባክዎ ቀጥሎ ለተቀመጡት ዝርዝር ሀሳቦች/ጉዳዮች እርስዎ ባለዎት እይታ መነሻነት የመስማማት/ያለመስማማት ደረጃዎትን በተቀመጠው ምላሽ የመስጫ ቦታ ላይ የ“√” ምልክት በማድረግ ያሳዩ

አይነቶች	እሳቤ/አይታ	የደረጃ ምደባ				
		በጣም አልስማማም	አልስማማም	አማካኝ	እስማማለሁ	በጣም እስማማለሁ
	ሀ) ዋጋ					
ፒ1	የእኛ የጎማ ምርት ምርጫ ዋጋ ምክንያታዊ ነው	1	2	3	4	5
ፒ2	የጎማ ምርት ምርጫችን ለወጣበት ገንዘብ ተገቢ ዋጋ ያለው ነው	1	2	3	4	5
ፒ3	የጎማ ምርጫችን በጣም ገንዘብ ቆጣቢ ነው	1	2	3	4	5
ፒ4	የጎማ ምርት ምርጫችን ለወጣበት ዋጋ ጥሩ ምርት ነው	1	2	3	4	5
	ለ) የምርት ጥራት					
ፒክ ው1	የጎማ ምርት ምርጫችን በሚገባ የተመረተ ነው	1	2	3	4	5
ፒክ ው2	የጎማ ምርት ምርጫችን ተቀባይነት ያለው እና ደረጃውን የጠበቀ ጥራት ያለው ነው	1	2	3	4	5
ፒክ ው3	የጎማ ምርት ምርጫችን ወጥ የሆነ የጥራት ደረጃ ያለው ነው	1	2	3	4	5
	ሐ) ማስታወቂያ					
ኤ1	የመረጥነው የጎማ ምርት የማስታወቂያ ስራ የፈጠራ ክህሎት የታከለበት ነው	1	2	3	4	5
ኤ2	የጎማ ምርት ምርጫችን አርጅናል የማስታወቂያ ስራዎች ያሉትን ነው	1	2	3	4	5
ኤ3	የመረጥነው የጎማ ምርት የማስታወቂያ ስራ ከተፎካካሪ ምርት አይነቶች የተለየ ነው	1	2	3	4	5
	የምርት መለያ ስያሜ ግንዛቤ					
ቢኤደ ብሊው 1	እኛ የመረጥነውን የጎማ ምርት ምልክት ወይም አርማ እናውቃለን	1	2	3	4	5
ቢኤደ ብሊው 2	እኛ የመረጥነው የጎማ ምርት የተለያዩ መለያዎች በአእምሯችን በፍጥነት ይከሰታሉ	1	2	3	4	5
ቢኤደ ብሊው 3	የእኛን የጎማ ምርት ምርጫዎች ከሌሎች ምርቶች መካከል በተለየ ሁኔታ ፈጥነን እናውቃለን	1	2	3	4	5
ቢኤደ ብሊው 4	እኛ ከመረጥነው የጎማ ምርት ጋር በሚገባ እንተዋወቃለን	1	2	3	4	5
	የምርት አይነት/መለያ መኖር					
ቢኤ1	የእኛ የጎማ ምርት ምርጫ በስፋት እና እንደልብ የሚገኘው ነው	1	2	3	4	5
ቢኤ2	የምንገዛው የጎማ አይነት በመደብሮች ውስጥ ለእይታ ተቀምጦ የተመለከተውን የመጀመሪያ የምርት አይነት ነው	1	2	3	4	5

ቢ.ኤ3	እኛ የምንመርጠው የጎማ ምርት አይነት በመደብር ውስጥ ከሌለ በቦታው ያለ ማንኛውም አይነት የጎማ ምርት እንገዛለን	1	2	3	4	5
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	የምርት አይነት ምርጫ					
ቢ.ፒ1	እኛ ከላይ የተጠቀሰውን የምርጫ አይነት ከቀሩት ተፎካካሪ አይነቶች የበለጠ እንመርጠዋለን	1	2	3	4	5
ቢ.ፒ2	ከላይ የተጠቀሰው የምርጫ አይነት ሁልጊዜ የመጀመሪያ ምርጫችን ነው	1	2	3	4	5