Addis Ababa University School of Commerce Department of Marketing Management Post Graduate Program

Determinants of Beer Brand Preference:

The Case of Addis Ababa Beer Market

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Determinants of Beer Brand Preference: the Case of Addis Ababa Beer Market

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Approved by Board of Examiners

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Statement of Declaration

I hereby declare that **"Determinants of Beer Brand Preference: The Case of Addis Ababa Beer Market"** project is wholly my original work. I have carried out the present study independently with the guidance and support of the research advisor, **Dr. Abebe Ejige**. Also any other contributors or sources have either been referenced in the prescribed manner or are listed in the acknowledgements together with the nature and the scope of their contribution. This study has not been submitted for award of any Degree or Diploma Program in this or any other Institution.

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Confirmed by advisor:

Name : Dr. Abebe Ejigu Signature _____ Date_____

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Table of Contents

List of Table and Figer

List of Abbreviations

BP: Brand preferences

CFA: Common Factor Analysis (CFA)

CP: Consumer Perception

EFA: Exploratory Factor Analysis

KMO: Kaiser-Mayer-Olkin

PA: Product attributes

PCA: Principal Component Analysis

Abstract

In recent years the competitiveness in Ethiopian beer industry has enormously increased specially after the privatization of government breweries to international well recognized breweries. Despite of room for growth and additional breweries are underway to join the industry, currently breweries are spending a large sum of money to attract consumers in using their brand. Understanding brand preference contributes in building strong brands and building long term relationship with consumers. This study analyzes the determinants of beer brand preference.

Different literatures have been used in discussing the concept and to identify major factors that affect consumer brand preference. Consumer perceptions of sought benefits: emotional value, perceived quality, price, social benefits and situational variations are found to be important variables that determine brand preference. Questionnaires were distributed to sample respondents using multiple stage cluster sampling and Arada, Kirkos and N/Laft sub-cities were selected using random sampling. From each sub-city sample respondents are taken and results were put through different methods of data analysis. Descriptive statistics, factor analysis and multiple regressions were used in this study.

Based on the analysis most consumers prefer St. George beer followed by Dashen and Bedele Special. It also found out that preference for beer brand does not vary with demographic. Preference and determinants of preference are consistent over different demographic groups. Emotional variation, perceived quality and situational variations are found out to be significant determinants of beer brand preference while price and normative influence are found to be insignificant in determining brand preference. Breweries should focus on distinctively positioning their brand from other breweries, able to identify its brand with different event and social groups and segment their market on behavioral segmentation methods rather than demographics.

Chapter One: Introduction

1.1 Background of the Study

Consumer almost always approach the marketplace with a well- established set of tastes and preferences (Christopher, 1996; Hoyer and Brown, 1990). Only very rarely do they make completely spontaneous impulse purchases. The vast majority of times, even their unplanned and unanticipated purchases are strongly influenced by pre-existing tastes and preferences. In a very real sense, marketing and promotion constitute a battle for the minds of consumers. While direct competitors strive to outdo one another to winning greater brand preference and loyalty, there is also rivalry between producers and marketers in very different industries, promoting very different kinds of goods and services (Knox, 1997). Virtually every advertiser competes with every other to rise above the clamor and gain the attention and interest of the buying public (Settle and Alreck, 1989). This means that virtually everyone who promotes and markets to them should be concerned with how consumers develop their likes and dislikes, so that they can instill strong, favorable, positive preferences for their brand (Aaker, 1996; King, 1991; Uncles, 1995; Crimmins, 1992).

Companies are changing from short-term orientations to a focus on building long-term relationships to attain better profits through customer retention, cross-selling, and lower costs related to customer acquisition. To achieve these results, companies are focusing on actions that build brand loyalty among customers. While brand loyalty increases profits for the company, benefits also accrue to customers. These benefits can take the form of reduced consumer stress (as the customer learns to trust the company and perceived risk is reduced), the lack of a need to change (due to predictability and investment in a relationship), and a simplification of a consumer's life (as search and decision making needs are reduced).

Consumer brand preference is an essential step in understanding consumer brand choice; has therefore always received great attention from marketers. In the marketplace, consumers often face situations of selecting from several options (Dhar, 1999). Brand preferences represent consumer dispositions to favour a particular brand (Overby and Lee, 2006). It refers to the behavioral tendencies reflecting the extent to which consumers' favors one brand over another (Hellier et al.,

2003; Zajonc and Markus, 1980). Brand preference is close to reality in terms of reflecting consumer evaluation of brands.

Consumer preferences for brands reflect three responses: cognitive, affective and conative or behavioral (Grimm, 2005). The cognitive components encompass the utilitarian beliefs of brand elements (Grimm, 2005). The affective responses refer to the degree of liking or favoring that reflects consumer feelings towards the brand (Grimm, 2005). The conative or behavioral tendencies are denoted by Zajonc and Markus (1982) as the consumers' predicted or approached act towards the object. It is the revealed preference exhibited in consumers' choices (Hsee et al., 2009). Chernev et al., (2011) assumes that the association of behavioral outcome, such as willingness to pay and brand preference. These are assumed to be associated with the behavioral tendencies (Chernev et al., 2011).

Purchasing decisions are the behavioral outcome that precedes differentiation between several alternatives is the purchasing decision; a subsequent outcome of consumer preferences (Dhar et al., 1999). Preferences facilitate consumers' choice by enhancing their intentions towards the favored brand. Actual purchasing behavior is likely to correspond to intentions; the mechanism of intention formation provides evidence of persistent consumer preferences (Van Kerckhove et al., 2012).

Moreover, belief in the flexibility of consumer preferences to contextual factors (e.g. Bettman et al., 1998; Payne et al., 1992) have been argued by recent researchers (e.g. Amir and Levav, 2008), suggesting the stability of preferences across different contexts. Carpenter and Nakamoto (1994) report the difficulty of altering consumer preferences once they are developed, even if consumers discover the irrelevance of differentiating attributes to the brand.

The bias position consumers constitute toward a certain brand, created from comparative judgment between alternatives, reflects the brand strength (Biel, 1992). Thus, changes in consumer brand preferences are reflected on the brand performance and market shares (Sriram et al., 2006). In addition, brand preference combines the desired attributes and consumer perceptions; thus, it offers an indirect and unobtrusive way to assess salient attributes (Keller, 1993). Therefore, uncovering consumer brand preferences are considered critical input to design successful brand strategy, brand positioning, and gives insights to product development (Alamro and Rowley, 2011). Consequently,

understanding brand preferences contributes in building strong brands able to build long-term relationship with consumers.

1.2 Ethiopian Brewing Industry Background

In Ethiopia, growth in beer consumption has been a surprisingly 24 percent per year according to Access Capital estimates, roughly double the average annual growth rate in real GDP. This is propelled by economic recovery, expanding population, rising disposable income, improvement in beer quality and improving distribution systems. A gradual shift is taking place away from home brewed beer or other traditional drinks towards commercially produced brews, reflecting aggressive advertising campaigns by major brewers, rising urbanization and the growing prevalence of drinking society activity. (Access Capital: 2010)

Ethiopia's beer industry has seen much activity in recent years, from a level of just 1.0 million hectoliters in 2003/2004; beer production has risen to nearly 3.1 billion hectoliters by 2008/2009, giving an estimated average growth of around 24 percent per year (Access Capital: 2010).

Looking ahead, beer demand is without doubt expected to continue its rapid growth, in line with population levels, favorable demographics, continued economic growth, and a gradual convergence of national consumption levels towards those of neighboring countries. According to Access Capital projection (2010), beer consumption in Ethiopia will rise by around 15 percent per year in the coming years, a volume growth that can comfortably support several new beer producing factories in the next five year period even after accounting for the expansion plans of existing firms.

The major breweries currently operating in the Ethiopian beer industry are: BGI Ethiopia, Dashen, Meta, Harar and Bedele.

1.2.1 BGI Ethiopia

Ethiopia's oldest brewery Saint George, founded in 1922 is located in central Addis Ababa. The brewery was set up with modest premises to produce the country's first bottled beer. It is situated near the Mexico Square, Addis Ababa, and occupies an area of 20,000 Sq. meters of land (Ethiopian Trade Journal, 1960).

According to addismap.com (2011), the factory is now owned by BGI, a company owned by French investors, an internationally acclaimed Brewing Company that operates in many countries. It has excellent reputation in producing quality beer and brought St. George to the same standard. Ever since it became privatized, and along with the opening of a sister company in Kombolcha, the brewery bas played an important role to improve the supply of the beer and promote modern marketing in the country.

In addition to St. George bottled and draught beer, the company produces Amber bottled beer and Castel bottled and draught beer.

By far BGI Ethiopia/Castel Group is the largest supplier of beer in Ethiopian beer market. Its current production is around 1.5 million hectoliters, reflecting two large plants in Addis Ababa and Kombolcha with capacity of 1.0 million and 0.5 million hectoliters respectively .

1.2.2 Dashen Brewery

The brewery, named after Ras Dashen (Dejen), elevation 4,523 metres, in the Simien Mountains located near one of the historical towns of northern Ethiopia, Gondar, consumed an initial investment of 340 million Birr when it was built on an 8.5 hectare plot, 10km out of Gondar on the highway to Addis Ababa. It was established with a registered capital of 41 million Br in August 1995 (Tiret, 2012).

According to pricise consult international(2014), Dashen Brewery has undergone a massive expansion since then, after its short-lived partnership with the French-owned BGI, which had bought 40 percent of the company, was signed. That agreement has since been nullified, leaving the two in direct competition with each other.

Venturesafrica.com (2013) confirm that Dashen Brewery is to expand farther down from its plant near Gondar, 750km northwest of Addis Abeba, eyeing to erect its second plant in Debre Brehan, 130km northeast of the capital, at a projected cost of 900 million Br .

The company, one of the subsidiaries of Tiret Endowment Investment Organization, has been granted a 20 hectors of plot by the Debre Berhan's administration. The brewery will have the capacity to produce an annual 219,000 hectoliters, increasing its annual brewing capacity to close to one million hectoliters from its current 750,000 hectoliters (Precise Consult International, 2014).

The brewery is now entering into a new partnership with a London assets manager, Duet Group, and Vasari Global, another London-based company, after both foreign firms agreed to inject 90 million dollars to boost its production and distribution. If they succeed, this agreement will mark the largest private equity investment in Ethiopia to date. In addition, the company has a plan to open malt production in Debre Berhan city. If this back ward integration is successful, it would enable the company to supply one of the major inputs for its production (Ventures, 2013).

1.2.3 Meta Abo Brewery

Meta Abo is located in the town of Sebata, 27 km from Addis Ababa. The brewery was established in 1963 by the Ethiopian Government and Ethiopian private nationals as a share company with a starting capital base of 2 million Birr.

It is the only brewery which gets water from a big reserve of soft spring water (locally known as holy water of St. Ambo). The spring water meets the international brew standard to be used without any treatment. The brewery produces bottled and draught beer (Access Capital, 2010).

Bottled beer (Meta Abo, Meta Premium) is supplied to all markets in the country, while draught beer is supplied to the city of Addis Ababa and the towns located within 120 km from Addis Ababa. The brewery has a liaison office and distribution center in Addis Ababa. The total land holding of the brewery is 369,000 m^2 of which 25,000 m^2 is a built-up area. A car park, recreation and horticultural farms occupy the major part of the brewery's premises.

The Ethiopian beer industry added another internationally recognized company, Diageo, which acquired the state-owned Meta Brewery for USD 225 million. This brought the total Foreign Direct Investment (FDI) to the sector in Ethiopia to above half a billion dollars. Diageo is the world’s largest spirits producer apart from its beer and wine brands. The company is registered in the London stock exchange with around 80 retailing outlets in countries around the world. It is the owner of well-known brands like Johnnie Walker Scotch whisky, Smirnoff vodka, and Guinness beer amongst others .

In 1998, Meta Abo Brewery produced and sold 365,000 hectoliters of bottled and draught beer worth Birr 195 million. In the same year, it made a profit of Birr 39.74 million. The brewery supplies 55% of its product to distributors and 45% to retailers. Distribution outside Addis Ababa is made through agents. The brewery distributes draught and bottled beer to Addis Ababa using its own truck fleet.

1.2.4 Bedele Brewery

Bedele Brewery is located 483 km from Addis Ababa in South Western Ethiopia, in Ilubabor, SNNP Administrative Region. The construction of the factory started in June 1988 and production began in November 1993. Total area of land allotted for the establishment of the factory is 250,000 m^2. The Brewery was designed to produce 250,000 hectoliters of beer which can be sold as a bottled or draught beer.

Heineken, Dutch Brewery purchased Bedele paying USD 85 million along with Harar for USD 78 million and invested another USD 100 million on expansion projects on both the plants. Currently it produces two brands of bottled beer "**Bedele** special and "**Bedele**"

1.2.5 Harar Brewery

Harar Brewery is located in the outskirts of the historic town of Harar in eastern Ethiopia, the fourth holiest Islamic city. The brewery is well known for the popular taste of its beer and the diversity of its products.

The Harar brewery markets a Pilsner to compete with Bedele, St. George, and Meta, but also produces an increasingly-popular beer, "**Harar"** and a non-alcoholic beverage, "**Harar Sofi**" that appeals to the large Muslim population in the region and throughout Ethiopia.

It occupies a total area of 103,407 m^2. Land is available for future expansion. Genela spring, from which Harar beer is brewed, is within the factory's compound and supplementary water supply has been made available from the Finkile deep-well and Alemaya Pump Station. The installed capacity of the brewery is 200,000 hectoliters per annum. Under normal conditions, the daily capacity is four brewing cycles, each consisting of 200 hectoliters. With slight changes in the brewing-house, the daily capacity could be raised to five cycles.

In the bottling section, the general production rate reaches 20,000 bottles per hour. Recently, the factory replaced its old labeling machines with new machinery suitable for front and back labeling, neck labeling, foiling and date printing. There is also a new keg filling plant for draught beer, with washing and filling stations.

Harar Beer is sold almost everywhere in the country. In the early years of its operation, the brewery exported large quantities of beer to the USA, Canada and Djibouti. This was interrupted in early 1990s, but has now been revived adding the Netherlands to the list of export markets. The sales

activity is carried out partly by the brewery itself and partly by sales agents. The direct sale by the brewery covers some 46% of the total volume. Branch offices in Dire Dawa, Shashemene and Addis Ababa promote the sales activity.

Table1.1 Market Share of Ethiopia Breweries in 2010

Brewery	Addis Ababa	National
BGI Ethiopia	**64%**	**48%**
Meta	**12%**	**16%**
Dashen	**11%**	**13%**
Harar	**5%**	**11%**
Bedele	**7%**	**10%**
Total	**100%**	**100%**

Source: Access Capital Estimates based on Industry Experts (2010)

1.3 Statement of the Problem

Even though there is still a room for growth in Ethiopian beer market, in recent years the competitiveness in the industry has enormously increased after the privatization of government breweries. The privatization result in new brand development, high standards, quality and wide assortment. How breweries compete in Addis Ababa beer market remains a challenge as well as a good chance for them to get better position in to the beer market.

It is very well understood that information on consumer behavior and brand preference are key factors which create efficiency in business management (Bytiqi, 2008). Having more information on customer's needs, wants and behavior will help business to choose their target market(s) and tailored marketing programs. Interest in consumer brand choice has grown among marketing practitioners' and scholars in the process of understanding consumer brand selection. (Kotler, 2002) It is very critical for companies to understand the customer's requirement and provide the products that satisfy

their needs. Consumers brand preference represents a fundamental step in understanding consumer choice.

The consumer preference toward the brand transforms in to motivation to continually repurchase the product. Consumers are faced with the task of differentiation and choosing among products and brands. Formation of preference represents a fundamental step in understanding consumer choice and consideration as a direct antecedent of the purchase intention.

A deep understanding of such choice dynamics can help managers design marketing programs that evolve with their customers. Such knowledge may also help marketing managers accurately evaluate the lifetime value of customers.

According to Mokhils S. and Yaakop (2012) there are countless factors that influence the way a consumer perceives a particular brand and prefer it over the other. (Meyer R. and Kahn, 1991) Describes that extensive attention has been paid to understanding the relative influence of factors which affects the choice of consumer between various substitute brands of product and service that are purchased frequently. Preference believed to influence future consumption outcomes including intention, willingness to buy and word of mouth.

Many studies showed that various factors influence the consumer when they are making a choice among alternative brands. The competition between brands is fierce and marketing managers are struggling to adopt the fast changing market environment characterized by increased market completion. The ultimate goal of marketing managers is to create strong bond between brand and buyer. In doing so marketers needs to understand why consumer prefers one brand over another.

Currently breweries in Ethiopia are battling promotion war and spending millions of birr for advertising. However, strategies that do not contribute to a brand could lead to increased brand switching for consumers (Kuo, 2003).

Despite its potential importance, especially in dynamic markets in which brand loyalty may be elusive, and the best that brand managers can hope to achieve is to continually promote and re-vitalize brand preference, brand preference has received relatively limited attention, and such research that has been conducted is scattered across time, sector, and place. Whilst there is some research that considers the antecedents to brand preference, most studies consider only one or two

antecedents (e.g. Ayanwale et al., 2005; Chang and Ming, 2009; Escalas and Bettman, 2003; Jamal and Good, 2001).

It is difficult to disagree with Singh et al.'s (2005) suggestion that insufficient is known about how brand preferences are formed, and that therefore there is a need for further research into brand preference and its antecedents. There is no significant research to knowledge of the student researcher that informs the determinants of beer brand preference in Addis Ababa beer market context. Thus the major purpose of this study is therefore is to fill the theoretical gap by identifying factors that affect beer brand preference in Addis Ababa beer market where brand loyalty is elusive and brand preference takes on a special significance. Understanding of consumer beer brand preference and what constitute beer brand preference will help breweries in maintaining their current customers and attract new once. This study is done in such a way that identifies determinants of beer brand preference, which actually fill the understanding gap on determinants of brand preference, to all breweries in Ethiopia.

1.4 Research Questions

This study has tried to answer the following basic research questions:

- What are the most key and significant determinants that heavily influence consumers beer brand preference
- What factors have strong association and relationship with brand preference of beer consumption?
- Which beer brand is most preferred in Addis Ababa beer market?
- Do the preference of consumer and factors affecting their preference vary across profile of respondents?

1.5 Objective of the study

1.5.1 General Objectives

This research aims to provide an understanding of what factors determine brand preference which influences their brand choice.

1.5.2 Specific Objectives

The Specific objective of this research will be:

- To determine the most and least heavily significant determinants that influences a preference of a particular beer brand.
- To identify which factor has strongest association and relationship with the beer brand preference.
- To identify whether consumer beer brand preference and factors affecting their preference vary with consumer profile.
- To identify which beer band is most preferred in Addis Ababa beer market.

1.6 Significance of the Study

Identifying patterns of consumer preference across the population and uncovering consumer heterogeneity is vital for designing and developing innovative marketing strategies (Russell and Kamakura, 1997), and efficient market segmentation strategies (Horsky et al., 2006). It is important for marketers to know how consumers trade-off between different brands before making their choices. Since the brand preference has direct influence on consumer purchasing decisions, segmenting the market based on brand preference is more interpretable and managerially useful.

Therefore, this study is aimed at helping marketers understand how consumers prefer a particular beer brand and design innovative marketing strategies. From the research perspective you can hardly find studies involving brand preference and product categories of beer in Ethiopia and Therefore this study could lead to further research studies in the future.

1.7 Scope of the study

This study aims to understand factors that determine consumer beer brand preference, their relationship with the brand preference and if consumer preference for a particular beer brand varies or change with the consumer profile. To achieve this aim, the scope of the study was to identify different factors, i.e. sought brand benefits (perceived quality, price, normative influence or social benefits and emotional values and) and situational variations, that influence a brand preference of a particular beer brand in Addis Ababa.

There are two types of beer in the market bottled beer and drought beer, and this research studied only bottled beer and the result and recommendation may not be applied to the drought beer. Because it is hard to define consumers who uses beer in their home, this study scope is limited to consumers who uses beer in Hotel, Bar & restaurant, and Groceries.

1.8 Limitation of the study

The research result generalizability to consumers who brings and drinks beer in their homes might be limited. Consumers who use beer in their home might see different benefit from the brand and prefer their brand from alternatives, based on the judgment on these benefits. The lack of written documentation, relating to Ethiopian breweries market entry strategy, brand, promotional, communicational strategies, and list of consumers served as a shortcoming in this research study. Because breweries consider the information of their customers and market strategies as secrete data and cannot be reviled, limiting the searches to the internet, even though it might be a helpful source in market research might not give the valid information desired, and limit the research finding, conclusion and recommendations and requires further investigation.

Because most of respondents were refuse to give their income information, income was not included on test for brand preference variance on demographics profile. Since income is important demographic market segmentation variable, used by marketers to understand consumer purchasing behavior it might limit the result and requires further study.

Chapter Two: Review of Related Literature

2.1 Brand

Every brand differs in names or symbols like logo, trade mark, design and packing. The products are recognized through these elements and thus make it possible to differentiate one product from the other. A brand is a signal to protect the customer from similar brand names and protect the producer from the competitors (Aker, 1991). “A brand is a name, term, sign, symbol or design or combination of them, intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competition” (Kevin, 2003).

Brand is a combination of name, symbol and design. Brands represent the customer’s perceptions and opinion about performance of the product (Lepla, 2003). The powerful brand is which resides in the mind of the consumer. Brands differ in the amount of power and worth they have in the market place. Some brands are usually unknown to the customers in the marketplace while on the other hand some brands show very high degree of awareness (Blackett, 2004). It has been noted (Aker, 1991) that brands with high awareness have a high level of acceptability and customers do not refuse to buy such brands as they enjoy the brand performance. Some brands commend high level of brand loyalty.

According to (Aaker, 1996) brand present many things about a product and give number of information about it to the customers and also tell the customer or potential buyer what the product means to them. Furthermore Christopher(1996) has argude that brand represents the customers’ convenient summary like their feelings, knowledge and experiences with the brand. More over customer do not spend much time to do find out about the product. When customer considers about the purchase they evaluate the product immediately by reconstructed product from memory and cued by the brand name (Kolter, 2009).

2.2 Consumer Behavior

What we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self-concept, social and cultural background and our age and family cycle, our attitudes, beliefs values, motivation, personality, social class and many other factors that are both internal and external to us (Khan, 2007). While buying, we also consider whether to buy or not to buy and, from

which source or seller to buy (Khan, 2007). Marketers therefore try to understand the needs of different consumers which require an in-depth study of their internal and external environment.

According to Krishananaik (1999), consumer behavior attempts to understand the buyer decision making process, both individually and in groups. Also (Wayne, 2007) describe consumer behavior; it studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand peoples' wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups and society in general. Consumer behavior is deeply influenced by the demographics and household structures, needs, emotions, values and personality, group influences, information processing and decision making along with purchase behavior (Henry, 2001). Furthermore, it also sheds light on how the consumers appraise the products after the purchase and the effect of evaluations on their future purchases. Consumer's purchases are strongly influenced by cultural, social, personal and psychological characteristics (Henry, 2001). Henry (2001) argue that understanding the behavior of consumers before they made purchase decision will help for product manufacturers and service providers to develop strategies in line with customers' actions. Particularly knowing what makes customers to prefer between brands will make the manufacturer to adapt strategies based on the influential factors and inability to analyze the antecedents hinder companies from being competitive. Hence, understanding the behavior of consumers specially the antecedents of brand preference has to be a critical issue and concern for strategic developers.

2.3 Brand Preference

In marketing literature, there are numerous definitions for brand preference. Table 2.1 summarizes these definitions and extrapolates brand preference meaning. From this table, the current study proposes this definition for brand preference as the behavioral tendencies reflecting the consumer's attitude towards a brand. Brand preferences are created from differentiation between alternatives resulting in a biased position toward a certain brand. This position is depicted by holistic responses; an affective response is presented by degree of likeness, while cognitive response refers to the unique added value of the brand and behavioral response is illustrated by the intended act toward the brand

Table 2.1 Brand Preference Definition

Definition	Extrapolation
The consumer's predispositions toward a brand that varies depending on the salient beliefs that are activated at a given time.	**Differentiation**, Brand Preference is created from consumers' differentiation and comparisons between various alternatives of brands considered by them.
The preferred brand is the chosen brand among several brands of the same quality.	
The extent to which a consumer favors one brand over another.	Biasness, The distinct evaluation of alternatives resulting in a disposition toward a certain brand.
The sum of unique assets captured by the consumers and measured by the brand strength experienced by the consumer.	
The consumer biasness toward a certain brand.	Holistic, Consumers' predisposition toward the brand is reflected by affective, cognitive, and behavioural responses.
Differentiate between two types of brand preferences; the liking preferences reflecting the hedonic responses toward the brand and the revealed preferences or the choice reflecting the behavioural responses toward the brand.	

Source: Ebrahim (2013)

2.3.1 Distinctions between Brand Preference and other Brand Constructs

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

2.3.1.1 Brand Preference and Purchase Intentions

Purchase intention is the willingness of a consumer to buy a particular product (Doods et al., 1991). Research on predictors of purchasing behavior has confirmed that consumers usually hold prior purchase intentions before they behave (Lin y Chen, 2006). Social psychology suggests that intentions should be the best predictor of individual behavior, because purchase intentions reflect the consumer's own expression of purchase probability, independently of other relevant factors that could affect consumer behavior and decisions (Young et al., 1998). Researchers have largely employed this variable as an antecedent of behavior because it simplifies the measurement of

behavior, especially if we bear in mind the difficulties of observing the real purchasing process of each person (Chandon et al., 2005); nevertheless, any prediction of consumer behavior based on purchase intentions is far from perfect. Several investigations have noted discrepancies between intentions and behaviors (Newberry et al., 2003). Consumers in different countries give dissimilar priorities to the factors that affected their purchase intentions (Lee and Green, 1991). A more recent study by Chandon et al. (2005) measures consumer purchase intentions towards groceries, automobiles and laptops. Their conclusions provide evidence to suggest that the stronger the consumer purchase intention, the greater the probability of the consumer buying the products being evaluated.

The term "Brand Preference" means the preference of the consumer for one brand of a product in relation to various other brands of the same product available in the market. The choice of the consumers is revealed by brand preference. Brand preference is the extent that respondents preferred and intended to stay with their service provider (Holbrook, 2001).

According to Seymour (1950) in his research to investigate the relationship between preference and purchase of branded household products found out that preference for brands was a good predictor of purchase and brand preference was almost identical with purchase intentions.

2.3.1.2 Brand preference and Brand loyalty

in the business 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, p.34) defines brand loyalty as:

> "*A deeply held commitment to rebuy or re-patronize 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). Consumers pass through four phases to become loyal: cognitive loyalty, affective loyalty, conative loyalty and action loyalty. In the first phase, consumers are rational and focused on the brand attributes and other features. The second phase is that of emotional development due to satisfaction with the brand performance enhanced by positive experiences. At the third level, affective loyalty is transformed into behavioral intentions of buying the brand. The final level at which consumers are loyal involves the action of purchasing and the repeat purchase of the brand, and overcoming barriers (Oliver, 1999).

The first three decision-making phases of brand loyalty constitute the focal point of brand preference. It describes the stated preference toward certain brands over time, accompanied by behavioral consistency (Moschis et al., 1984). Brand preference is distinct from attitudinal loyalty (Mattila, 2001); however, both assume that consumers' strong beliefs about the brand cognitive structure enhance brand loyalty (Kim et al., 2011). Consumers' brand preference does not exhibit the action of purchasing; however, this behavior will be expressed later with the persistent of strong preference (Mellens et al., 1996). Heilman et al. (2000) postulate that consumers are likely to be loyal to their preferred brands. Therefore, the main theme is that brand preference is related to brand loyalty. However, brand loyalty is depicted more consistent by long-term repeat purchasing behaviour.

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.

Brand preference precedes consumer loyalty and influence attitudinal (Kim et al., 2011) and behavioral loyalty (Tolba and Hassan, 2009). Thus, loyalty can be perceived as a true measure of

brand preference (Gupta, 1988; Hardie et al., 1993). However, the reverse relationship; assuming the influence of loyalty; measured by frequency of consumer past purchases on brand preference was not supported (Hellier et al., 2003).

2.3.1.3 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). Hansen (1976) identifies the confliction between alternatives preceding choices among the aspects that characterize choice.

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).

2.3.2 The Nature of Preference Formation

There are two perspectives of preferences. The first assumption is that consumers have well-defined preferences; this is linked to the archaeology uncovering hidden value. The second assumption is that consumers construct their preferences at the time of valuation; they are not simply revealed. This architecture nature of preference is shaped by the interaction between the properties of information-processing system and the decision task factors (Payne et al., 1999). The construction of preference has been the prevailing theme of behavioral decision theory (Payne et al., 1992).

However, Simonson (2008) argues that this perspective does not cover the pre-existing preferences that are not determined by the task or context factors. The notion of construction highlights the process of judgment and ignores the determinants of preferences, and the processed preference consumers brought to the context or choice situation (Simonson, 2008). Consumers generate preferences for the product attributes and maintain them across different contexts while consumers can learn about the structure of the context. These context decision strategies are specific to each context and are not portable (Amir and Levav, 2008; Hoeffler and Ariely, 1999).

The two perspectives of preference formation are based on extremes, whether consumer preferences are well-defined at one stream or constructed at the other. However, consumers are not consistent in their choices, and no single path can define the formation of brand preference. Neither the archaeology, embracing the economic assumption, nor the construction provides a complete interpretation of the preference formation process (Hoeffler and Ariely, 1999). Bettman et al. (2008) suggest that the construction process of preference is compatible with inherent or well-defined preference, but stable preferences can result from the construction process. Consequently, these two perspectives are suggested to be complementary rather than substitutes (Duarte and Raposo, 2010; Russel and Kamakura, 1997). Yoon and Simonson, (2008) argue that the nature of consumer preferences can be either well- defined or constructed; however, its stability and consistency varied according to the contextual factors. It is assumed that the consumer has relatively stable preferences determined by the subjective assessment of the brand attributes. However, in the choice construction, he learns from the context-specific strategies without engaging in subjective value assessment (Amir and Levav, 2008).

In consumer behaviour research, differences exist between economic theories; based on the normative assumption and consumer rationality, and the information processing theories; based on bounded rationality and regards consumer as a logical thinker. Economists have always been concerned with consumer behaviour and the motivation of choice. The basic assumptions for standard economic theories are:

1. The rationality of consumers and the normative definition of behaviour (McFadden, 1996). Rational consumers in the economic theory are those seeking utility maximization, have clear and complete knowledge about almost all relevant aspects, and high computational skills.

These enable them to calculate perfectly the utility of available alternative course of actions (Dhar and Novemsky, 2008; McFadden, 1996; Payne et al., 1999).

2. The stability, coherence and consistency of preferences (West et al., 1996). These assumptions mean that consumers have a complete and unchanging preference ordering for alternatives based on a perfect processing of information (Dhar and Novemsky, 2008; Rabin, 1998). However, economists disagree about the existence of well-defined preferences (McFadden, 1996).

The Under such assumptions, consumer preference is a utility function formed by the trade-off between attributes of the concerned product/brand (Louviere et al., 2000). Thus, consumer choices uncover pre-existing preferences, revealing preferences for the alternative with greatest utility (Dhar and Novemsky; 2008; Payne et al., 1999). The utility in the economic theory refers to the attribute value offered by the brand, and consumers learn about this before forming their preferences (Louviere et al., 2000).

The normative assumption held by economists in understanding human decision behaviour was violated. First, in terms of defining rationality by the utility maximization, consumers can be rational and maximize their satisfaction from choices rather than the absolute value of attributes (McFadden, 1996). Second, the implausibility of the normative assumption pertains to the human ability and computational skills to process all the available information before reaching a decision. However, economists no longer believe in the assumption of perfect information processing (Dhar and Novemsky, 2008). Third, the assumption of preference stability, coherence and consistency is not upheld in the real world. Preferences can be either exogenous or endogenous (Albanese, 1987; Samuels, 1978). They are volatile; changing with consumer experience (Zajonc and Markus, 1982), which can be proved by the phenomenon of preference reversal (Nowlis et al., 1997).

To understand preference formation and its affecting factors, it is important to go beyond the assumption of given preferences for consumers (Albanese, 1987). Howard, (1977) has argued that economists have no real participation in uncovering the nature of preference formation, degree of stability and influential factors.

There are differences between economists and psychologists in discussing consumer behaviour. Psychologists focus on studying consumer choices as an output of the choice process, while economists focus on the decision process (Hansen, 1976). Other distinctions lie in the assumptions

of the two views. The economists assume consumer rationality with well-defined, stable and complete preferences based on the function of utility maximization. Nevertheless, psychologists hold the assumption of bounded rationality; emphasizing the limited capabilities of consumers for processing the available information and utilizing the theme of constructed preferences (Dhar and Novemsky, 2008; Hansen, 2005; McFadden, 1996).

2.3.2.1 Information Processing Models

These models play an influential role in understanding consumer behaviour, but their role did not exceed being descriptive due to their complexity (Simonson et al., 2001). They evolved from the rationality assumption of economic theory and classical decision theory to the bounded rationality assumption (Holbrook and Hirschman, 1982). These models deviate from the normative assumption by limiting the computational capabilities of the consumers and study the impact of perceptual learning and cognitive factors on consumer decision-making (Payne et al., 1999).

The theory of buyer behavior was developed mainly to provide deeper insights of consumer brand choices (Howard and Sheth, 1969). Initially, Howard, (1963) provides an insightful analysis of consumer behavior scenarios based on the consumer's degree of familiarity. This differentiates between three types of problem-solving and the amount of information required at each situation (Howard, 1977). The theory of buyer behaviour was one of the first models to focus on brand choice. Unlike economists, this theory is based on the following assumptions (Howard and Sheth, 1969):

1. Bounded rationality: the rationality of consumers is limited, unlike economists' assumption. It is limited by their cognitive capacities and availability of information.
2. A positive theory assumes that consumer buying behavior is systematic. The brand factors are the stimulus or inputs to the system, while purchasing behavior is the output.

The basic idea behind this theory is that consumer buying behavior comprises three main elements: motives, decision mediators and alternatives. Decision mediators match between the consumers' needs and the alternative of having potential to satisfy these needs. Brand preference refers to consumers' predisposition towards certain brand, which summarizes their cognitive information processing towards brand stimuli (Howard and Sheth, 1969).

This theory emphasizes the central control unit and the mental abilities of consumers. It ascertains the role of brain-stored knowledge and actual experience in articulating consumer choice. The consumer in these models is a problem-solver who is aroused by different brand-related stimuli creating his experiences and knowledge (Biehal and Chakravarti, 1986). Therefore, it follows the same sequence that consumer perceptions of brand attributes lead to preferences or attitude affecting his intentions and brand choice (Bagozzi, 1982).

2.4 Antecedents of Brand Preference

Several authorities have found brand awareness, brand image, and consumer attributes to be major antecedents of consumer brand preference (Berry, 2000; Keller, 2003;). brand awareness is the ability of a potential consumer to recognize the brand as a member of a specfic product or service category (Aaker, 1991). Brand image is "perceptions about a brand as reflected by the brand associations held in consumer memory" (Keller, 2003, p. 66). Consumer attributes is loosely defined as the characteristics of consumers (Zeithaml, 1991 as cited by (Alamro A., 2011)). However, the exact relationship between these three constructs and brand preference remains unclear.

Table 2-2 Prior Brand preference Studies

Author	Independent Variable	Dependent Variable	Product Category Studied	Method
Charlton & Ekrenbang (1973)	• Price • Purchase Time • Product Order • Product name • Brand Name	Brand Choice	Beer	Experimental
Orth,U.R., McDaniel,M.R., Shellhammer,T., and Lopetcharat, K. (2004)	• Brand Name • Functional Benefits • Price/Value • Social Benefit • Positive Emotional Benefit • Negative Emotional Benefit	Consumer Preferences	Craft Beer	Online Survey from Consumer Panel Data

Source: Source: Review of prior research (2014)

Table 2.2 Continued

OrthU.R (2005)	• Situations • Social Benefits • Price • Emotion • Health • Environment	Brand Choice	Wine	Electronic Survey
Young L., Kim K. and Forney J. (2006)	• Emotional values, • Brand consciousness, • Perceived quality • Normative influences	Brand Preference	Shoe	Survey
Denford Chimboza and Edward Mutandwa	• Promotion, • Price and availability, • Attractive packaging and • Product quality	Brand Preference	Dairy	Survey, Factor analysis
Dave Ritter (2008)	• Situational Variation • Brand Benefits Emotions Performance/quality Price/value for money Normative influence • Helth • Environmental Stiwardship • Demographic & • Consumption Behaviror	Brand Choice	Beer	Survey
Alamro A, & Rowley J.	• Brand Awareness • Brand Image Price Quality Provider Attribute • Consumer Attribute Reference Group Perceived Risk Satisfaction	Brand Preference	Telecom	Survey, principal Component Analysis and Multiple Regration
Amadi Christian& Ezekiel Maurice Sunday (2013)	• Advertising • Reference Group Influence • Situational Variation	Brand Preference	Beer	Survey Multiple Regration

Source: Review of prior research (2014)

2.5 Conceptual Framework

Sweeney and Soutar (2001) suggest branded products have four consumption values that drive consumer purchase behavior i.e. emotional, social, quality/performance and price/value for money. The theory of 'consumption value' (Sheth J. N., 1991b) states that the multifaceted consumer choice – to buy or not to buy, to choose one type of product or service over another, and to choose one brand over another – entails a variety of forms of value. These forms of value can be categorized as functional, social, emotional, epistemic, and conditional. Functional value pertains to whether a product is able to perform its functional, utilitarian, or physical purposes. Social value refers to an image that is congruent with the norms of a consumer's friends or associates and/or with the social image the consumer wishes to project. Emotional value is related to various affective states, which can be positive (for example, confidence or excitement) or negative (for example, fear or anger). Epistemic value is concerned with a desire for knowledge, whether this be motivated by intellectual curiosity or the seeking of novelty. Finally, conditional value reflects the fact that some market choices are contingent on the situation or set of circumstances faced by the consumers.

Theories of adoption also have often been use to explain how consumers form preference for various goods and services (Rogers, 1995, Tornasky and Klein, 1982; Mason, 1990; Charlotte, 1999 as cited in (Amadi, 2013)). Generally, according to (Amadi, 2013) those theories emphasize on the importance of triability, relative advantage, risk, lost, social approval, product characteristics. Equally, several studies have long speculated that brand preference could be a function of past consumption which could enter expected utility directly (Becker and Murphy, 1988) or through beliefs about quality (Schmalensee, 1982). It could depend on past exposure to advertising (Schmalensee, 1983, Doraszelski and Mankovich 2007), or past observations of the behavior of others as in Ellison and Fundenberg (1995). All have tremendous impact on the position of our brand in the consumers preference set, but the relative importance of each factor depends on the nature of industry under consideration, location and social characteristics of the consumer of different brands (Amadi, 2013).

According to Young L., Kim K. and Forney J. (2006), determinants of brand preference and intention include: Emotional values, Brand consciousness, Perceived quality and Normative influences, and Orth, U.R.., McDaniel, M.R.., Shellhammer, T. and Lopetcharat, K. (2004)

identifies: Brand Name, Functional Benefit, Price/Value for Money, Social Benefits and Positive and Negative Emotional benefits, as determinants of brand preference.

Even though O'Connor and Sulivan (1995) argued for a more complex combination to predict brand Preferences **BP = PU + PP + A + B + summation of R (MV)**

Where:

BP - Brand preferences
PU - Product usage
PP - Purchase patterns
A - Attitude
B - Benefits sought
R - Consumer response
MV - Marketing Variables:

Many researchers agree that sought benefits and consumer perception are the main antecedents of brand preferences (Mulyanegara, 2005), which is as follows:

BP = Summation of PA + CP

Where:

BP - Brand preferences
PA - Product attributes
CP - Consumer perception

Adopted from Sha Yang (2002))

The theoretical and empirical literatures on consumer perceived brand benefits suggest classifying the benefits according to a number of basic dimensions.

1. Emotional values (Long, 2000)
2. Functional benefits (Sheth J. N., 1991b)
3. Price (Sweeney, 2001)
4. Social Benefit (Long, 2000)

And other researchers Orth U. R. (2005) and Sha Yang(2002) found out that situational variation also affects consumers brand preference and choice.

2.5.1 Emotional value

Consumers develop emotional feelings toward a product specifically a brand, these emotions to ward a particular brand can have a major influence on brand preference and choice (). Perceived benefits are a combination of different product dimensions (tangible or intangible, extrinsic or intrinsic) available to buy and use of the product (Snoj, 2004). Emotional value is the benefit which one gets by experiencing something new or different (Lee M. K., 2006)

Emotional value is defined as the benefit derived from the feeling or attractive state that the product generates (Sweeney, 2001). The product and brands may provide non utilitarian benefits such as fun and enjoyable experience that generates emotional value for the consumer. Emotional values leads consumer to brand loyalty, paying a premium and influence other to purchase the brand. Therefore emotional attachment toward the brand may be able to predict their preference commitment and even consumer willingness to make the sacrifice (Ritter, 2008).

Consumer preference can be based on either cognitive or affective components or a mix of the two with no preceding order for any factor. Bagozzi, (1983) suggest that the consumer choice is formed in this sequence: perception, preference, intention, choice. Preferences result from consumer perception to alternatives and the generation of cognitive and affective judgments toward the brand. Similarly, Zajonc and Markus, (1982) suggest the importance of the mining components of affective and cognitive factors in preferences formation toward objects.

Exposure to the brand can be followed by affective or cognitive evaluation or both given the probability of dominance of a single factor over another (Zajonc and Markus, 1982). Recently, the significance of affective factors on brand preference development has been demonstrated. Consistently, Grimm, (2005) demonstrate the importance of affective responses in addition to the cognitive perceptions in understanding consumer brand preferences.

Koenigs and Tranel, (2008) as cited in (Ebrahim, 2013) proves that the emotions are playing pivotal role in preference, evidenced by the activation of the prefrontal cortex (brain emotional area); different part of the brain from the cognition processing.

2.5.2 Product Quality and Attribute Perception

2.5.2.1 Quality Perception

Quality refers to the degree of excellence in product or service . Quality is the most significant factor that influencing customer satisfaction and it is considered as the ability of the product to perform it specific function (Fornell, 1996). Quality also can be defined as company's ability to conform to the requirement or needs of consumer. The interaction of product meeting or exceeding consumer expectation based on its performance is how quality is evaluated (Fornell, 1996). Performance specification generally defined how quality is judged for products.

Product quality allows a firm put itself distinctively in the market and charge higher price to consumer. High price for branded products are justified by consumer quality assumptions that come with the brand name . In addition it gives a competitive advantage with leads to gain in profit margin and market share. Branded products are further expected to show evidence of higher quality compared to non-branded products, and premium brands should display even greater levels of quality (Woodside, 2009). It is because branded products represent a set of promises to consumer (Keller, 1993)

Quality is also another important factor considered by consumers during the purchase decisions (Ritter, 2008). 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. Product quality adds many benefits to any organization (Woodside, 2009). Consumers ultimately choose a particular brand if they perceived that brand to be quality (Boateng, 2013). Consumers may prefer a particular brand because they perceives the brand to offer quality benefits and may repurchase the single brand or switch brands due to the tangible quality of the product they tested. The perception of high quality may be closely related to differentiation and superiority of a particular brand and thus encourage them to prefer or chose the brand over competing brands (Alamro A., 2011). Product quality affects purchase because perceived quality creates personal shopping value and encourages a regular purchase of the brand (Snoj, 2004). Higher product qualities not only enhance utilitarian value but also reward the consumer emotionally by providing more gratifying experience (Babin, 2004).

Consumers' use, ordering and evaluation of product attributes provide an initial framework for investigating which factors determine the formation of quality perceived by consumers in brand choice.

The first theoretical studies proposed different classifications of these attributes to measure differences in quality between brands. Cox (1967) as cited by (Jose, 2011) argues that products can be conceived as arrays of cues and that consumers assign information values to the cues available based on their predictive value PV (the degree to which consumers associate this attribute with the product's quality) and confidence value CV (the confidence that consumers have in their own capacity to use and interpret this attribute effectively as an indicator of quality). Jose (2011) classified product attributes as intrinsic and extrinsic to products. Intrinsic cues represent product-related attributes that cannot be manipulated without altering the physical product itself. They include ingredients, taste, freshness, texture, aroma and nutritional value. Conversely, extrinsic cues are product-related attributes that are not part of the physical product itself and that may include price, brand name, advertising, labelling and packaging.

Researchers have attempted to clarify the relative importance of extrinsic and intrinsic cues in perceived product quality for consumers. Olson (1972) as cited by (Jose, 2011) argued that intrinsic cues are more important than extrinsic cues, mostly for utilitarian products. Similar analysis of food products has produced contradictory results. Whereas Chung et (2006) find that intrinsic attributes are more important, Richardson et al. (1994) conclude the opposite. Holbrook (1986) and De Chernatony and Knox (1990) observe that extrinsic attributes – mainly brand name and packaging – may be more important than intrinsic cues for products for which image is important. This argument is supported by studies of image-reflective products such as carbonated bottled water, beer and colas (Christopher et al., 1987 and Steenkamp, 1990). Zeithaml (1988) and Steenkamp (1990) as cited by (Ebrahim, 2013) incorporate these intrinsic and extrinsic attributes into their definitions of perceived product quality. Zeithaml (2008), defines perceived quality as "the result of an overall process of evaluation of a product (high-level abstraction) that integrates the information provided by a set of objective attributes of the product and whose importance, as informative inputs in the evaluation process, is given by a set of factors that are situational (situation prior to purchase or act of consumption) and personal (e.g. motivation or experience). These attributes are not perceived in the same way by all consumers." Likewise, Steenkamp (1990) understands perceived product quality as "an idiosyncratic value judgment with respect to the fitness for consumption, which is based upon

the conscious and/or unconscious processing of quality cues in relation to relevant quality attributes within the context of significant personal and situational variables".

2.5.2.2 Attribute Perception

Attribute perceptions represent consumers' salient beliefs about the brand utilitarian/functional attributes. It includes the product-related characteristics; the important features and characteristics for the product performance and function, and the benefits consumers assign to them (Czellar, 2003; Grimm; 2005; Keller, 1993; Park and Srinivasan, 1994). It represents consumer's objective evaluation at the attribute level (Holbrook and Hirschman, 1982; Keller, 1993; Myers, 2003).

The expectancy-value theory supports the positive relationship between the perceived brand attributes and brand preferences (Bass and Talarzyk, 1972; Ahtola, 1975; Erickson et al., 1984; Park and Srinivasan, 1994; Singh et al., 2005 as cited by Ebrahim, 2013). Based on this theory, consumer brand preference is uni-dimensionally measured by the summation of consumers' beliefs of weighted attributes. The economist view supports the evaluation of the brands based on functional attributes, since the preferred brand maximizes consumers' utilities (West et al., 1996 as cited by). Consumers use these attributes as cues to facilitate their choice. The perceived attributes constitute an important component of brand knowledge and its added value that builds consumer preferences (Park and Srinivasan, 1994; Keller; 1993; 2003). The tangible and intangible attributes contribute positively to the brand equity and preferences (Myers, 2003).

Empirically, several studies verified the significance of the perceived brand attributes in shaping consumer preferences. Romaniuk and Sharp, (2003) differentiate between positioning the brand based on single specific attribute or using a cluster of attributes, and brand loyalty. They demonstrate that unique, single brand attribute does not enhance consumer brand loyalty. Similarly, Romaniuk and Gillard, (2007) advocate that unique brand associations will not build stronger preferences. The multi-attributes brands have strong share in consumers mind affect brand preferences and loyalty.

Consumers believe that the more features a brand has increases its capability and usability (Thompson et al., 2005). Moreover, the common features between alternatives help the consumers confirm their established preferences (Chernev et al., 2001). Consumer preferences for brand are affected positively by the recalled attributes of brands with more favorable advantages to the earlier experienced brand (Niedrich and Swain, 2003).

Table 2.3 List of Beer Attribute

No.	Beer Attributes
1	Type of the beer
2	Alcohol level
3	Taste of the beer
4	Color of the beer
5	Volume of the pack (e.g. 330 mol, 500ml)
6	Calorie content
7	The visual design of the pack
9	Type of the pack (e.g. bottle, can)

Source: Kristjánsson (2011)

2.5.3 Normative/Social Benefits

Media, parents, and peers all contribute to adolescent consumer socialization, with the general consensus that peers are the primary influencers, followed by media and parents. Influence by others is a factor that marketers cannot shape. A buyer can be influenced by its culture. It includes values, preferences, and behavior that a person gets from its family or other institutions. Another factor can be more social. This is where a person is influenced by small groups like membership groups and family (Kotler & Armstrong, 2004). As described by Kotler et al., the purchase decision can be affected by an attitude of others. Individuals are influenced by others on development of attitudes, interests, norms and purchase behavior. These individuals conform to group norms or modify their judgments based upon others' evaluations. According to Kotler et al., (1999) personal influence plays a distinctive role in the consumers' decision process. Consumers consult each other for opinions of new products and brands and the advice of other people can strongly influence the buying behavior. How much personal influence affects the buying behavior and choice of brand depends on the situation and the individual.

Alluding to reference group in persuasion attempt to make products and brands, demonstrate the belief that reference group exposes people to behavior and lifestyle, influences self-concept

development, contribute to the formation of value and attitude, and generate pressure for conformity to group norms (Henry, 2001).

Many social psychology studies (Henry (2001),) demonstrating individual conformity to a group norms conformed that, individuals do imitate group behavior. The desire to imitate the group behavior often leads an individual to buy the same brand or products. Groups could exert influence on the ownership of a product, decisions on what brand to buy or both (Francis, 1987). And also group would be more likely to influence the product decisions for exclusive and visible products but for non-exclusive products group would be more likely to influence the brand decisions (Henry, 2001).

Group influence can also be a substitute for brand evaluation. According to Rosen and Olshevsky (1987) group recommendation often substitute brand evaluation. That is in most cases consumer either totally relays on group recommendation or use recommendations to narrow the choice to a few brand alternatives. Consumers often choose products or brands without evaluating them on the bases of objective attribute (Moschis, 1976).

2.5.3.1 Types of Group Influence

Social influence is viewed as consisting of three types of influences including informational, comparative and normative influence (Henry, 2001). Informational influence is perceived as enhancing one's knowledge of the environment and/or ability to cope with the aspect of the environment (Wayne et al, 2007). It also entails observing the behavior of others or actively searching for information from others with the appropriate expertise (Wayne et al, 2007). Informational influence is likely to influence an individual if he or she accepts information from others as evidence about reality and desires to make informed decisions (Mangleburg et al., 2004). Normative influence is when an individual comply with the preferences or expectations of others to avoid punishments or achieve rewards (Bearden and Etzel, 1982). This occurs when the individual perceives that others have the ability to mediate significant rewards or punishments, he or she believes that his or her behavior will be known to others and is motivated to obtain the reward or to avoid punishment. Comparative influence is the process of self-maintenance and enrichment (Henry, 2001). The individual objective is to enhance his or her self-concept by associating with groups that will provide reinforcement and ego gratification. Comparative influence is when consumers constantly compare their attitude to those of the member of important group (Henry, 2001). In doing

so they seek to support their attitude and behavior by associating themselves from groups with which they agree. The basis for comparative influence is in the process of comparing oneself to the other members of the group and judging whether the group would be supportive (Henry, 2001).

2.5.3.2 Normative Influence

Normative influence refers to the influence of a group exerts on its members to conform to the norms and expectations. Conformity to a group norms is the ultimate goal of normative influence as it means the consumer will buy the brand and product categories the group approves. Marketers are interested in such imitative behavior because it implies a snowball effect once the most influential member of the group accepts the product. The normative influence construct used by marketers or marketing practitioners. Reference group concepts have been used by advertisers in their effort to persuade consumers to purchase products and brands. For example showing products being consumed in social pleasant conditions, the use of attractive people endorsing the product and the use of obvious group members as spokesperson in advertisement are all evidences that marketers make substantial use of normative influence in the development of their communication (Kotler, 2002)

2.5.4 Price

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 (Erdem & Swait, 1998 as cited by Henry and Quansah (2013)) as the brand reflects the product/service quality. 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 as cited by Henry and Quansah (2013)).

In retail markets, consumers are value driven, where value is considered a tradeoff among price and value. Price can serve as an indicator of quality for consumers. The higher the price of a product, the more perceived risk a consumer incurs (Quester and Smart, 1998). In general, consumers often associate a high-priced retail product with higher quality than those of lower pricing (Lambert, 1972). However, some researchers believe that this quality and price relationship is too simplistic (Sweeney and Soutar, 2001). Prices are used by marketers in retail stores in order to appeal to different consumers on different levels. The consumer uses comparative judgments in order to

evaluate a potential purchasing decision. The consumer utilizes reference prices in order to make these comparisons (Alvarez and Casielles, 2005 as cited by Ritter (2008)).

Brands in most product categories have a wide range of different prices. These prices vary for a vast number of reasons (advertising, lower economies of scale, premium brand positioning, generics, and several other factors). These prices demonstrate information perceived in many different ways by consumers. A consumer might perceive a lower priced product to be considered "cheap" or having low quality, whereas a different consumer could potentially see the low cost as a good value (Hruschka, 2002; Lambert, 1972).

2.5.5 Situational Variation

The consumption situation can be the base for introducing and positioning the product. Companies can positioned their brand based on the consumption situation by gearing brand usage to specific situation. Consumers evaluate brand in different manner based on the situation and consumer preference changes according to their environment (Vezquez (2008) as cited by ritter). Situational influences are temporary conditions or setting that occur in the environment at specific time and place and have demonstrateable and systematic effects on behavior. (Henry, 2001).

A consumer may use a particular brand of goods for specific occasions and another brand for other occasions. Each of these consumption situations may affect brand preference. People consume products by themselves, with friends at parties or while having dinners with co-worker or relatives. With this situation an individual may prefer a particular brand over other because benefits sought out by consumers can differ by situation the consumer is in (Sha Yang, 2002). Consumer might choose a brand based on being in different situations and will therefore be motivated to drink a certain brand (Yang et al, 2002). That consumer may face similar environments but there are several motivating conditions that play a role on brand choice depending on the consumer.

Consumers may face similar environments, but there are several motivating conditions that play a role on brand choice depending on the consumer (Yang et al. 2002). Several studies have shown this idea of situational influences proving that individuals prefer to drink different brands based on different occasions (Bearden and Etzel, 1982). For example, Quester and Smart (1998) used the purchase of a bottle of red wine for a drink during the week (alone or with one's family) over dinner, for a dinner party at a friend's house on a weekend (with 5 to 6 close friends), and as a gift for an

employer or respected friend. Miller and Ginter (1979) explored situational impacts on brand choice with respect to fast food restaurants. The situation variations analyzed were lunch on a weekday, snack during a shopping trip, evening meal when rushed for time, and evening meal with the family when not rushed for time. All of the studies involving situational factors demonstrated significance based on impacting brand choice (Orth, 2005; Miller and Ginter, 1979).

Areas that have been studied with situational drivers include product involvement, brand choice, and product attributes. High product involvement was considered a factor that influences behaviors with the interaction of situational drivers. Product factors have different levels of importance to consumers based on situation. Brand choice has been found to be impacted significantly by situational factors (Orth, 2005; Quester and Smart, 1998; Miller and Ginter, 1979; Yang et al. 2002).

Situations were varied with three possible scenarios: drinking beer with a group of friends, drinking with a date, and drinking alone (Ritter, 2008). According to Henry (2001), there are three types of situation: the consumption situation, the purchase situation and the communication situation. The consumption situation is the one in which consumer use the brand. A consumer might serve a regular coffee to guests but may drink instant coffee when alone (Henry, 2001). Bearden and Woodside (1978) identified the following consumption situation for beer:

- Entertaining close friends at home
- Going to a restaurant or lounge on Friday or Saturday night
- Watching a sport event or favorable tv show
- Engaging in sport activity or hobby
- Taking weekend trip
- Working at home on the yard, house or car
- Relaxing at home

Marketers must understand the nature of situational variables in developing their marketing strategy. To gain such understanding, according to Henry (1998), they must consider the:Type of situation that influence consumer decisions, characteristics of these situation, and development of an inventory of situation to measure how they influence consumer attitudes, preference and purchasing behavior.

Chapter Three: Research Methodology

3.1 Research Design

Research Design is the plan that draws the structure of investigation and the organization of the research project (David, 1987). It explains and justifies the type and method of data collection,, source of information, sampling strategy and time-cost constraints (Saunders, 2012).

This study is trying to identify or explore factors that determine brand preference. Therefore for this purpose mixed research design method is used to understand about factors affecting consumer preference. This research uses both exploratory and descriptive research designs. The exploratory research provides with insight and ideas to discuss the real nature of the brand preference for a particular brand by reviewing different literature. Descriptive study stems from prior knowledge and is concerned with describing a specific phenomenon (Saunders, 2012). This research will try to identify what beer brands are preferred by consumers and the reasons behind that. Therefore descriptive study research design is the appropriate method of design.

Quantitative research design 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). Even though quantitative research criticized for arbitrary definition of variables away from the context setting and failure to generate hypothesis from the data (Silverman, 2006), to achieve this research objective statistical analysis will be applied to obtain the findings, therefore the design for this research is quantitative research design.

3.2 Data Type and Source of Data

The source of data used in this research is comprised of both primary and secondary. Primary data are collected to meet the specific research need, customized and required specialized data collection procedure (Dillon, 1993). According to (William, 1991), primary data are collected by the researcher for the specific problem at hand. In this research primary data were gathered through standardized questionnaire.

Examination of secondary data is prerequisite 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.2005 as cited by Getaneh, 2012 page 45). For this particular research secondary data were collected from marketing journals, company publication and annual reports, sector research report and governmental agencies.. The secondary data helped the student researcher as specific reference and explore different construct important to this study.

3.3 Method of Data Collection

A survey is used for descriptive study. Several studies in marketing research studying consumer brand preference uses the survey method (i.e Jamal and Al-Mari (2007)). Survey studies ask large numbers of people questions about their behaviors, attitudes, and opinions. Because the number of population is very large cross sectional survey design with questionnaire technique is 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). For this study questionnaire technique of data collection method is used for this survey.

3.4 Type of questionaries' and scale

Because both telephone and personal interviewes are costy, time taking , requeires trained interviewers and subject to interviewer bias, even if it can achive a high rate of response (Blumberg, 2008). Self-administered questionnaires opposed to the above two methods, are often low cost and do not require the involvement of the interviwer.

There are different ways in which self-administered questionnaires can be send to the respondents. With the current postal infrastructure and, slow and limited accessibility of internet in our country mail survey has limited usability. For these reasons in this research self-administered questionaries' is used by approaching respondents in hotels, restaurants and bars and groceries, where the interviewer approach and illustrate the aim of the research and kindly ask for their participation.

Because five point likert scales are clear in appearance and easier to handle than seven point scale and it gives respondents the chance to be neutral about some statements than force respondent to take side than the four point likert scale, in this research the study questionaries' is designed as five point likert scale.

3.5 Sampling Techniques and Procedure

3.5.1 Target Population

People, products, firms, markets that is of interest to the research are called population. To be precise, a population must be defined in terms of elements, units and time (Dillon, 1993). The elements that make up the population are called the sampling units. The target populations for this study are the residents of Addis Ababa who consume beer in hotel, bar, restaurant and grocery, from both gender and aged over 18. Therefore for this study

Elements: *Residents of Addis Ababa who consume beer and aged over 18 from both gender*

Units: *Hotel, Bar, Restaurant and grocery*

Time: *2014*

3.5.2 Sampling Frame

The sampling frame refers to the list of all units of population from which the sample will be selected (William, 1991). The sampling frames for this research is infinite or undefined because there is no statistical data that list or even estimate the number of beer consumers in Addis Ababa and it is impossible to identify and list from this research perspective. Breweries considered the information of their customers as secrete data and cannot be reviled, the list of Hotels, Restaurants, Bars and grocery in Addis Ababa are obtained from Ministry Culture and Tourism. Therefore the sampling frame of this research is customers of Hotels, Restaurants, Bars and grocery's located in Addis Ababa, who consume beer. Most consumers prefer to drink beer outside their homes. Makindara et'al (2013) in their study of "Consumer preferences and market potential for sorghum based clear beer in Tanzania" 86.6 % of consumers favored drinking beer in bars and grocery, and only few1.7% of respondents preferred to drink beer in their homes.

3.5.3 Sampling Method and Sample Size

3.5.3.1 Sampling Method

Because the sampling frame for this research is unknown and both Hotels, Restaurants, Bar and grocery's, are found in all ten sub cites, the proper method for this research is to use multistage sampling procedure. According to Babbe (2007) as cited by (Creswell, 2009), probabilistic cluster sampling is ideal when it is impossible or impractical to complete a list of elements composing the population. Thus, the sampling technique for this study is probability sampling particularly multistage cluster sampling. The first reason behind the selection of probability sampling technique is that it gives each element in the population an equal probability of getting into the sample; and all choices are independent of one another. The other one is it gives each possible sample combination an equal probability of being selected.

3.5.3.2 Sampling Procedure

Multistage cluster sampling starts with dividing the total population in to many subgroups. In this research the sub-city administration of Addis Ababa to cluster the total population in to ten subgroups geographically. According to (William, 1991) cluster sampling try to secure heterogeneity with in each subgroups and homogeneity between subgroups. In this research it is believed that (the student researcher) beer consumers in all sub-cities show heterogeneous characteristics because respondents or the target population may live in one sub-city but may consume beer in other sub-cities. From the total ten sub-cities, only three sub-cities are taken as sample systematically.

From the total of ten sub-city clusters the student researcher took a random sampling. Because the numbers of sub-cities or clusters are very small, it is ill-advised to use table of random numbers to such small size. First the names of all sub-cities are written on identical slip of paper and fold each paper in similar ways. Then the folded papers are put on a bowel and mix them and draw three slip without looking. Based on this probability sampling technique Arada, Kirkos and N/Laft sub-cities are taken as a sample clusters.

From the list taken from culture and tourism office of each sub-city sample hotel, bar & restaurant, and gorceries are selected using simple random sampling technique. Then respondents found consuming beer (from 4:00pm -7:00 pm) in selected hotel, bar & restaurant and gorceries are randomly selected to fill the questionnaire. The above time is selected because most consumers drink beer in the afternoon and after work.

Table 3.1 Number of Hotels, Bars and restaurant, Groceries in Sampled Sub-Cities

No	Sub City	Total			
		Hotel	Bar and Restaurant	Gorcery	Total
1	Arada	64	310	28	402
2	Kirkos	71	298	14	381
3	N/Silk Lafto	**43**	**225**	**33**	**301**
Total		188	833	72	1,084

Source: Arada, Kirkos and N/Lafto Sub-Cites Cultural and Tourism Bureau (2014)

3.5.3.3 Sample Size

Determining sample size is very complex as it depends on other factors such as margins for errors, degree of certainty and statistical technique. Sample size is therefore directly proportional to the desired confidence level of the estimate (z) and to the variability of the phenomenon being investigated, and it is inversely proportional to the error that the researcher is prepared to accept (Corbetta, 2003). When the size of population is unknown and previous researches are unavailable to determine the variability of an estimate over all possible samples, thus the sample size is calculated for the list favorable case $\boldsymbol{p = q = 0.5}$ (Corbetta, 2003). Indeed, as the variability is measured by $\sqrt{pq}$, it is easy to see that this index assumes its highest value when $p = q = 0.50$ (Corbetta, 2003).

Since the total population is unknown and previous studies are not available, with the study title here in Ethiopia, to determine the estimate of $\boldsymbol{p}$ and $\boldsymbol{q}$. I used the recommendation by Corbetta (2003) in determining the standard deviation, 95% confidence interval and 5% sampling error in calculating the sample size.

The sample size for this study was determined with the use of Topman formula as presented below (Dillon, 1993).

$$n = \frac{z2\ pxq}{e2}$$

Where:

n = required sample size

Z = Degree of confidence (i.e. $1.96)^2$

P = Probability of positive response (0.5)

Q = Probability of negative response (0.5)

E = Tolerable error $(0.05)^2$

$$n = \frac{(1.96)2\ x\ 0.5\ x\ 0.5}{(0.05)2}$$

$$n = \frac{3.8416\ x\ 0.5\ x\ 0.5}{0.0025}$$

$$n = 384.16 \equiv 385\ Respondents$$

Based on the sample size each 129 samples were given to each sub-cites and to address consumers in both Hotel, Bar and Restaurant, and groceries stratified sampling method used. The number of questionnaires to be distributed to each strata was calculated proportional to the total number of Hotel, Bar and Restaurant, and groceries in each sub-city. Using the following formula

$$ss = n(ps)\ /tp$$

$where\ ss = sample\ taken\ from\ each\ strata\ in\ sub\ city$

$n = total\ number\ of\ samples\ to\ be\ taken\ from\ each\ sub\ city$

$ps = total\ bumebr\ of\ each\ strata\ in\ sub\ city$

$tp = total\ number\ of\ all\ strata\ in\ sub\ city$

i.e The number of samples taken from sampled Hotel in N/Lafto subcity :

The number of hotels in N/Lafto sub city = 43

Total population of hotel, bar & restaurant, and groceries = 301

Total sampled taken from each sub city = 129

$$Sample\ from\ Hotels = 129\ \frac{(number\ of\ hotels)}{(total\ number\ of\ Hotels, Bar\ and\ Restaurant\ and\ Groceries}$$

$$= 129\left(\frac{43}{301}\right) = 18.42\ or\ 18\ samples$$

3.6 Variables and Measurement Instrument

The main questions in the questionnaire measured attitudes towards brand preference and its determinants. These used five -point Likert scale statements (1 “strongly disagree”; 5 “strongly agree”). Item statements for these variables were taken from previous researches. In responding to these statements, respondents were invited to reflect on the brand of their current preference. Categorical questions were used for demographic variables, such as gender, age, and education.

Brand Preference: - The questions measure brand preference can follow the ranking or rating scale (Ebrahim, 2013). The ranking means asking respondents to rank their preferred brand from most to least preferred brand. Brand preference is measured using both ranking and rating scale. Nine beer brands, produced by breweries in Ethiopia, are provided in the measurement instrument to be ranked according to the preference of respondents. Five-point liker scale also used to measure the construct brand preference. The measurement items are adopted from the Ebrahim (2012), and where tested for their Validity.

Table 3.2 operationalization of Brand Preference

Item	Code	Source
I like my preferred brand than any other beer brand	BP1	Ebrahim (2013)
I would use this brand more than any other brand	BP2	
This brand meets all my requirements of beer than any other brand	BP3	
I am interested in trying other beer from other brand	BP4	
When it comes to consumption this brand of beer is my first preference	BP5	

Source: Ebrahim (2013)

Quality Perception, Price/value for money, Normative/social influence and emotional value measures are adapted from (Orth, 2005) and were tested for their validity and reliability. Quality/performance consisted of 6 items. Price/value for money consisted of 4 items. Emotions were measured with 10 items. Social/normative scales consisted of 5 items. Situational Variation is measured using 14 items and all the measurement items are adopted from (Ritter, 2008). And all items were tested for their validity. Five-point liker scale also used to measure the all constructs. Please refer to appendix A.

3.7 Measurement Reliability and Validity

3.7.1 Reliability

According to (Saunders, 2012), there are three strategies for estimating reliability: (a) test-retest reliability (i.e., calculating a reliability estimate by administering a test on two occasions and calculating the correlation between the two sets of scores). This technique is, however, difficult to apply in the social sciences for two reasons: the reactivity of the human subject (the first test may alter the property that we wish to assess, in that memory or learning effects may influence performance on the second test) and the change that may take place in the subject between the two tests (Corbetta, 2003). (b) equivalent (or parallel) forms reliability (i.e., calculating a reliability estimate by administering two forms of a test and calculating the correlation between the two sets of scores), and (c) internal consistency reliability (i.e., reliability is estimated by correlating the answers to each question with the answers to all the other question). Clearly, the internal consistency strategy is the easiest logistically because it does not require administering the test twice or having two forms of the test (Saunders, 2012).

Calculating cronbanch's alpha (α) has become a common practice when a multiple-item measurement of a concept or construct are employed because it is easier to use in comparison to other estimate (Willson, 2003). For this reason in this research the student researcher used cronbanch's alpha combined with inter- item correlation to determine the internal reliability of measurement instrument. Because the value of alpha depends on the number of items, it can create a misleading result (Mohsen, 2011).

To test the reliability of the instrument 56 questionnaires were distributed, which is considered reasonable in line with the guidelines of Saunders (2012), which specify a range of 10 to 100 .44 questionnaires were collected and only 40 questionnaires were usable because of a large missing data. The pilot study sample profile has 37 male and 3 female respondents, with a percentage of 92.5% and 7.5% respectively. The age of respondents range from 18 to 51 years, with the majority 90% ranging from 18-35 years. 90% of the respondents hold a college diploma or higher. In addition, the ratio of those who are employed to unemployed is approximately 9:1. In terms of social status, percentage of single and married respondents is 55% to 45% respectively.

Generally, the value of good alpha is 0.7 or more (Hair et al., 2010; Kline, 2005); however, at the early stages of research, it can be accepted at the level of 0.5 or 0.6 (Churchill, 1979). Therefore, the item is subject to deletion if it does not meet the cut-off point of 0.3 for the inter-item correlation, or the value of alpha goes below the above specified levels, or if its deletion will increase the value of alpha (Field, 2005).

Accordingly, all the variables measuring brand preference met the threshold defined except item **BP4** with item-total correlation of 0.251 and dropped and improved the cronbach's alpha to 0.849 from alpha value of 0.799. Items measuring perceived quality has alpha of 0.620. All items measuring this construct has inter-item correlation of more than 0.3 while item **QUAL4** are below the threshold having inter-item correlation of less than 0.3. Therefore, the item is dropped, increasing the value of alpha to 0.906.

Price construct has four measurement items and all items met the minimum acceptance level and have good reliability with a value of alpha 0.823. All the five items measuring the normative influence are reliable with the value of alpha equals to 0.879 and have inter-item correlation of more than 0.3 but item **NORMINF5** with 0.411 item-total correlation is excluded from the measurement and improve alpha to 0.914. Emotional benefit measurement items met the threshold of inter-item correlation of 0.3 except item **EMOVAL10** which has the value of inter-item correlation of 0.260 and the item is dropped and the value of alpha increased from 0.839 to 0.848. Also item **EMOVAL2**, **EMOVAL7** are Dropped because their item-total correlation are below 0.5. all items situational variation are met inter-item correlation minimum threshold except item **SITUVAR8** with inter-item correlation of 0.256 and dropped from the measurement and it raise the value of alpha from 0.848 to 0.946. Table 3. 3 shows the reliability test for the pilot study.

3.7.2 Validity

One of the objectives of pilot study is to evaluate the measurement items for content and face-validity. Often, the face and content-validity are interchangeable without differentiation between concepts; yet, few discrepancies exist between the two. The content-validity refers to "the degree to which a measure's items represent a proper sample of the theoretical content domain of a construct. For the items to have content-validity, they also need to be face-valid, which refers to "the degree that respondents or users judge that the items of an assessment instrument are appropriate to the target construct and assessment objectives, (Hardesty and Bearden, 2004, p.99 as cited by Ebrahim,

A Study of Brand Preference: (2013)). The most common method of assessing the content-validity is the applied method for the pre-test of questionnaire, guided by a list of definitions for each construct. Consequently, the expert judges the quality of the survey confirms the items and evaluates the ambiguity of other items subject to deletion (Saunders, 2012).

Accordingly for this study the questionnaire were sent to my advisor and the comments were received, reviewed and correction were made. Furthermore, the questionnaire were evaluated and commented by one PHD candidate and two persons with MA degrees in marketing, who are believed to have the skill and knowledge of research.

3.8 Data Analysis Methods

Descriptive statistic is used to describe the data collected in research studies and to accurately characterize the variables under observation within a specific sample and frequently used to summarize a study sample. Factor analysis is conducted along with exploratory factor analysis (EFA) and multiple regressions. Exploratory factor analysis was used to reduce data and classify variables and confirmatory factor analysis is used to test the measurement. And multiple regression was used to examine the inter relationships of the dependent variable and the independent or prediction variables. According to Hair et al. (2010) multiple regression analysis a form of general linear modeling, is approprate statstical techinque when examining the relationship between a single dependent variable and several independent or predictor variables. Furthermore, it shows how much unique variance in the dependent varible is explained by each independent variables (Paule, 1995). SPSS 21.0 version softwere has been used. Many researchers use SPSS as a data analysis technique (Robert, 2006)

Table 3.2: Reliability test for the pilot study

	Item	Inter -Item Correlation	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Brand Preference α=.799	BP1	0.568	.621	.553	.748
	BP2	0.633	.745	.612	.711
	BP3	0.585	.651	.524	.737
	BP4	0.366	.251	.253	.849
	BP5	0.596	.669	.473	.731
Quality α=.620	QUAL1	0.599	.753	.660	.257
	QUAL2	0.556	.627	.686	.349
	QUAL3	0.586	.725	.686	.296
	QUAL4	0.092	-.233	.115	.906
Price α=.823	PRI1	0.640	.621	.447	.790
	PRI2	0.645	.630	.449	.785
	PRI3	0.668	.681	.515	.761
	PRI4	0.660	.657	.503	.772
Normative Influence α=879	NORMINF1	0.664	.707	.735	.854
	NORMINF2	0.755	.870	.827	.814
	NORMINF3	0.709	.791	.782	.833
	NORMINF4	0.715	.795	.752	.831
	NORMINF5	0.496	.411	.346	.914
Emotional Value α=.839	EMOVAL1	0.432	.569	.496	.821
	EMOVAL2	0.377	.470	.442	.830
	EMOVAL3	0.470	.648	.685	.815
	EMOVAL4	0.460	.618	.616	.817
	EMOVAL5	0.467	.633	.665	.814
	EMOVAL6	0.446	.610	.557	.816
	EMOVAL7	0.304	.342	.461	.842
	EMOVAL8	0.456	.629	.594	.816
	EMOVAL9	0.435	.584	.633	.819
	EMOVAL10	0.260	.265	.225	.848
Situational Varations α=0.849	SITUVAR1	0.480	.510	.721	.840
	SITUVAR2	0.490	.615	.667	.835
	SITUVAR3	0.580	.614	.858	.836
	SITUVAR4	0.600	.701	.778	.831
	SITUVAR5	0.660	.815	.862	.828
	SITUVAR6	0.610	.780	.770	.825
	SITUVAR7	0.590	.700	.740	.830
	SITUVAR8	0.260	.257	.663	.946
	SITUVAR9	0.570	.640	.831	.834
	SITUVAR10	0.620	.820	.850	.830
	SITUVAR11	0.610	.689	.846	.832
	SITUVAR12	0.600	.765	.751	.828
	SITUVAR13	0.560	.600	.821	.835
	SITUVAR14	0.610	.789	.815	.825

Source: Primary data from pilot survey (2014)

Chapter Four: Data Presentation, Analysis and Interpretation

The purpose of this study was to investigate the beer brand preference and its determinants. This chapter presents the main survey. The data for the main study was collected over 3 weeks' time started on April 19,2014 using the questionnaire on the appendix (A). A total of 440 questionnaires were distributed and 407 questionnaires are collected. Out of 407 questionnaires only 383 were usable: 24 questionnaires were discarded and considered unusable because of large missing data resulting from missing page and incomplete sections.

4.1 General Information on Respondents

The demographic details of the main survey sample show that the majority of the respondents were males, forming 83.1% of the whole sample, while females are represented by only 16.9%.

Table 4.1 The Demographic Details of Respondents in the Main Survey Sample.

Demographics		Frequency	Percent	Cumulative Percent
Valid	Male	281	83.10	83.10
	Female	57	16.90	100.00
	Total	338	100.00	
Valid	18-25	66	19.50	19.50
	26-35	187	55.30	74.90
	36-45	53	15.70	90.50
	>45	32	9.50	100.00
	Total	338	100.00	
Valid	No Formal Education	6	1.80	1.80
	From Grade 1-8	14	4.20	5.90
	High School Complete	88	26.00	32.00
	College Diploma	101	29.90	62.00
	Bachelor Degree	104	30.80	92.90
	Masters or PhD	24	7.10	100.00
	Total	337	99.70	
Missing	999	1	0.30	
Total		338	100.00	

Source: Primary data from main survey (2014)

Demographics		Frequency	Percent	Cumulative Percent
Valid	Single	158	46.70	46.90
	Marred	153	45.30	92.30
	Divorced	14	4.10	96.40
	Widow	5	1.50	97.90
	Separated	7	2.10	100.00
	Total	337	99.70	
Missing	999	1	0.3	
Valid	Employed	210	62.10	62.10
	Self-Employed	105	31.10	93.20
	Unemployed	21	6.20	99.40
	9	2	0.60	100.00
	Total	338	100.00	

Source: Primary data from main survey (2014)

The classification of the sample based on age seems to be quite appropriate, because the test, and consumption pattern of people of different age groups vary from moderately to significant from one another(). The respondents are of different ages, and can categorized into four main groups: the first includes those aged from 18-25 representing, 19.5% of the sample; and the second includes respondents over 26-35, representing 55.3% and third group includes respondents aged from 35-45 representing 15.7% and respondents with age greater than 45 are 9.5% of the sample population .

Education plays important role in influencing human action, the impulse and motives that sustain and regulate all mental activity and behavior of individual (Bytiqi, 2008). Based on the educational classification 7.1% of respondents have master's degree and above, 30.8% of respondents hold a bachelor degree, 29.9 % of the population represents diploma holders, 26.1% are high school graduates, 4.2 and 1.8% of the total sample represent respondents with elementary and no formal educational level.

Finally based on their occupations respondents were divided in two three groups. Table 4.1. shows that Majority of (62.1%) the respondents are working either for private or public employers, and 31.1 % are self-employed. Only 6.2% are unemployed.

The mainstream levels of the social status of respondents varied between single (46.9%), married (45.4%) and divorced (4.2%).

Results of demographic test show that the majority of the respondents share similar demographic characteristics. 93% of respondents was found to be at least completed high school, 62% are employed for private or public companies, and 71% aged between 26 and 45, and are either married or single. Because of this similarity, it is very difficult to segment the market based on the demographic characteristics, however understanding the demographic characteristics help marketers in many ways. Even when marketers first define segments using other bases, such as benefit sought or behavior, they must know a segments demographic characteristics to assess the size of the target market and reach it efficiently (Kotler & Gary, 2012).

Table 4.2:- Consumer's beer brand preference.

		Frequency	Percent	Cumulative Percent
Valid	St. George	142	42	42
	Dashen	50	14.8	56.8
	Bedele Special	31	9.2	66
	Meta	30	8.9	74.9
	Meta Premium	24	7.1	82
	Amber	22	6.5	88.5
	Castle	19	5.6	94.1
	Bedele	14	4.1	98.2
	Harer	6	1.8	100
	Total	338	100	

Source: Primary data from main survey (2014)

In the main survey consumers were asked to rank their preferred brand of beer. From the total respondents 42.% prefer St. George, 14.8% prefer Dashen, 9.2% of respondents prefer Bedele spcecial, 8.9% prefer Meta and 7.1 of the respondent prefer Meta Premium beer. From female respondents 35.08 % prefer St. George, 19.2 % of female respondents prefer Dashen and 17.54 % of female respondents prefer to drink Castel beer. From the preference table showed below, it is observed that 54.1% of consumers prefer a beer manufactured by St. George brewery (St. George, Amber and Castle), 16% preferred brands of beer manufactured by Meta Abo brewery (Meta and

Meta Premium), 14% prefer Dashen and 13.3% preferred beer manufactured by Bedele brewery (Bedele and Bedele Special).

4.2 Determinants of Beer Brand Preference

Five indicators of brand preference are considered for the study. These five broad antecedents are perceived quality, price perception, normative influences, emotional values, and Situational variations. Each factor has incorporated their sub statements. These statements have the ability to explain the broad dimension.

4.2.1 Perceived Quality

Descriptive statistics were used to evaluate the effect of normative influence on consumer's beer brand preference. Under perceived quality dimensions, there were 3 specific statements in a form of likert scale. Each statement talks about the perceived quality.

Table 4.3: Frequency distribution of quality perception and level of agreement

Statement	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
My preferred brand is well crafted	51	15.09	172	50.89	88	26.04	11	3.25	16	4.73	338
My preferred beer brand has consistent quality	68	20.12	179	52.96	55	16.27	27	7.99	9	2.66	338
My preferred beer brand has an acceptable standard of quality	67	19.82	174	51.48	63	18.64	23	6.80	11	3.25	338

Source: Primary Data from Survey (2014)

Based on the above table 51(15.09%) and 172(50.59%) of respondents strongly agree and agree respectively with the statement that their preferred beer is well crafted. Furthermore 179(52.96%) and 68(20.12%) of respondents agree and strongly agree respectively to the statement if their preferred beer brand has a consistent quality. Only 11 (3.25%) and 23(6.8%) respondents were strongly disagree and disagree to the statement that their preferred beer brand has acceptable standard of quality. Generally more than 65% of respondents believe that their preferred beer has at least has standard quality, consistent overtime and well crafted.

4.2.2 Price Perceptions

Regarding the price of beer respondents were asked to rate their level of agreement and disagreement. According to cadogan and foster (2000), price is the most important consideration for the average consumer. Consumers with high brand loyalty are willing to pay a premium price for their preferred brand. As it is presented in the table 4.3 out of 338 respondents 51(15.49%) and 147(43.49%) of them believes their preferred brand has a reasonable price. Respondents also asked if their preferred brand offers value to their money 37.8 % respondents agree and 20.12% of respondents strongly agree with the statement. Respondents also were asked if their preferred beer brand price is very economical and only 17.75% and 35.21% respondents were strongly agree and agreed to this statement.

Table 4.4: Frequency distribution of price perception and level of agreement

Statement	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
My preferred beer brand is reasonably priced	51	15.09	147	43.49	95	28.11	42	12.43	3	0.89	338
My preferred beer brand offers value for money	68	20.12	128	37.87	99	29.29	37	10.95	6	1.78	338
My preferred beer brand is very economical	60	17.75	119	35.21	81	23.96	73	21.60	5	1.48	338
My preferred beer brand is a good product for the price	68	20.12	148	43.79	85	25.15	31	9.17	6	1.78	338

Source: Primary Data from Survey (2014)

4.2.3 Normative Influence

Adolescents are exposed to peer-pressure and group-think mentalities, which lead them to consuming brands that their friends and peers consume (Collins et al. 2003). This social influence stems from persuasion by attitudes and behaviors of fellow peers. To measure this normative influence on consumer beer brand preference four questions were presented to the respondents.

Only 13.02% and 32.25% of respondents were agreed and strong agree to the question if their preferred beer brand helps them feel acceptable respectively. Respondents were asked if their preferred beer helps them improves the way they perceived by others 71 (21.01%) of respondents prefer not to answer the question (neutral), 96 (28.40%) and 16(4.73%) of respondents disagree and strongly disagree respectively. Respondents also asked if their preferred beer brand help them improve the way they perceived by others and if their preferred beer brand makes good impression on other people. 48 (14.2%) and 100(29.59%) believes it improve the ways they perceived by their group and only 54.44 % of respondents agree and strongly agree to this questions.

Table 4.5: Frequency Distribution of Normative Influence and level of agreement

Statement	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
My preferred beer brand helps me feel acceptable	44	13.02	109	32.25	72	21.30	97	28.70	16	4.73	338
My preferred beer brand improves the way I am perceived by others	48	14.20	107	31.66	71	21.01	96	28.40	16	4.73	338
My preferred beer brand makes a good impression on other people	50	14.79	100	29.59	77	22.78	94	27.81	17	5.03	338
My preferred beer brand gives me social approval	67	19.82	117	34.62	55	16.27	87	25.74	12	3.55	338

Source: Primary Data from Survey (2014)

4.2.4 Emotional Benefits

Consumers can develop emotional feelings for products, specifically for brands. These emotions toward brands can have a major influence on brand preference. Respondents were asked seven questions to measure the emotions connected to their preferred brand. 269 or 79.59% of respondents agree and strongly agree to the question if their preferred beer makes them want to drink it.

Emotional aspects are characterized by different factors. The most acceptable of these factors are those defined in the PAD model: pleasure, affect and dominance (Mehrabian and Russell, 1974). Pleasure refers to feelings of happiness, enjoyment and pleasantness. Arousal refers to the feelings of excitement and the extent of stimulation. Respondent were also asked if their preferred beer brand makes them feel good, gives them pleasure and evoke the thought of happiness. 93(27.51%) strongly agreed and

197(58.28%) respondents agreed to the question that their preferred beer brand makes them feel good, and only 20(5.92%) disagree and 5(1.48%) of respondents strongly disagree that their preferred beer brand gives them a pleasure. 25.74% and 57.40% respondents strongly agree and agreed to the statement if their preferred beer brand evoke thought of happiness. Respondents also asked about the negative emotional associated with their preferred brand and were asked if their preferred beer brand help them calm down, eliminate their fear and anger. As it can be seen from table 4.6 more than 72% of repondents agree and strongly agree to each questions.

Table 4.6: Frequency Distribution of Emotional Benefits

Statement	Strongly Agree		Agree		Neutral		Disagree		Strongly Disagree		Total
	No.	%	No.	%	No.	%	No.	%	No.	%	
My preferred beer brand makes me want to drink it	70	20.71	199	58.88	34	10.06	23	12.00	12	3.55	338
My preferred beer brand makes me feel good	93	27.51	197	58.28	26	7.69	15	12.00	7	2.07	338
My preferred beer brand gives me a pleasure	88	26.04	195	57.69	30	8.876	20	5.92	5	1.48	338
My preferred beer brand evokes thoughts of happiness	87	25.74	194	57.40	30	8.876	20	5.92	7	2.07	338
My preferred beer brand soothes me(Calm me down)	78	23.08	201	59.47	31	9.172	21	6.213	7	2.07	338
My preferred beer brand eliminates all my fear	97	28.70	168	49.70	38	11.24	26	7.692	9	2.66	338
My preferred beer brand eliminates all my anger	91	26.92	165	48.82	37	10.95	37	10.95	8	2.37	338

Source: Primary Data from Survey (2014)

4.2.4 Situational Variations

To describe the respondents answer to the situational variation on their preferred beer brand descriptive statistics used. consumer preferences change according to their environment and 13 questions where used to measure if consumer change their preference in different contexts like when they are in bars, restaurant, home, parties, sporting event or concert both alone and with friends, family and work colleges. As shown in table 4.7 the minimum, maximum, mean and standard deviation values for the situational variation measures are presented.

Table 4.7: Descriptive Statistics of Situational variations

	N	Minimum	Maximum	Mean	Std. Deviation
Situational	338	1.00	5.00	3.3264	.78180
Valid N (listwise)	338				

Source: Primary Data from Survey (2014)

4.3 Factor Analysis

Factor analysis identifies inter-correlation among the measurement items and group them in the set of known as factors, than by using theory this factors will be correspond to a concept (Saunders, 2012). Hair (2010), specifies two main purposes of running factor analysis, first is to identify the unit of analysis: examine the relationship between variables and the second purpose is data summarization or reduction and variable selection. Factor analysis summarizes the data by defining the structure of variables by placing them in groups, then providing the identification of variables for further analysis; data reduction. The main purpose of using factor analysis for this study is data summarization and reduction.

The first step in exploratory factor analysis is to check the suitability of data for factor analysis by the sample size and inter-correlation among the items (Ebrahim, 2013). According to Tabachrick and fidel (2006) (as cited by Ebrahim, A Study of Brand Preference: An Experiential View, 2013), there should be at least 300 cases to use factor analysis.

Therefore this study takes 338 samples and meets the minimum threshold of 300. And inter-correlation among items is greater than 0.3 as evidenced in the pilot study. In addition to the minimum level of 300 sample size two statistical tests were used to check the factorability of the data. Bartlett's test of sphercity and Kaiser-mayer-olkin (KMO) measures are of sample adequacy. Bartlett's test of sphercity: a test of significance of correlation matrix, a significance level of $p < 0.5$, shows the existence of sufficient correlation among variables. (Naresh K., 1996). KMO measures sampling adequacy used to examine the appropriateness of factor analysis. High values between 0.5 and 1.0 indicate the factor analysis is appropriate.

Table 4.8:- KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.866
Bartlett's Test of Sphericity	Approx. Chi-Square	8417.118
	Df	595
	Sig.	.000

Source: Primary Data from Survey (2014)

The result in table 4.8 shows that the significance of Bartlett's test and the KMO index of 0.866 exceeding the minimum value of 0.6 suggest the factorability of the data and the Bartlett's test of sphericity yielded a value of 8417.11 and an associated level of significance smaller than 0.05. It confirms that there was significant correlation among the variables and warrants the application of exploratory factor analysis for this study.

There are two basic approaches in determining the factor score coefficients, principal component analysis (PCA) and common factor analysis (CFA) (Naresh K., 1996). PCA is recommended when the primary concern is to determine the minimum number of factors that will account for maximum variance in the data for use in subsequent multivariate analysis (David, 1987). CFA is appropriate when the primary concern is to identify the underling dimensions of the common variance of interest (Naresh K., 1996). Because in this study the interest is to determine the minimum number of factors that account for the maximum variance principal component analysis were used.

There are two conventional criteria for determining the number of initial unrotated factors to be extracted. These are the Eigenvalues criterion and the Scree plot test criterion (Robert, 2006). Eigen value represents the amount of variance associated with the factor. An eigenvalue is a ratio between the common (shared) variance and the specific (unique) variance explained by a specific factor extracted (Robert, 2006). The rationale for using the eigenvalue criterion is that the amount of common variance explained by an extracted factor should be at least equal to the variance explained by a single variable (unique variance) if that factor is to be retained for interpretation. An eigenvalue greater than 1 indicates that more common variance than unique variance is explained by that factor (Robert, 2006). Only factors with eigenvalue greater than one are retained (Naresh K., 1996). (Hair, 2010), suggests that factor extracted or retained should explain the 60% of the variance.

Scree test is a plot of the eigenvalue against the number of factors in order of extraction and the shape of the plot is used to determine the number factors to be extracted (Naresh K., 1996). This test is used to identify the optimum number of factors that can be extracted before the amount of unique variance begins to dominate the common variance structure (Hair, 2010). Variables above the infliction should be included (Hair, 2010). However the number of factors determined by the scree plot might be one or more fewer than the determined eigenvalue (Naresh K., 1996).

For this study eight factors are extracted and retained with eigenvalue of more than one and explain 72.10 % of the variation. Factor 1 accounted for 26.33% of the variation, factor 2 accounted for 15.68% of the variation, and factor 3, 4,5,6,7 and 8 accounted for the variation of 9.16, 6.20, 4.55, 3.81, 3.34 and 3.011 percent of the variation. The scree plot test on fig 4.1, confirms the retention numbers of factors are the same identified by the eigenvalue test.

Table 4.9: The number of extracted variables and total variance explained using EFA

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.218	26.336	26.336	9.218	26.336	26.336	6.519	18.626	18.626
2	5.489	15.682	42.018	5.489	15.682	42.018	5.537	15.819	34.446
3	3.207	9.164	51.181	3.207	9.164	51.181	3.325	9.500	43.946
4	2.170	6.201	57.382	2.170	6.201	57.382	2.807	8.020	51.966
5	1.594	4.554	61.936	1.594	4.554	61.936	2.219	6.340	58.306
6	1.336	3.816	65.752	1.336	3.816	65.752	1.853	5.294	63.601
7	1.170	3.342	69.094	1.170	3.342	69.094	1.814	5.183	68.783
8	1.054	3.011	72.106	1.054	3.011	72.106	1.163	3.322	72.106
9	.843	2.409	74.514						
10	.786	2.246	76.761						
11	.760	2.172	78.933						
12	.644	1.841	80.774						
Extraction Method: Principal Component Analysis.									

Source: Primary Data from Survey(2014)

An important output from factor analysis is the factor matrix and it contains the coefficients used to express the standardized variables in terms of factors (Naresh K., 1996). This coefficients the factor loading represents the correlation between factors and variables (Naresh K., 1996).

Although the unrotated factor indicates the relationship between the factors and variables, it is hardly result in factors that can be interpreted (Robert, 2006). Table 4.5 shows the unrotated component matrix for this study. Therefore for this study the rotated factor matrix with orthogonal rotation method is used, because orthogonal rotation is the most commonly used method of rotation that minimizes the number of variables with high loading on a factor, thereby increase the interpretability of the factor (Naresh K., 1996). Conversely, if the goal of the research is to discover theoretically meaningful factors, and if there are theoretical reasons to assume that the factors will be correlated, then oblique rotation is appropriate (Robert, 2006). Because the VARMAX orthogonal technique is proven to be successful analytic approach to obtain orthogonal rotation factor than EQUIMAX and QUARMAX, VARMAX technique were used to rotate the factors.

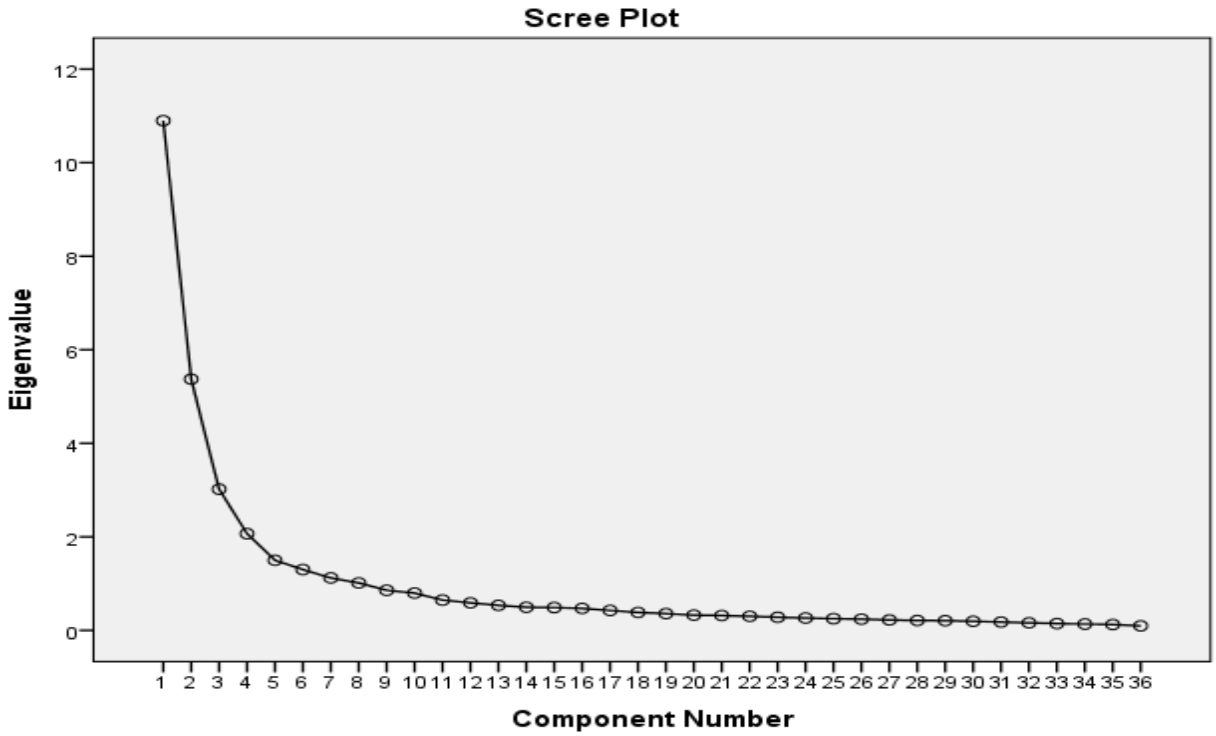

Fig. 4.1 Scree plot for all variable (Source: Primary Data from Survey)

According to (Ebrahim, 2013), in assessment of factor loading that of more than or equal to 0.4 is accepted given the sample size. The amount of variance accounted for the factor by each variable commonality less than 0.5 should be omitted as it has insignificant explanation (Hair, 2010). Variable with a factor loading or commonality lower than 0.4 and 0.5 respectively and with cross-loading of value exceeding 0.4 on more than one factor should be eliminated (field (2006) as cited by Ebrahim, 2013).

Therefore item **EMOVAL9** (My preferred beer brand eliminates all my anger), **SITUVAR5** (I use different brand than my preferred brand when I am home with my friends) is eliminated because they have values morethan 0.4 on more than tow factors. **BP5** also eliminated from the measurment becauseit has commonality value less than 0.5 and have insignificant explanation to the factors extracted. after the elimination of the two items all items of the study have acceptable commenality value range from 0.538 to 0.904. And also all items accepted for further investigation after exploratory factor analysis have a factor loading value between 0.402-0.916

To identify what the eight factors extracted represent, it would be necessary to consider what items loaded on each of the eight factors. Factor one contains four items that reflect dependent variable brand preference and seven items items that clearly refelect the emotional value or benefit consumer gain by prefering a particular brand of beer. Factor two is loaded with eight items and all of the items represent the situational varations in consumer beer brand preference because consumers may change their preference according to the situation. Factor three contains items that refelct social benefit obtained by prefering a particlar beer brand. Factor four represent the price perceptions measures and loaded with four items . Factor five contains three items reflect quality peceptions of a prefered beer brand and factor six and seven contain two items that refelect the preference variation of consumers for different occation and factor eight contains both one items that refelect emotional benefit and social benefits.

Factor six and seven contains item SITUVAR 2 (I use different brand than my preferred brand when I am in a bar or club alone), SITUVAR 4(I use different brand than my preferred brand when I am in restaurant alone), and SITUVAR1 (I use different brand than my preferred brand when I am in a bar or club with my friends) and SITUVAR3 (I use different brand than my preferred brand when I am restaurant with my friends), that shows different situations of drinking in bar, and restaurant.

In factor six & seven the presence of friends refelects a social motive and overlaps with meaning of factor one and factor three. Factor 8 consis of one item **EMOVAL9** (My preferred beer brand eliminates all my anger), have the same mining with factors reflect the emotional benefits however because it load in two factors this item was delited. Factor one contain items reflecting both the dependent variable preference and emotional benefits that do not “hang” together conceptually, and as such, are

not easily interpretable. For this reasons factor one divided in to two factors with items that represent the dependent variable preference and items that reflect the emotional benefits.

The commenaltiy in meaning of some of these factors suggests that a number of factors can be combined (Robert, 2006). The combination of factors is purely a subjective decision, aimed at reducing the number of extracted factors to a smaller, more manageable, and ultimately more meaningful set of factors (Robert, 2006). The combination of factors is purely a subjective decision, aimed at reducing the number of extracted factors to a smaller, more manageable, and ultimately more meaningful set of factors (Robert, 2006). Because item SITUVAR1, SITUVAR2, SITUVAR3 and SITUVAR4 reflects or has the same meaning with situational variation of preference it is combined with factor two.

Using the exploratory factor analysis six factors are identified. Factor one consists of three items that reflect the dependent variable brand preference. Factor two consists of 12 items that reflect the situational variation in preferring a certain beer brand and labeled as Situational Variation. Factor three consists of items that reflect the social benefit of preferring a particular brand and labeled as Social Benefit.

Factor four consists of four items clearly reflect the price perception of consumer toward their preferred beer brand and the factor was labeled as price perception. Factor five consists of three items that shows consumer quality perception toward their preferred beer brand and labeled as quality perception.

Factor six consist of six items that reveal the emotional benefit that consumer seek in preferring a particular beer brand and the factor is labeled as emotional benefit. Generally eight factors were identified and factors that were conceptually related to other factors was combined and reduced the total item extracted for further analysis are minimized to six factors.

Table 4.10 :- Rotated Component Matrix

	Component							
	1	2	3	4	5	6	7	8
BP1	.743							
BP2	.871							
BP3	.680							
BP5	.402							
QUAL1					.790			
QUAL2					.802			
QUAL3					.689			
PRI1				.799				
PRI2				.849				
PRI3				.781				
PRI4				.764				
NORMINF1			.916					
NORMINF2			.896					
NORMINF3			.902					
NORMINF4			.775					
EMOVAL1	.489							
EMOVAL3	.850							
EMOVAL4	.844							
EMOVAL5	.831							
EMOVAL6	.801							
EMOVAL8	.690							
EMOVAL9	.464							.654
SITUVAR1							.787	
SITUVAR2						.724		
SITUVAR3							.758	
SITUVAR4						.784		
SITUVAR5						.557	.413	
SITUVAR6		.712						
SITUVAR7		.705						
SITUVAR9		.744						
SITUVAR10		.797						
SITUVAR11		.847						
SITUVAR12		.883						
SITUVAR13		.866						
SITUVAR14		.803						

Source: Primary data from main survey (2014)

4.4 Reliability Assessment

Reliability measures the extent to which scaling results are free from error (Paule, 1995). Measurement reliability of a scale may be obtained by one of the following methods: test-retest, alternative forms and internal consistency. To measure internal consistence cronbach's alpha is the most widely used measure to assess the reliability and it is important to assess the reliability of the scale before assessing the validity (Hair, 2010). Thereby we can exclude the probability that the results of the pretest study are due to chances, reduce the error of sampling item (Chirchil, 1995).

For this reasons the internal validity of the main survey are analyzed through cronbach's alpha. The results of the test are presented in appendix (). Both factors extracted in the exploratory factor analysis are assessed for their reliability. Only factors that meet the minimum value of 0.7 as postulated by (Hair, 2010) were accepted for further analysis. All six factors score the value of cronbach's alpha range from 0.748 to 0.927 and met the minimum threshold.

Item analysis represents a refinement of test reliability by identifying "problem" items in the test, rejecting those items that are inconsistent with the rest will increase the internal consistency of the measuring instrument (Robert, 2006). In deciding which item to retain or delete, the 0.33 criterion can be used (Robert, 2006). To test the reliability of variables that loaded on the extracted factors, item-total correlation was tested and all items have a good measure of reliability. Sex appendix C.

4.5 Multiple Regression

Multiple regression is a statistical method through which one can analyze the relationship between a dependent variable or criterion variable with the set of independent or prediction variable (Dillon, 1993). As a statistical tool multiple regression is frequently used to achieve best prediction equation for a set of variables given both dependent and the predictors, control for conducting factors to evaluate the contribution of specific variables or set of variables and find structural relationship and provide explanation for multiple relationship (Robert, 2006).

There are three types of multiple regression model: standard, hierarchal and statistical. The standard regression models takes all studied independent variables at once and assess independent variables in terms of unique variance account for (Dillon, 1993). The disadvantage of this model however is that

the dependent variable might be considered an important even if it is strongly related with dependent variable, if its unique contribution in explaining the dependent variable is small (Chirchil, 1995). Hierarchal and statistical methods differ in determining the sequence of or order of data entry of the independent variable in to the regression equation (Robert, 2006). In the hierarchical method order of data entry is manually detected by logical or theoretical consideration and allows the researcher more flexibility in determining the order of entry of independent variables. In contrary the statistical method used when the researcher is unsure about the relative predictable power of the independent variable under study (Robert, 2006). Thus for this study first standard regression method was used to determine the overall predication equation and then statistical method of regression used to identify the unique contribution of each independent variable under study.

4.5.1 Testing the assumption for multiple regression

4.5.1.1 Normality Assumption

Screening data for assessing the normalization of variables is a critical step in multivariate analysis (Hair, 2010). Normality refers to the shape of a normal distribution of the metric variable (Robert, 2006). Even though there are many testes for normality all having their advantage and disadvantages, in this study a statistical test skewness and kurtosis are used to assess normality of the data. Skewness refers to the symmetry of distribution and kurtosis refers to the peakness of distribution (Tobachinck and Fidell (2006) as cited by Ebrahim, A Study of Brand Preference: An Experiential View, 2013). For variables with normal distribution the values of skewness and kurtosis are zero, and any value other than zero indicates deviation from normality (Hair, 2010). According to Hair (2010) the most commonly acceptable criteria value for (kurtosis/skewness) distrbution is ± 2.58. For this study kurtosis and skewness of variables are calculated for items as showen in the appendex D thay fall within acceptable range.

4.5.1.2 Homoscedasticity Assumptions

Is the test of equal variance between pairs of variables (Robert, 2006). In order to ensure the fulfillment of this relationship between independent variable and dependent variable, the variance of dependent variable values must be equal at each value of independent variables (Hair, 2010). The statistical test for assessing the homogeneity of variance Leven's test is used in many cases. For this study all constructs have insignificant level of $p>0.05$ of levene's test for equality of variance as showed in appendix (). Thus the assumption is reasonably supported in this study.

4.5.1.3Multicollinearity Assumptions

Multicollinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are multicollinear, there is "overlap" or sharing of predictive power (Dillon, 1993). This may lead to the paradoxical effect, whereby the regression model fits the data well, but none of the predictor variables has a significant impact in predicting the dependent variable (Robert, 2006). This is because when the predictor variables are highly correlated, they share essentially the same information. Thus, together, they may explain a great deal of the dependent variable, but may not individually contribute significantly to the model (Robert, 2006). Thus, the impact of multicollinearity is to reduce any individual independent variable's predictive power by the extent to which it is associated with the other independent variables. That is, none of the predictor variables may contribute uniquely and significantly to the prediction model after the others are included.

The muliticollinearity in this study was checked using the Tolerance and VHF value. As it is showed in the table all independent variables have a Tolerance value greater than 0.1 and a VHF value less than 10. The VIF, which stands for variance inflation factor, is computed as "1/tolerance," and it is suggested that predictor variables whose VIF values are greater than 10 may merit further investigation (Robert, 2006).

Table 4.11 :- Results for multicollinearity test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.224	.204		-1.102	.271		
	Quality	.230	.042	.218	5.523	.000	.652	1.533
	Price	-.029	.038	-.027	-.778	.437	.863	1.158
	Social	-.041	.030	-.048	-1.363	.174	.837	1.194
	Emotional	.805	.052	.656	15.472	.000	.566	1.766
	Situational	.138	.036	.125	3.783	.000	.929	1.076

a. Dependent Variable: Preference

Source: Primary Data from Survey (2014)

4.5.2 Multiple Regression Analysis Results

In order to indicate how well a set of independent variables are able to predict the dependent variable and to analyze the conceptual framework, in this study five independent were entered to the multiple regression equation and one independent variable. This section reports the result of multiple regressions. Linear regression estimate the coefficient of the linear equation, involving one or more independent variables that best predict the value of the dependent variable (Robert, 2006). The multiple regression equation is:

$$\boldsymbol{Y\text{^}' = A + B1X1 + B2X2 \ldots\ldots BnXn}$$

$where\ Y' = the\ predicted\ dependent\ variable$

$A = constant$

$B = Unstandardized\ regression\ cofficent$

$X = Value\ of\ the\ predicted\ cofficent$

Thus, in this study the following multiple equations were used to predict the level of preference from the five independent variables:

$$BP = A + \mathrm{B1Q} + \mathrm{B2P} + \mathrm{B3S} + \mathrm{B4E} + \mathrm{B5SI}$$

$$\mathrm{Y} = 0.255 + 0.133\mathrm{Q} - 0.029\mathrm{P} - 0.037\mathrm{S} + 0.841\mathrm{E} + 0.069\mathrm{SI}$$

Where: $\mathrm{BP} = \text{Brand Preference}$

$\mathrm{Q} = \text{Quality}$

$\mathrm{P} = \text{Price}$

$\mathrm{S} = \text{Social Benefits}$

$\mathrm{E} = \text{Emotional Benefits}$

$\mathrm{SI} = \text{Situational Variations}$

Tabel 4.12 :- Model Summary Brand Preference Dimensions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.814[a]	.662	.657	.51798

a. Predictors: (Constant), Situational, Quality, Social, Price, Emotional

Source: Primary data from survey (2014)

The model in the above table 4.8 shows how much of the variance in the measurement of brand preference is explained by the model. Based on this, model coefficient of determination or R^2 obtained indicates that 66.2% of the variation in the measurement (Consumer beer brand preference) function can be explained by quality, price, normative influence, emotional benefits and the situational variation in consuming a particular beer brand. The remaining 33.8% of variations on beer brand preference are explained by other variables out of this model or variables which are not incorporated in this study such as lifestyle, personality, income …etc.

Table 4.13:- ANOVA Table for Brand Preference Dimensions

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	174.332	5	34.866	129.949	.000[b]
	Residual	89.078	332	.268		
	Total	263.410	337			

a. Dependent Variable: Preference

b. Predictors: (Constant), Situational, Quality, Social, Price, Emotional

Source: Primary data from survey(2014)

To test the hypothesis of no linear relationship between the predictor and dependent variables, i.e., R-square = 0, the Analysis of Variance (ANOVA) is used. (Robert, 2006). Table 4.9 presents the F statistics to test how well the regression model fits the data. If the f-statistics is big and the significance level less than 0.05 then the hypothesis of no linear relationship between the independent variable and dependent variable is rejected. Thus in this study F-statistics with 129.95 and significance value of 0.00 the regression model fits the data. Thus all the independent variables

Quality, Price, Social benefit, Emotional benefits and Situational variations are linked to the dependent variable Brand Preference.

Among the five independent variables, multiple regression analysis revealed that Quality, Emotional benefits were a significant predictor of consumer beer brand preference by the p-value($p<0.05$), while the influence of Price ($p=0.437$) and Social benefits ($p=0.174$) on beer brand preference was not found significant.

Table 4.14 Regression Result for Beer Brand Preference

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.224	.204		-1.102	.271
	Quality	.230	.042	.218	5.523	.000
	Price	-.029	.038	-.027	-.778	.437
	Social	-.041	.030	-.048	-1.363	.174
	Emotional	.805	.052	.656	15.472	.000
	Situational	.138	.036	.125	3.783	.000

a. Dependent Variable: Preference

Source: Primary data from survey(2014)

The nature of relationship was positive for Quality ($\beta=0.218$), Emotional benefits ($\beta=0.656$) and Situational variation ($\beta=0.125$) and on the other hand price and social benefits display negative influence on brand preference with ($\beta= - 0.027$) and ($\beta= -0.048$).

To determine the relative importance of significant predictors table 4.13 and 4.14 is constructed using the stepwise linear regression model. As the depicted in tables among variables those have a significance relationship with beer brand preference. Emotional Benefits has the highest standardized regression coefficient and the lowest significance ($\beta=0.786$, $p=0.000$), which means emotional benefits are the most important predicator of consumer beer brand preference followed by

Quality (β=0.133, p=0.000). Situational variation was found to be the list variable that influences the beer brand preference of consumers.

Table 4.15 Relative Importance of Significant Variables

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.228	.167		1.367	.173		
	Emotional	.964	.041	.786	23.305	.000	1.000	1.000
2	(Constant)	-.006	.167		-.037	.970		
	Emotional	.821	.049	.669	16.801	.000	.668	1.498
	Quality	.214	.042	.202	5.082	.000	.668	1.498
3	(Constant)	-.337	.188		-1.795	.074		
	Emotional	.776	.050	.633	15.678	.000	.627	1.595
	Quality	.232	.042	.220	5.575	.000	.658	1.520
	Situational	.132	.036	.120	3.636	.000	.938	1.066

a. Dependent Variable: Preference

Source: Primary data from survey(2014)

4.6 Brand Preference Determinants Based on Profile of Respondents

To answer if brand preference varies across profile of respondents, it is necessary to assess if respondents brand preference varies with their demographics. Independent sample t-test were used to assess gender and one way analysis of variance were conducted to test the remaining demographic variables.

4.6.1 Brand preference determinants based on gender

For perceived quality, mean score for male subjects (SD= .8049) and female subjects (SD= 0.9628) are 3.7960 and 3.5439 respectively. Therefore, from the results of independent samples t-test on perceived quality between male and female subjects, there is no significant mean difference between male subjects' perceived quality and female subjects' perceived quality (t=1.850, P > 0.05).

For price, mean score for male subjects (SD= .0.80347) and female subjects (SD=.0.96287) is 3.3.6192 and 3.5132 respectively. Therefore, the results of independent samples t-test on price perception between male and female subjects identified that there is no significant mean difference

between male subjects and female subjects price perception (t=, P > 0.05). This shows the brand conscious behavior of female and male students are almost similar.

For emotional value mean scores for male subjects (SD= .0.68276) and female subjects (SD=.89191) are 3.9626 and 3.9883 respectively. Therefore, from the results of independent samples t-test on emotional value between male and female subjects, there is no significant mean difference between male subjects emotional value and female subjects' emotional value (t=-.245, P > 0.05). and also normative influence (t=0.629, p>0.05) and situational variation (t=1.104, p>0.05) variables were found to be insignificantly related to the respondent gender.

Table 4.16 brand preference determinants based on gender

Gender		N	Mean	Std. Deviation	Std. Error Mean	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference
Quality	Male	281	3.7960	.80493	.04802	6.504	.011	2.083	336	.038	.25211
	Female	57	3.5439	.96287	.12753			1.850	72.710	.068	.25211
Price	Male	281	3.6192	.80347	.04793	.063	.803	.909	336	.364	.10606
	Female	57	3.5132	.80237	.10628			.910	80.432	.366	.10606
Social	Male	281	3.2785	1.02473	.06113	.152	.697	.629	336	.530	.09426
	Female	57	3.1842	1.06541	.14112			.613	78.437	.542	.09426
Emotional	Male	281	3.9626	.68276	.04073	1.940	.165	-.245	336	.807	-.02567
	Female	57	3.9883	.89191	.11814			-.205	69.907	.838	-.02567
Situational	Male	281	3.3010	.81249	.04847	.197	.658	-1.104	336	.270	-.12882
	Female	57	3.4298	.75343	.09979			-1.161	84.595	.249	-.12882
Consumer Brand Preference	Male	281	6.5018	2.83615	.16919	.790	.375	.380	336	.705	.04880
	Female	57	6.0877	2.66110	.35247			.326	71.034	.745	.04880

Source: Primary data from survey(2014)

4.6.2 Brand preference and its determinants based on respondent's demographic groups

A one-way ANOVA tests whether the means of all the groups are the same. The test whether the groups' mean between different age groups are the same is represented by the F-ratio. For all variables in table 4.15 and the significant value for F-ratio (.000) is greater than 0.01. Therefore, there insignificant difference between age groups with regard to their brand preference and all preference determinant variables. As it is showen in apendex () all demographic variables are insignificantly related to brand preference.

Table 4.17 brand preference determinants based on demographic groups

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Quality	Between Groups	5.401	4	1.350	1.947	.102
	Within Groups	230.942	333	.694		
	Total	236.343	337			
Price	Between Groups	1.262	4	.315	.486	.746
	Within Groups	216.080	333	.649		
	Total	217.342	337			
Social	Between Groups	3.243	4	.811	.761	.551
	Within Groups	354.767	333	1.065		
	Total	358.009	337			
Emotional	Between Groups	2.239	4	.560	1.078	.367
	Within Groups	172.864	333	.519		
	Total	175.103	337			
Situational	Between Groups	4.109	4	1.027	1.604	.173
	Within Groups	213.304	333	.641		
	Total	217.413	337			
Consumer Brand Preference	Between Groups	78.599	4	19.650	2.538	.040
	Within Groups	2578.336	333	7.743		
	Total	2656.935	337			

Source: Primary data from survey (2014)

4.7 Discussion of Findings

On this section the major findings of the study is discussed and point out their implications. As point out in the literature review many researchers (Oconor and sulivian 1995, Riza 2005 and (Orth, 2005)) indicate that sought benefit and consumer perception are the main antecedents of brand preference. Beers are objects with relatively few attribute that physically differentiate products and brand names have been showed to have considerable importance in preference and purchase decisions (Schaefar, 1995). In addition beer is popular and are consumed both at home and as well as in public with potentially significant implication for the desired benefits (Orth, 2005)

Based on the data analysis in this chapter of the study found out that quality is importatnt factor considered by consumer in setting their preference. Most of the respondents 65.98%, 73.08% and 71.3% respective of the question presented in table 4.3 believes their preferred beer brand has

standard quality, consistent overtime and well crafted. The statistical multiple regression test on quality also showed that quality is a significant (β=0.218, p=0.000) predictor of beer brand preference. Even though most of beer brands in Ethiopia exhibits similar product attributes (test, alcoholic content, color and packaging) most respondents set their preference on quality. And this result support the finding of (Orth, 2005) that beer brands that perceived quality are significantly associated with brand preference.

According to (Matteo, 2006), consumers were unable to spot their preferred beer in blind tests. Consumer unable to spot their preferred brand in a blind test and that the perceived characteristics of different beers are related more to firms marketing information (extrinsic information) rather than to perceived physical differences. This implies that breweries has been positioning their brands as quality using different communication method.

Base on the frequency table 4.5 58.6%, 58%, 43% and 64% of the respondents are perceived price of their preferred beer brands as priced reasonability, offer value for money, economical and good price for the product respectively. In contrary the remaining respondents believes their preferred beer are not reasonably priced, does not offer value for money, non-economical, and the price did not match with the quality. The statistical test also shows that price is insignificant p>0.05 predictor of beer brand preference (β=-0.027, p=0.437), and has negative relationship with preference. This means consumers do not consider the price as one factor in setting their preference.

In Addis Ababa beer market price is very close across different outlets and most of them charge the same price for different that are equal in quantity and alcohol content except the price changes as the standard of the outlet (in this case bars, restaurants, grocery and hotels) changes. From the statistical test and observation in selling price for beer brands in Addis Ababa it can be easily inferred that breweries is not distinctively positioned there brand in the minds of consumer and it is me to kind of positioning.

Results on the normative influence construct significance in affecting a beer brand preference shows that all measures related in assessing the social benefits a consumer get in choosing a particular beer brand are unimportant factor in Addis Ababa beer market in contrary to the results of (Amadi, 2013) that normative influence is important factor in predicting beer preference of consumers. Influence by

peers, family and conformity to group norms by choosing a particular beer brand are not found to be important factor in predicting beer brand preference (β=-0.048, p=0.147)

Even though normative influence construct recognized and are in very much use by marketing practitioners in persuading consumers to prefer their brands in different countries and industries the breweries in Ethiopia did not fully utilize the construct. Little has been seen when Dashen breweries sponsored Ethiopian Coffee Sport Club targeting large number of young supporters, and BGI Ethiopia sponsored St. George Sport Club and many supporters of the club prefer St. George or other brand of BGI Ethiopia to comply with the group norms. The inability of breweries in associating their band with different events, identify with specific social groups, and inability to emphasis social groups in there advertisement and other marketing communication can be interpreted as the reasons for the negative outcome.

The results yield strong support to the impact of emotional values on the brand preference. The statistical test reflects that emotional values has a significant and strong relationship with brand preference (β=0.656, P=0.000). Emotional benefits also find to be the strong predictor from studied variables with r^2 =0.617. These results are consistent with (Orth, 2005) findings were emotions are strongly associated with beer brand preference. The result shows that consumers are emotionally connected with their beer brand.

Statistical analysis shows that situational variation of the consumer is a predictor variable in a consumers' preference of beer consumption (β=0.125,p=0.000). This is consistent with the works of (Vazquez et al, 2002) which revealed that brand preference changes across environment, because the benefit sought by the consumer changes. Those consumers may want to have a refine taste while in different environment. Supporting this view is Yang et al (2002) when they opine that consumer might choose a brand based on being in a different situation and will therefore be motivated to drink a certain brand. That the consumer may face a similar environments but there are several motivating conditions that a play a role in brand choice depending on the consumers' environment.

The test result for variation on brand preference based on respondent's demographic profile was insignificant and no variation was found between respondent demographic groups based on gender, age, education, marital status and occupation, in preferring a particular beer brand. All determinants of beer brand preference was found to be consistent over demographic groups.

Chapter Five: Conclusion and Recommendation

5.1 Conclusion

In majority of times, even in unplanned and unanticipated purchases consumers are strongly influenced by pre-existing tastes and preferences. Consumer brand preference is an essential step in understanding brand choice and reflects consumer evaluation of brands. Uncovering consumer brand preferences are considered critical input to design successful brand strategy, brand positioning, and gives insights to product development. To meet consumer requirements it is essential for beer manufacturers to identify and measure the elements of such preferences. Compared to the global breweries sector, where substantial research has been done on preference of consumers on beer brands, very little or no organized and comprehensive study has been conducted in the area of consumer beer brand preference, with specific reference to the capital city of Addis Ababa.

The primary purpose of this study was to investigate the beer brand preference and its antecedents. The study empirically examines Addis Ababa beer consumers brand preference and the determinants behind their preference. The research considers sought brand benefit and consumer perception to ward that benefit as variables that affect consumer beer brand preference. Through the review of different literature on brand preference a total of four brand benefit dimensions (Quality or performance, price, normative influence and emotional values) and Situational variation dimensions on preferring a certain brand were identified and tested to understand factors that affect consumer brand preference. These dimensions had sub elements that are provided in a likert scale and send to the selected respondents that are taken using multi-stage sampling technique. The gathered data is analyzed by using descriptive statistics, factor analysis, and multiple regressions.

Consumer's perception of sought brand benefit is important factors in determining brand preferences. Most of beer brands in Addis Ababa beer market have closely similar product attribute like test, alcohol content, packaging therefore it is important to study the consumer preference from the perception of sought benefit rather than the physical attribute of beer. Most of respondents believe that their preferred beer is well crafted, has consistent quality and has a standard of quality. The statistical test also support that quality is the significant variable in determining consumers beer brand preference (β=0.218, p=0.000). From the finding it is concluded that the perception of beer consumer regarding the brand quality is important factor in shaping preference.

Price and normative influence were find to be insignificant predictors of consumer beer brand preference with multiple regression test results, price (β=-0.027, p=0.437) and normative influence (β=-0.048, p=0.147). Both construct finds to have negative relationship with brand preference and inconsistent with previous related research's in other beer markets. This inconsistency with previous research explained by the brands are positioned as me too, inability of breweries to identify themselves with unique event and situations and to be identify with some kind of social group and failure to emphasis the social groups in their marketing communication.

On the other hand emotional values were found to the most strong and significant r^2 = 0.617 (β=0.656, p=0.000) predictors of beer brand preferences, it is conclude that consumers are emotionally connected to their preferred beer brands. Situational variations (β=0.125, p=0.000) also found to significant in determining consumers beer brand preference. Both results were found to be consistent with previous researches.

The test result for variation on brand preference based on respondent's demographic profile was insignificant

5.2 Recommendation

Basing on the findings from the study, the discussion that followed and the conclusion drawn in line with the study objectives, the following points are recommended for breweries in order tom make better and informed decisions in devising brand, positioning strategies and product development to better position their brands in the growing market both in demand and competition.

- The first suggestion involves positioning strategies. In the analysis findings shows that consumer perception regarding the quality of beer is important determinant of brand choice. From different prior researches (Sharyn, 2006 & Matteo, 2006), we know that consumers are unable to identify their preferred beer in blind tests and attributes of beer are almost identical. Perception of quality of beer is therefore come from the extrinsic marketing communication and breweries should use different positioning strategies that put their brand unique in the eyes of the consumer or creates the point of difference. Breweries can use process of manufacturing or the quality of ingredients used in the process of brewing to position their beer as having quality.

- Breweries should connect their brands with different events, entities and social groups. The finding that normative influence were insignificant determinants of preference show that breweries inability to connect their brands with different social groups. By linking their brand with to events popular with either a selected or broad group of consumer, emphasizing the social group in their marketing communication breweries can identified their brand with social groups.
- Breweries should use celebrities and endorsers that are specially connected with a large social group in promoting their brands.
- Breweries should give much emphasis and use emotional associations in their marketing communication because the test results show that emotional benefits are significant and very important for beer consumers in setting their preference.
- Also breweries should identify different situation i.e. dinning our, parties, sport events, holidays… and emphasis the situation in which their brand should be used in their marketing communication.
- To compete and get dominant position in competitive but growing market breweries should innovate products that cater to each of their market segments. However the results of this study concluded that there is no significant variation in preference for different demographic groups. Thus it is not recommended to breweries to segment their market based on demographics. Behavioral segmentation based on occasions and benefit sought are important variables in building segment markets and breweries should use both occasions and benefit sought to segment their market instead of demographic segmentation.

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Appendix

Appendix A (operationalization of constructs)

Item	Code	Source
Quality		Orth, U. R. (2005)
My preferred beer brand is well crafted	QUAL1	
My preferred beer brand has an acceptable standard of quality	QUAL2	
My preferred beer brand has consistent quality	QUAL3	
My preferred beer brand has poor craftsmanship	QUAL4	
Price		
My preferred beer brand is reasonably priced	PRI1	Orth, U. R. (2005)
My preferred beer brand offers value for money	PRI2	
My preferred beer brand is very economical	PRI3	
My preferred beer brand is a good product for the price	PRI4	
Normative Influence		
My preferred beer brand helps me feel acceptable	NORMINF1	Orth, U. R. (2005)
My preferred beer brand improves the way I am perceived by others	NORMINF2	
My preferred beer brand makes a good impression on other people	NORMINF3	
My preferred beer brand gives its me social approval	NORMINF4	
I preferred this brand because my friends and family prefer this brand	NORMINF5	
Emotional value		
My preferred beer brand makes me want to drink it	EMOVAL1	Orth, U. R. (2005)
My preferred beer brand is the one that makes me feel relaxed	EMOVAL2	
My preferred beer brand makes me feel good	EMOVAL3	
My preferred beer brand gives me a pleasure	EMOVAL4	
My preferred beer brand evokes thoughts of happiness	EMOVAL5	
My preferred beer brand soothes me(Calm me down)	EMOVAL6	
Is the product that I enjoy	EMOVAL7	
My preferred beer brand eliminates all my fear	EMOVAL8	
My preferred beer brand eliminates all my anger	EMOVAL9	
My preferred beer brand makes me anxious	EMOVAL10	

Appendix A (operationalization of constructs)

Situational Variation	Code	Source
I use different brand than my preferred brand when I am in a bar or club with my friends		Ritter, D. (2008)
I use different brand than my preferred brand when I am in a bar or club alone		
I use different brand than my preferred brand when I am in restaurant with my friends		
I use different brand than my preferred brand when I am in restaurant alone		
I use different brand than my preferred brand when I am home with my friends		
I use different brand than my preferred brand when I am home alone		
I use different brand than my preferred brand when I am watching sporting event or concert with friends		
I use different brand than my preferred brand when I am watching sporting event or concert alone		
I use different brand than my preferred brand when I am in beach or pool with friends		
I use different brand than my preferred brand when I am in beach or pool alone		
I use different brand than my preferred brand when I am parting with friends		
I use different brand than my preferred brand when I am parting with friends		
I use different brand than my preferred brand when I am with my family		
I use different brand than my preferred brand when I am with my colleges		

Appendix B (Communality test in PFA)

	Initial	Extraction
I like my preferred brand than any other brand	1	0.659
I would use this brand more than any other brand	1	0.797
This brand meets all my requirements of beer than any other brand	1	0.613
When it comes to consumption this brand of beer is my first preference	1	0.431
My preferred brand is well crafted	1	0.778
My preferred beer brand has an acceptable standard of quality	1	0.82
My preferred beer brand has consistent quality	1	0.711
My preferred beer brand is reasonably priced	1	0.698
My preferred beer brand offers value for money	1	0.778
My preferred beer brand is very economical	1	0.673
My preferred beer brand is a good product for the price	1	0.663
My preferred beer brand helps me feel acceptable	1	0.904
My preferred beer brand improves the way I am perceived by others	1	0.867
My preferred beer brand makes a good impression on their people	1	0.868
My preferred beer brand gives me social approval	1	0.668
My preferred beer brand makes me want to drink it	1	0.562
My preferred beer brand makes me feel good	1	0.771
My preferred beer brand gives me a pleasure	1	0.785
My preferred beer brand evokes thoughts of happiness	1	0.756
My preferred beer brand soothes me(Calm me down)	1	0.737
My preferred beer brand eliminates all my fear	1	0.717
My preferred beer brand eliminates all my anger	1	0.711
I use different brand than my preferred brand when I am in a bar or club with my friends	1	0.736
I use different brand than my preferred brand when I am in a bar or club alone	1	0.621
I use different brand than my preferred brand when I am in restaurant with my friends	1	0.723
I use different brand than my preferred brand when I am in restaurant alone	1	0.725
I use different brand than my preferred brand when I am home with my friends	1	0.538
I use different brand than my preferred brand when I am home alone	1	0.689
I use different brand than my preferred brand when I am watching sporting event or concert with friends	1	0.734
I use different brand than my preferred brand when I am in beach or pool with friends	1	0.724
I use different brand than my preferred brand when I am in beach or pool alone	1	0.755
I use different brand than my preferred brand when I am parting with friends	1	0.769
I use different brand than my preferred brand when I am parting alone	1	0.81
I use different brand than my preferred brand when I am with my family	1	0.792
I use different brand than my preferred brand when I am with my	1	0.655
Extraction Method: Principal Component Analysis.		

Appendix C.

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Quality	1.695	11	326	.073
Price	2.296	11	326	.820
Social	1.605	11	326	.096
Emotional	3.847	11	326	.051
Situational	1.010	11	326	.437

Appendix D (Reliability Test for the Main Study)

Item-Total Statistics

Item		Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Brand Preference α=0.859	I like my prefered brand than any other brand	8.0533	3.439	.703	.831
	I would use this brand more than any other brand	8.1095	3.136	.790	.749
	This brand meets all my requirments of beer than any other brand	8.1509	3.464	.711	.824
Quality Perception α=0.866	My preferred brand is well crafted	7.5769	2.999	.757	.807
	My preferred beer brand has an acceptable standard of quality	7.4822	2.862	.792	.773
	My preferred beer brand has consistent quality	7.4615	3.110	.698	.860
Price α=0.826	My preferred beer brand is reasonably priced	10.81065	6.344	.675	.793
	My preferred beer brand offers value for money	10.76923	5.864	.735	.765
	My preferred beer brand is very economical	10.94379	5.881	.643	.809
	My preferred beer brand is a good product for the price	10.69231	6.386	.633	.810
Normative Influence α=0.748	My preferred beer brand helps me feel acceptable	9.8491	9.493	.891	.867
	My preferred beer brand improves the way I am perceived by others	9.8284	9.656	.847	.882
	My preferred beer brand makes a good impression on ther people	9.8373	9.478	.874	.872
	My preferred beer brand gives me social approval	9.6361	10.659	.650	.948
Emotional Value α=0.0.804	My preferred beer brand makes me want to drink it	19.9379	14.640	.442	.916
	My preferred beer brand makes me feel good	19.7544	13.213	.777	.864
	My preferred beer brand gives me a pleasure	19.7929	12.871	.839	.854
	My preferred beer brand evokes thoughts of happiness	19.8136	12.805	.816	.857
	My preferred beer brand soothes me(Calm me down)	19.8491	13.054	.778	.863
	My preferred beer brand eliminates all my fear	19.8609	13.034	.673	.881
Situational Varation α=0.928	I use different brand than my preferred brand when I am in a bar or club with my friends	36.7219	82.006	.400	.911
	I use different brand than my preferred brand when I am in a bar or club alone	36.4763	82.897	.415	.908
	I use different brand than my preferred brand when I am in restaurant with my friends	37.0178	80.587	.492	.905

Appendix D (Reliability Test for the Main Study**)…. CNT'D**

	Item	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Situational Varation α=0.928	I use different brand than my preferred brand when I am in restaurant alone	36.4734	82.013	.486	.905
	I use different brand than my preferred brand when I am home alone	36.4467	76.467	.744	.893
	I use different brand than my preferred brand when I am watching sporting event or concert with friends	36.3580	76.587	.777	.891
	I use different brand than my preferred brand when I am in beach or pool with friends	36.4260	76.465	.772	.892
	I use different brand than my preferred brand when I am in beach or pool alone	36.5947	77.334	.764	.892
	I use different brand than my preferred brand when I am parting with friends	36.4408	77.037	.745	.893
	I use different brand than my preferred brand when I am parting alone	36.5740	76.251	.781	.891
	I use different brand than my preferred brand when I am with my family	36.5207	78.185	.681	.896
	I use different brand than my preferred brand when I am with my	36.5503	78.931	.617	.899

Appendix E (Test of Normality)

Skewness and Kurtosis Test of Normality

	n	min	max	mean	5% trimmed mean	std. devations	Skewness		Kurtosis	
							statstic	std. Error	statstic	std. Error
Preference	338	1	5	4.0769	4.16	0.84719	-1.335	0.133	2.091	0.265
Quality	338	1	5	3.7722	3.8222	0.85499	-0.658	0.133	0.463	0.265
Price	338	1.5	5	3.5991	3.611	0.79138	-0.89	0.133	-0.506	0.265
Social	338	1	5	3.2387	3.2535	1.02503	0.8	0.133	-0.68	0.265
Emotion	338	1	5	3.9606	4.0157	0.72683	-1.265	0.133	2.085	0.265
Situational	338	1	5	3.4789	3.5708	0.85944	-0.646	0.133	0.01	0.265

Appendix F

Brand Preference Test Based on Demogrphic Groups (Educational Level, Occupation and Marital Status)

		Educational Level			Occupation			Marital Status		
		Mean Square	F	Sig.	Mean Square	F	Sig.	Mean Square	F	Sig.
Quality	Between Groups	1.210	1.749	.109	.097	.137	.938	.540	.771	.545
	Within Groups	.692			.707			.701		
	Total									
Price	Between Groups	1.670	2.658	.016	.453	.701	.552	.662	1.030	.392
	Within Groups	.628			.647			.643		
	Total									
Social	Between Groups	1.444	1.376	.224	2.754	2.630	.050	1.880	1.781	.132
	Within Groups	1.049			1.047			1.056		
	Total									
Emotional	Between Groups	.403	.772	.593	.196	.375	.771	.208	.399	.810
	Within Groups	.522			.523			.522		
	Total									
Situational	Between Groups	.808	1.255	.278	.220	.339	.797	.566	.873	.480
	Within Groups	.644			.649			.648		
	Total									
Consumer Brand Preference	Between Groups	2.561	.320	.926	3.489	.440	.724	5.960	.752	.557
	Within Groups	7.997			7.924			7.930		
	Total									

Appendix G (Questionnaire used in the pilot study)

A Questionnaire on Determinants of Brand Preference: To Be Filled By Addis Ababa City Beer Consumers

Dear respondents:

This questionnaire is designed to collect data on determinants of beer brand preference. The research paper is intended for the partial fulfillment of Master Degree in Marketing Management at Addis Ababa University. The questionnaire is organized in 2 sections and doesn't take more than 20 minutes. The information gathered will be accessed only by the student researcher and will be kept strictly confidential. The result of the study will used for academic purpose only.

Cordially,

The student researcher

Thank you for your cooperation!

Section A. General Information of Respondent's

Instruction: Please put ✓ in the space provided on your appropriate response

1. Respondent's gender
   Male ☐ Female ☐
2. Age _____
3. Marital Status
   Single ☐ marred ☐ Divorced ☐ Widow ☐
4. Educational Status
   Twelve complete and below ☐ Diploma ☐ bachelor Degree ☐
   Masters/PhD ☐
5. Occupational Status
   Employed ☐ Self-employed ☐ Unemployed ☐
6. Monthly Income _____

Section B. Please rank your preferred beer, from most to least preferred brand, from the following list. If the brand is not listed please specify it in the space provided below the table

Brand	
Amber	
Bedele Special	
Bedele	
Castle	
Dashen	

Brand	Mark
Harer	
Meta Premium	
Meta	
St. George	

Please specify if your most Preferred Brand if not listed in the above table _____

Section C. Please tick the number that best describe your opinion, 1=strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree

The following statement describes your preferred brand. Please mark the number that best reflect your opinion.

Code	Statements	1 **(Strongly Disagree)**	2 **(Disagree)**	3 **(Neutral)**	4 **(Agree)**	5 **(Strongly Agree)**
	A. General Statement about your preferred brand					
BP1.	I like my preferred brand than any other beer brand					
BP2.	I would use this brand more than any other brand					
BP3.	This brand meets all my requirements of beer than any other brand					
BP4.	I am interested in trying other beer from other brand					
BP5.	When it comes to consumption this brand of beer is my first preference					

Code	**B. Quality/Performance**	1 **(Strongly Disagree)**	2 **(Disagree)**	3 **(Neutral)**	4 **(Agree)**	5 **(Strongly Agree)**
QUAL1.	My preferred beer brand is well crafted					
QUAL2.	My preferred beer brand has an acceptable standard of quality					
QUAL3.	My preferred beer brand has consistent quality					
QUAL4.	My preferred beer brand has poor craftsmanship					

	C. Price Value for Many	1 **(Strongly Disagree)**	2 **(Disagree)**	3 **(Neutral)**	4 **(Agree)**	5 **(Strongly Agree)**
PRI1.	My preferred beer brand is reasonably priced					
PRI2.	My preferred beer brand offers value for money					
PRI3.	My preferred beer brand is very economical					
PRI4.	My preferred beer brand is a good product for the price					

	D. Normative/ Social Benefits	1 **(Strongly Disagree)**	2 **(Disagree)**	3 **(Neutral)**	4 **(Agree)**	5 **(Strongly Agree)**
NORM1.	My preferred beer brand helps me feel acceptable					
NORM2.	My preferred beer brand improves the way I am perceived by others					
NORM3	My preferred beer brand makes a good impression on other people					
NORM4.	My preferred beer brand gives its me social approval					
NORM5.	My preferred beer					

	E. Emotional Benefits	1 **(Strongly Disagree)**	2 **(Disagree)**	3 **(Neutral)**	4 **(Agree)**	5 **(Strongly Agree)**
EMOVAL1	My preferred beer brand makes me want to drink it					
EMOVAL2	My preferred beer brand is the one that makes me feel relaxed					
EMOVAL3	My preferred beer brand makes me feel good					
EMOVAL4	My preferred beer brand gives me a pleasure					
EMOVAL5	My preferred beer brand evokes thoughts of happiness					
EMOVAL6	My preferred beer brand soothes me(Calm me down)					

EMOVAL7	Is the product that I enjoy					
EMOVAL8	My preferred beer brand eliminates all my fear					
EMOVAL9	My preferred beer brand eliminates all my anger					
EMOVAL10	My preferred beer brand makes me anxious					

	F. Situational Variation	1 **(Strongly Disagree)**	2 **(Disagree)**	3 **(Neutral)**	4 **(Agree)**	5 **(Strongly Agree)**
SITUVAR1	I use different brand than my preferred brand when I am in a bar or club with my friends					
SITUVAR2	I use different brand than my preferred brand when I am in a bar or club alone					
SITUVAR3	I use different brand than my preferred brand when I am in restaurant with my friends					
SITUVAR4	I use different brand than my preferred brand when I am in restaurant alone					
SITUVAR5	I use different brand than my preferred brand when I am home with my friends					
SITUVAR6	I use different brand than my preferred brand when I am home alone					
SITUVAR7	I use different brand than my preferred brand when I am watching sporting event or concert with friends					
SITUVAR8	I use different brand than my preferred brand when I am watching sporting event or concert alone					
SITUVAR9	I use different brand than my preferred brand when I am in beach or pool with friends					
SITUVAR10	I use different brand than my preferred brand when I am in beach or pool alone					
SITUVAR11	I use different brand than my preferred brand when I am parting with friends					
SITUVAR12	I use different brand than my preferred brand when I am parting with friends					
SITUVAR13	I use different brand than my preferred brand when I am with my family					
SITUVAR14	I use different brand than my preferred brand when I am with my colleges					

Appendix H (Questionnaire used in the main study)

A Questionnaire on Determinants of Brand Preference: To Be Filled By Addis Ababa City Beer Consumers

Dear respondents:

This questionnaire is designed to collect data on determinants of beer brand preference. The research paper is intended for the partial fulfillment of Master Degree in Marketing Management at Addis Ababa University. The questionnaire is organized in 2 sections and doesn't take more than 20 minutes. The information gathered will be accessed only by the student researcher and will be kept strictly confidential. The result of the study will used for academic purpose only.

Cordially,

The student researcher

Thank you for your cooperation!

Section A. General Information of Respondent's

Instruction: Please put ✓ in the space provided on your appropriate response

7. Respondent's gender
   Male ☐ Female ☐
8. Age _____
9. Marital Status
   Single ☐ marred ☐ Divorced ☐ Widow ☐
10. Educational Status
    Twelve complete and below ☐ Diploma ☐ bachelor Degree ☐
    Masters/PhD ☐
11. Occupational Status
    Employed ☐ Self-employed ☐ Unemployed ☐
12. Monthly Income _____

Section B. Please rank your preferred beer, from most to least preferred brand, from the following list. If the brand is not listed please specify it in the space provided below the table.

Brand	
Amber	
Bedele Special	
Bedele	
Castle	
Dashen	

Brand	Mark
Harer	
Meta Premium	
Meta	
St. George	

Please specify if your most Preferred Brand if not listed in the above table _____

Section C. Please tick the number that best describe your opinion, 1=strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree

The following statement describes your preferred brand. Please mark the number that best reflect your opinion.

	Statements	1 **(Strongly Disagree)**	2 **(Disagree)**	3 **(Neutral)**	4 **(Agree)**	5 **(Strongly Agree)**
Code	**A. General Statement about your preferred brand**					
BP1.	I like my preferred brand than any other beer brand					
BP2.	I would use this brand more than any other brand					
BP3.	This brand meets all my requirements of beer than any other brand					
BP5.	When it comes to consumption this brand of beer is my first preference					

	B. Quality/Performance	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)
QUAL1.	My preferred beer brand is well crafted					
QUAL2.	My preferred beer brand has an acceptable standard of quality					
QUAL3.	My preferred beer brand has consistent quality					

	C. Price Value for Many	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)
PRI1.	My preferred beer brand is reasonably priced					
PRI2.	My preferred beer brand offers value for money					
PRI3.	My preferred beer brand is very economical					
PRI4.	My preferred beer brand is a good product for the price					

	D. Normative/ Social Benefits	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)
NORM1.	My preferred beer brand helps me feel acceptable					
NORM2.	My preferred beer brand improves the way I am perceived by others					
NORM3	My preferred beer brand makes a good impression on other people					
NORM4.	My preferred beer brand gives its me social approval					

	E. Emotional Benefits	1 (Strongly Disagree)	2 (Disagree)	3 (Neutral)	4 (Agree)	5 (Strongly Agree)
EMOVAL1	My preferred beer brand makes me want to drink it					
EMOVAL3	My preferred beer brand makes me feel good					
EMOVAL4	My preferred beer brand gives me a pleasure					
EMOVAL5	My preferred beer brand evokes thoughts of happiness					
EMOVAL6	My preferred beer brand soothes me(Calm me down)					
EMOVAL8	My preferred beer brand eliminates all my fear					
EMOVAL9	My preferred beer brand eliminates all my anger					

	F. Situational Variation	1 **(Strongly Disagree)**	2 **(Disagree)**	3 **(Neutral)**	4 **(Agree)**	5 **(Strongly Agree)**
SITUVAR1	I use different brand than my preferred brand when I am in a bar or club with my friends					
SITUVAR2	I use different brand than my preferred brand when I am in a bar or club alone					
SITUVAR3	I use different brand than my preferred brand when I am in restaurant with my friends					
SITUVAR4	I use different brand than my preferred brand when I am in restaurant alone					
SITUVAR5	I use different brand than my preferred brand when I am home with my friends					
SITUVAR6	I use different brand than my preferred brand when I am home alone					
SITUVAR7	I use different brand than my preferred brand when I am watching sporting event or concert with friends					
SITUVAR9	I use different brand than my preferred brand when I am in beach or pool with friends					
SITUVAR10	I use different brand than my preferred brand when I am in beach or pool alone					
SITUVAR11	I use different brand than my preferred brand when I am parting with friends					
SITUVAR12	I use different brand than my preferred brand when I am parting with friends					
SITUVAR13	I use different brand than my preferred brand when I am with my family					
SITUVAR14	I use different brand than my preferred brand when I am with my colleges					

አዲስ አበባ ዩኒቨርስቲ የንግድ ስራ ትምህርት ቤት
የገበያ አመራር የትምህርት ክፍል

የአዲስ አበባ ነዋሪዎች የቢራ ብራንድ ምርጫ መነሻ ምክንያት ለማወቅ ለሚደረግ ጥናት የተዘጋጀ መጠይቅ

ውድ ምላሽ ሰጪ፡

ይህ መጠይቅ የቢራ ምርጫ መነሻ ምክኒያቶችን ለማወቅ የተዘጋጀ ነው፡፡ መጠይቁ በአበባ ዩኒቨርስቲ የንግድ ስራ ትምህርት ቤት የገበያ አመራር የትምህርት ክፍል የ2ኛ ዲግሪ ማሟያ ጥናት የሚውል ነው፡፡ መጠይቁ በሶስት ክፍሎች የተዋቀረ ሲሆን በቢዛ 20 ደቂቃ ብቻ የሚወስድ ነው፡፡ በዚህ መጠይቅ የሚሰበሰበው መረጃ ከላይ እንደጠቀስኩት ለጥናቱ አለማ ብቻ የሚውልና በጥብቅ ሚስጢር የሚጠበቅ ነው፡፡

ስለትብብርዎ በቅድሚያ አመሰግናለሁ፡፡

ክፍል 1 - የምላሽ ሰጪ ጠቅላላ መረጃ

እባክዎ ምላሼ ነው ብለው በሚያምኑት ሰንጠረዥ ውስጥ ይህን "✓" ምልክት ያስቀምጡ፡፡

1. ጸታ :- ወንድ ☐ ፣ ሴት ☐
2. እድሜ :- _____
3. የትምህርት ደረጃ:- መደበኛ ትምህርት የሌለው ☐፣ ከ1-6 ክፍል ☐፣ 7-8 ክፍል ☐፣ 2ኛ ደረጃ ያጠናቀቅኩ ☐ ፣ዲፕሎማ ☐ ፣ ዲግሪ ☐ ፣ 2ኛ ዲግሪ/ ዶክትሬት ዲግሪ ☐
4. የጋብቻ ሁኔታ:- ያገባ ☐ ፣ ያላገባ ☐ ፣ ፈት ☐ ፣ በሞት የተለየ/ች ☐ ፣ የተለያየ ☐
5. የስራ ሁኔታ፡- ተቀጣሪ ☐ ፣ ራስን ቀጣሪ ☐ ፣ ስራ ላይ ያልተሰማራ ወይንም ስራ አጥ ☐
6. ወርሃዊ ገቢ፡- _____

ክፍል 2፡ እባክዎን ምርጫዎ የሆኑትን የቢራ ብራንዶች ከጎን ባለው ክፍት ቦታ ላይ በቅደም ተከተል ከቁጥር 1 እስከ 9 በማስቀመጥ ይግለፁ፡፡ የቢራ ብራንድ ምርጫዎ በሰንጠረዡ ውስጥ ከሌለ ከታች ባለው ክፍት ቦታ ይግለፁ፡፡

የቢራ ብራንድ	ምርጫዎን በዚህ ሳጥን በማስቀመጥ ይግለፁ
አምበር ቢራ	
በደሌ እስፔሻል ቢራ	
በደሌ ቢራ	
ካስቴል ቢራ	
ዳሸን ቢራ	

የቢራ ብራንድ	ምርጫዎን በዚህ ሳጥን በማስቀመጥ ይግለፁ
ሀረር ቢራ	
ሜታ ፕሪሚየም	
ሜታ ቢራ	
ቅ/ጊዮርጊስ ቢራ	

የቢራ ብራንድ ምርጫዎ ከላይ በሰንጠረዡ ላይ ካልተገለፀ በክፍት ቦታው ላይ ይገለፁ _____ ::

ክፍል ሶስት፡ ከዚህ በታች በሳጥን ውስጥ የተቀመጡት አረፍተ ነገሮች ስለ ቢራ ብራንድ ምርጫዎ የሚገልፁ ሲሆን እባክዎን በትክክል ሃሳቦን የሚገልፀው ሳጥን ቁጥር ውስጥ " × ወይም ○ " ምልክት በማድረግ ይግለፁ፡፡. 1=በጣም አልስማማም ፣ 2= አልስማማም ፣ 3= አይገልፀኝም ፣ 4= እስማማለሁ እና 5= በጣም እስማማለሁ፡፡

	ሀ/ ስለቢራ ብራንድ ምርጫዎ መጠይቅ	በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
1	ከሌሎች ቢራ ብራንዶች ይልቅ የኔ የላቀ ምርጫ የሆነውን የቢራ ብራንድ እወዳለሁ።	1	2	3	4	5
2	የመጀመሪያ ምርጫዮ የሆነውን የቢራ ብራንድ ከሌሎች የቢራ ብራንዶች የበለጠ እጠጣለሁ፡፡	1	2	3	4	5
3	የመጀመሪያ ምርጫዮ የሆነውን ቢራ ከሌሎች ቢራዎች ይልቅ ፍላጎቴን ያሟላልኛል፡፡	1	2	3	4	5
4	ሌሎች የቢራ ብራንዶችን ለመሞከር ፍላጎት አለኝ፡፡	1	2	3	4	5
5	ስለቢራ ሳስብ ይህ ቢራ ብራንድ የመጀመሪያ ምርጫዬ ነው፡፡	1	2	3	4	5

	ለ/የቢራ ጥራት	በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
6	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት በደንብ የተዘጋጀ/የተጠመቀ ስለሆነ ነው፡፡	1	2	3	4	5
7	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት በበቂ ሁኔታ ደረጃውን የጠበቀ ስለሆነ ነው፡፡	1	2	3	4	5
8	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት ሁልጊዜ ጥራቱ ተመሳሳይ ስለሆነ ነው፡፡	1	2	3	4	5
9	አሁን ምርጫዮ የሆነውን ቢራ ጠመቃው ጥራት ይጎለዋል፡፡	1	2	3	4	5

	ሐ/የቢራው መሸጫ ዋጋና እሴቱ	በጣም አልስማማም	2 አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
10	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት መሸጫ ዋጋው ምክንያታዊ ስለሆነ ነው፡፡	1	2	3	4	5
11	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት የመሸጫ ዋጋው ከጥራቱ ጋር ተመጣጣኝ ስለሆነና ለገንዘቤ ዋጋ ስለሚሰጠኝ፡፡	1	2	3	4	5
12	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት ዋጋው ረከስ ያለ ስለሆነ ነው ፡፡	1	2	3	4	5
13	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት ጥራቱ ከመሸጫ ዋጋው ጋር ሲነፃፀር ጥሩ ስለሆነ ነው፡፡	1	2	3	4	5

	መ/ ማህበረሰባዊ ጥቅሞች	በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
14	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት በጓዋደኞቼ ፣በቤተሰቦቼ እና በአከባቢዮ ተቀባይነት እንዲኖረኝ ስለሚረዳኛ ነው፡፡	1	2	3	4	5
15	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት በጓዋደኞቼ ፣በቤተሰቦቼ እና በአከባቢዮ ስለኔ ያላቸውን አመለካከት እንዲያሻሽሉ ስለሚያግዘኝ ነው፡፡	1	2	3	4	5
16	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት በጓዋደኞቼ ፣በቤተሰቦቼ እና በአከባቢዮ ጥሩ ገፅታ እንዲኖረኝ ስለሚያደርግ ነው፡፡	1	2	3	4	5
17	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት ማህበራዊ ተቀባይነቴን ስለሚያረጋግጥልኝ ነው፡፡	1	2	3	4	5
18	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት በጓዋደኞቼ ወይም የቤተሰቦቼ ምርጫ ስለሆነና ከነሱ ጋር ለመመሳሰል ስል ነው፡፡	1	2	3	4	5

	ሠ/ ስሜታዊ ጠቀሜታዎች	በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
19	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት እንድጠጣው ስለሚገፋፋኝ ነው፡፡	1	2	3	4	5
20	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት ዘና እንድል ስለሚያደርገኝ ነው፡፡	1	2	3	4	5
21	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት ጥሩ ስሜት እንዲሰማኝ ስለሚያደርገኝ ነው፡፡	1	2	3	4	5
22	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት ከፍተኛ ደስታ ስለሚያጎናፅፈኝ ነው፡፡	1	2	3	4	5
23	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት የደስታ ስሜት ስለሚያጭርብኝ ነው፡፡	1	2	3	4	5
24	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት ከድብርት ስሜት ስለሚያወጣኝ ነው፡፡	1	2	3	4	5
25	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት ምርቱን ስለምወደው ነው፡፡	1	2	3	4	5
26	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት ፍርሃቴን በሙሉ ጠራርጎ ስለሚያጠፋልኝ ነው፡፡	1	2	3	4	5
27	አሁን ምርጫዮ የሆነውን ቢራ የመረጥኩት ቁጣዬን አጥፍቶ ስለሚያቀዘቅዘኝ ነው፡፡	1	2	3	4	5
28	የኔ ቢራ ምርጫ ድብርት ይለቅብኛል፡፡	1	2	3	4	5

	ረ/ ሁኔታዊ የቢራ ምርጫ ለውጦች	በጣም አልስማማም	አልስማማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
29	ከጓደኞቼ ጋር ክበቦች ወይም ቡና ቤቶች ስንዝናና የቢራ ምርጫዬ ይቀየራል።	1	2	3	4	5
30	ብቻዬን ክበቦች ወይም ቡና ቤቶች ስዝናና ዋና የቢራ ምርጫዬን ሳይሆን ሌላ ቢራ ልጠጣ እችላለሁ።	1	2	3	4	5
31	ከጓደኞቼ ጋር ምግብ ቤት ስንዝናና የቢራ ምርጫዬ ይቀየራል።	1	2	3	4	5
32	ብቻዬን ምግብ ቤት ስዝናና ዋና የቢራ ምርጫዬን ሳይሆን ሌላ ቢራ ልጠጣ እችላለሁ።	1	2	3	4	5
33	ከጓደኞቼ ጋር ቤቴ ውስጥ ስንዝናና የቢራ ምርጫዬ ይቀየራል።	1	2	3	4	5
34	ብቻዬን ቤቴ ስዝናና ዋና የቢራ ምርጫዬን ሳይሆን ሌላ ቢራ ልጠጣ እችላለሁ።	1	2	3	4	5
35	ከጓደኞቼ ጋር ስፖርት ውድድር ወይንም ኮንሰርት ላይ ከሆን ዋና የቢራ ምርጫዬን ሳይሆን ሌላ ቢራ ልጠጣ እችላለሁ።	1	2	3	4	5
36	ብቻዬን ስፖርት ውድድር ወይንም ኮንሰርት እየተካፈልኩ ከሆነ ዋና የቢራ ምርጫዬን ሳይሆን ሌላ ቢራ ልጠጣ እችላለሁ።	1	2	3	4	5
37	ከጓደኞቼ ጋር ሀይቅ ዳር እየተዝናናን ከሆነን ዋና የቢራ ምርጫዬን ሳይሆን ሌላ ቢራ ልጠጣ እችላለሁ።	1	2	3	4	5
38	ብቻዬን ሀይቅ ዳር እየተዝናናሁ ከሆነን ዋና የቢራ ምርጫዬን ሳይሆን ሌላ ቢራ ልጠጣ እችላለሁ።	1	2	3	4	5
39	ከጓደኞቼ ጋር ፓርቲ ጭፈራ ከወጣን ዋና የቢራ ምርጫዬን ሳይሆን ሌላ ቢራ ልጠጣ እችላለሁ።	1	2	3	4	5
40	ብቻዬን ጭፈራ ከወጣሁ ዋና የቢራ ምርጫዬን ሳይሆን ሌላ ቢራ ልጠጣ እችላለሁ።	1	2	3	4	5
41	ከቤተሰቦቼ ጋር ከሆንኩ የቢራ ምርጫዬን ሳይሆን ሌላ ቢራ ልጠጣ እችላለሁ።	1	2	3	4	5
42	ከስራ ባልደረቦቼ ጋር ከሆንኩ የቢራ ምርጫዬን ሳይሆን ሌላ ቢራ ልጠጣ እችላለሁ።	1	2	3	4	5