



Seek Wisdom, Elevate your Intellect and Serve Humanity

Addis Ababa University
አዲስ አበባ ዩኒቨርሲቲ



THE EFFECT OF BRANDING ON CONSUMERS BUYING BEHAVIOR OF LOCAL LEATHER FOOTWEAR PRODUCTS; IN CASE OF ADDIS ABABA.

A THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE AS PARTIAL FULFILLMENT FOR THE AWARD OF MASTER OF ART DEGREE IN MARKETING MANAGMENT.

BY: HAYMANOT ABEBAW

ADVISOR: TEMESGEN BELAYNEH (PHD)

ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE

ADDIS ABABA

ETHIOPIA

JUNE 2020

ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT

**THE EFFECT OF BRANDING ON CONSUMER BUYING BEHAVIOR OF LOCAL
LEATHER FOOTWEAR PRODUCTS; IN CASE OF ADDIS ABABA.**

BY HAYMANOT ABEBAW

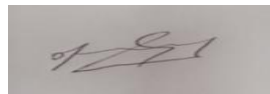
APPROVED BY BOARD OF EXAMINERS

Advisor:

Signature:

Date:

_Temesgen Belayneh (PhD)



16.07.2020

External Examiner:

Signature:

Date:

Internal Examiner:

Signature:

Date:

STATEMENT OF DECLARATION

I, Haymanot abebaw yihunie, declare that, this is my original work, prepared under the guidance of my advisor Temesgen Belayneh (PhD). All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in this institution or in any other higher learning institution for earning any degree.

Name Haymanot Abebaw

Signature _____

Date _____

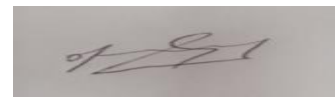
Statement of Certification

This is to certify that Haymanot Abebaw has carried out his research paper entitled 'the impact of branding on consumers buying behavior of local leather footwear products in case of Addis Ababa.' In partial fulfillment of the requirement for the Award of Master of Arts Degree in Marketing Management at Addis Ababa University College of Business and Economics School of Commerce. This research paper is an original work and has not been submitted to any diploma or degree in any college or university.

Advisor

Temesgen belayneh (phD)

Signature



Date

16.07.2020

TABLE OF CONTENTS

Acknowledgment-----	I
List of table -----	II
Acronyms-----	III
Abstract-----	IV

CHAPTER ONE

Introduction	1
1.1 Background of the Study -----	1
1.2 Statement of the problem-----	3
1.3. Research question-----	5
1.4 research objective -----	5
1.4.1. General objectives-----	5
1. 4.2.specific objectives-----	5
1.5. Significance of the study -----	6
1.6. Scope of the study -----	6
1.7. Limitation of the study -----	7
1.8. Definition of terms -----	8
1.9. Organization of the study-----	8
CHAPTER TWO REVIEW OF RELATED LITERATURE	
2.1. Theoretical reviews-----	9

2.1.2. Brand meaning and definition -----	9
2.1.3. Importance of Branding-----	10
2.1.3. Elements of brand-----	13
2.1.3.1. Brand name-----	13
2.1.3.2. Brand logo -----	15
2.1.3.3. Brand character-----	16
2.1.3.4. Slogan-----	17
2.1.3.5. Packaging-----	18
2.1.4. Building strong brand-----	19
2.15. Consumer buying behavior -----	20
2.1.6. Brand and consumer buying behavior process -----	21
2.1.7. Types of purchase decision-----	21
2.2. Review of Previous Empirical Studies-----	23
2.3. Conceptual Framework-----	24
2.4. Research Hypotheses-----	26
CHAPTER 3 RESEARCH METHODOLOGY	
3.1. Research approach -----	27
3.2. Research design -----	27
3.3. Population of the study -----	27
3.3.1 Sampling method -----	28
3.3.2. Sample size determination -----	29
3.3.3 Sources of data-----	29
3.4. Instrument of data collection -----	34
3.5. Reliability and validity-----	30
3.5.1. Validity-----	30
3.5.2. Reliability-----	31
3.6. Method of data analysis-----	31
3.7. Ethical considerations -----	31

CHAPTER FOUR RESULTS AND DISCUSSIONS

4.1 Introductions -----	32
4.2 Response rate and demographic data -----	33
4.2.1 Participants profile -----	39
4.3 Brand name -----	41
4.4 Logo -----	45
4.5 Character -----	48
4.6 Packaging-----	53
4.7 Consumers buying behavior -----	56
4.8 Correlation and Regression analysis-----	59
4.8.1 Correlation analysis-----	59
4.8.2 Regression analysis -----	60
4.9. Assumption Test-----	60
4.9.1. Normality test-----	60
4.9.2. Mult-icollinearity Test -----	61
4.9.3. Homoscedasticity Test-----	62
4.10. Regression mathematical model -----	66
4.11. Hypothesis Testing and Discussion of Results -----	67
4.11.1. Hypothesis Testing -----	67
4.11.2. Discussion of Results -----	68

CHAPTER 5 SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summery -----69

5.2 Conclusion -----69

5.3Recommendation -----68

5.4 Further Area of Investigation-----70

REFERENCES-----71

ACKNOWLEDGEMENT

First and for most, I thank and praise the Almighty God for his great works which He has done for me all the way through this research and the study program as a whole.

My deep gratitude shall then go to my advisor, Temesgen Belayneh (PhD), whose comments and valuable advice contributed enormously to the success of this thesis.

No words can express, but I give a special gratitude to my friends especially cbe finfine branch staffs for their significant encouragement and moral support for my success.

I am also interested to forward my admiration and appreciation to the consumers of footwear products in Addis Ababa for their relevant and genuine responses in the questionnaire.

Finally, my heartfelt thanks go to my family: who stood by my side and gave me heartedly and unreserved moral encouragement in this study. To all of you, I remember either here or somewhere in my memory yet unrecalled, I offer my earnest gratitude.

God blesses you all!

ACRONYMS

CBBE – Customer Based Brand Equity

BBNAME___ brand name

SPSS- ----Statistical Package for Social Science

LIST OF TABLES

4.1 Participants Profile -----	40
4.2 Frequency and percentage of brand name -----	43
4.3 Descriptive Statistics for brand name -----	45
4.4 Frequency and percentage of brand logo-----	47
4.5 Descriptive Statistics for brand logo-----	48
4.6 Frequency and percentage of character-----	51
4.7 Descriptive Statistics for character-----	52
4.8 Frequency and percentage of packaging-----	54
4.9 Descriptive Statistics for packaging-----	55
4.10 Frequency and percentage of buying behavior -----	57
4.11 Descriptive Statistics for buying behavior-----	58
4.12 Ranges of correlation relationship-----	60
4.13 Pearson Correlations-----	61
4.14 Co linearity statistics -----	61
4.15 Model Summary-----	63
4.16 ANOVAs' -----	64
4.17 Regression Coefficients-----	65
4.18. Hypotheses testing – results -----	67

ABSTRACT

*The most important aim of this study was to determine the impact of branding on consumer buying behavior of local leather footwear products in Addis Ababa. Quantitative approach and explanatory research method were employed. Moreover descriptive and regression method of analysis were used. The primary data has collected by using five point likert-scales for which 370 questionnaires were filled properly out of 385 distributed questionnaires. In the study the frequency, mean and standard deviation of independent and dependent variables were computed. The highest average mean value of brand name was 3.70 and the lowest logo has 3.29 mean values respectively. Pearson correlation coefficient(r) was used to determine the relationship between each independent and dependent variable of which brand name and packaging are substantial association with 0.67** and 0.55** consumer buying behavior respectively, logo and character at correlation result of 0.44** and 0.36** are moderate association with buying behavior of consumers respectively. Moreover, regression analysis was computed to determine the impact of independent variables on dependent variable for which brand name, logo, character and packaging factors lead to a positive change on consumers buying behavior for about a 'B' value of 0.322, 0.225, 0.180 and 0.192 respectively. Hence, industries of local leather footwear product has profit making organization they must give attention in bringing about improvements in using the brand elements i.e. brand name, logo, character, and packaging in their leather products, so that they can improve their selling volume and control the market in general.*

Key words: brand name, logo, character, packaging

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

A brand is a name, symbol, or any feature that identifies one seller good or service as different from those of other sellers. The American Marketing Association (2014). A brand is a short form, indicator, mark or blueprint, or a mixture of these that identify the maker or seller of a product or service. Kotler and Armstrong (2009).

The above definitions mentioned so far restricts the impact of a brand on the decision-making process exhibited by the customer. Hestad (2013) however, elaborates by stating, 'Brands help consumers to make decisions. Consumers recognize brands and buy them because they promise to fulfill a need. Consumers also buy brands because the brand story connects with them emotionally, it offers them a self-expressive benefit, or they find the brands relevant in certain cultural context. Kotler and Andreasen, (1991) on the other hand also correlate the definition of a brand to the purchase characteristics displayed by consumers. They defined it to be 'a name, symbol, or sign that is given to a product or service in order to help them establish their own identity, facilitate recognition by consumers and communicate what the product can deliver.

A Brand contains the whole thing that makes a product more than just a product. Kapferer (2008). That is it involves the emotional and mental suppositions that consumers have about brands which increases the perceived value of a product or service Ibid (2008:10).Consumers see a brand as an essential element of a product or service and it does add value to the latter. Consumers do attach meanings and explanations to a brand due to the services or satisfaction it promises to deliver. For example, most consumers often view Apple products of high quality, prestige and expensive brand. They feel they recognize when seen using it hence will purchase it irrespective of the price factor

In the modern age, Brand plays an important role to enhance up the economy of any country. Brand is the only tool that can change the buyer's behavior. Today people are more conscious about the brand than the past. The concept of branding is important in the marketing of Ethiopian footwear products. Ethiopia is a country of abundant resources in livestock for leather and leather products manufacturing. According to central statistical agency currently, there are about 21 medium and large formal shoe-manufacturing factories and many small-scale producers in Ethiopia.

The factories are also reaching the leather footwear market abroad such as Germany, Italy and African countries. However, the local market is the main target for most of these manufacturers. Since the footwear-manufacturing sector is becoming a growing business since the last five years, the government has considered as a first priority of the economic corridor. Although lower attention is given for branding, some of the footwear manufacturers give a brand name for their products. According to the general manager of Ramsay Shoe factory, his company is trying to brand itself in the country and neighboring African countries. However, some others are still selling without a brand name. This indicates the lower understanding of the organizations about the importance of branding in the overall effectiveness of their marketing activities. Therefore, the aim of this study will be to analyze the relative influence of branding on the consumers buying decision behavior of local footwear products. Conducting this study is vital because manufacturers could understand the importance of creating perceived difference through branding and developing loyal customers, which can translate to financial profit of their firms and managing their branding systems.

1.2 STATEMENT OF THE PROBLEM

Brands have usually defined as a name, term, symbol, sign, design or a grouping of all, which is supposed to identify the goods or services of one or more sellers and to distinguish them from the competition (Blomback, 2007). Understanding the needs and wants of consumers and devising products and programs to satisfy them is at the heart of successful marketing. In particular, two fundamentally important questions faced by marketers are, what do different brands mean to consumers? In addition, how does consumers brand knowledge affect their response to marketing activity? The relationship between a brand and consumer can be seen as a type of bond or pact.

In order to make fast conclusions, consumers need to use mental shortcuts, or heuristics, to guide their choices. Certain cues present in the environment guide shopper's attention and aid their decision-making in store. Often consumers are not conscious of the cues or the mental shortcuts they have used to arrive at a decision. Perhaps the most powerful mental shortcut available to the consumer is branding, Dr Jane Leighon- Mountain view Learning, (2012). Branding allows us to quickly and efficiently select from a huge array of products. Specifically, branding draws consumer's attention to certain products. It allows them to recognize familiar products and serves as a cue for retrieving stored information from memory about those products. Understanding this important role of branding in decision-making is the broad aim of the current research. Despite the fact in Ethiopia, footwear manufacturers did not give much attention to invest on and promote their brand name and develop customer based brand equity.

The lower attention by manufacturers and distributors of footwear products can be tolerant by the recent challenge from chain's footwear products flooded the local market. Sometime around the year 2000, the Ethiopian shoe industry faced an un precedence period.

The market began opening its doors to cheaper, shiny and attractive plastic shoes from China that left local dealers anxious about the possibility of being pushed out of business. The majority of local customers fell in love with Chinese shoes largely because of their superior finishing and unique designs. Considering the inability of local footwear products to compete with even lower quality imported foot wear products, the government forced to revise its leather policy, labor was cheap and readily available and the demand for local shoes had started to grow.

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

Articles and researches was done with the variables of brand logo, character, name and packaging but these variables are not the same result, as shown bellow,

AfrinaYasmin,(2017)conducted research with in dependant variables of brand name, logo character and loyalty, in this research logo, name , and loyalty are positive relationship with customer buying behavior and character is negative relationship. Muhammad ashraf,(2017.7) also conducted research in title Impact of Branding on Consumer Buying Behavior: An Evidence of Footwear Industry of Punjab, Pakistan and the researcher uses two phase least square technique for analysis of relation of Consumer buying behavior with variables advertisement brand image, Brand association and brand loyalty and character with consumer buying behavior. Advertisement, brand image, brand association confirms positive and significant level. Brand loyalty and brand characters are confirms negative and insignificant result.

HenokMulugeta,(2018), another research also used the variables of logo, character, packaging, name and slogan. In this research slogan and character was not positive relationship with the dependant variable customer buying behavior and the others are positively affected the dependant variable. Moreover, in this research the researcher try to analyze the variables of brand name, brand character, brand logo and packaging are positively or negatively affected the buying decisions of consumers.

The researcher used only four variables of brand elements such as brand name, character, packaging and logo since the other variables are included in four elements of brand and slogan not included that in leather footwear products especially in Ethiopia slogan does not make much effect on consumers.

Therefore accepting the impacts of branding on the consumer buying decision behavior on local leather footwear products enable manufacturers and distributors of footwear products to give more attention and promote to invest on their brand. Which in turn signal a certain level of quality to consumers and satisfied buyers can easily choose the product again when a need arises. Brand loyalty could also created which provides consumers predictability and security of demand for the firms and serves as a means of creating barriers to entry for newly competing firms to enter the market.

1.3 Research Questions

This particular study raises the following important questions:

RQ.1.How brand logo has an effect on consumers buying behavior of local leather footwear product?

RQ.2. How brand names of local leather a footwear product have an effect on consumers buying behavior?

RQ.3.How packaging has an effect on consumers buying behavior of a local leather footwear product.

RQ.4. How brand character used in the marketing of local leather footwear product has an effect on consumers buying behavior?

1.4 Research objectives

1.4.1. General Objective of the study

The main objective of the study is to determine the effect of branding on consumer buying behavior of local leather footwear products.

1.4.2 Specific objectives of the study

The specific objectives include the following:

- To examine if brand name of leather foot wear product has an effect on consumer buying behavior.
- To examine if packaging has an effect on consumers buying behavior of a local leather foot wear product.
- To examine if a brand character used in the marketing of leather foot wear product has an impact on consumers buying behavior.

- To examine if logo has an impact on the consumers buying behavior of a local leather foot wear products.

1.5. Significance of the study

The researcher conducts this study for the sake of plateful local leather footwear manufacturers to realize the importance of branding in their overall marketing efforts. It will also help producers to create a bond between their product and consumers. Besides producers will be able to gain their consumers trust and loyalty with unspoken understanding that branding will behave in a certain way and provide consumers utility through consistent product performance. This is help local footwear producers to be competent and profitable. The suggestion and recommendations that forwarded by the researcher will help local footwear manufacturers and distributors to invest on their brand, develop, and build their brand equity that will help them in production and marketing of their products.

Moreover, the research can help to policy makers for formulating plans by giving facts and figure about the impact of branding on consumers buying behavior and also it will helpful for practitioners and future researchers as an input in their further study.

1.6. Scope of the study

The study was focuses on consumers who lives in AddisAbaba and bought locally produced leather footwear for their personal consumption within the last one-year period. The respondents are local leather footwear buyers whose age is 18 years and above. The sample did not distinguish consumers based on variables like gender, income, marital status, religion, educational level or any other variable. Therefore, both men and women consumers who live in Addis Ababa that are at any level of income and education responded to the questionnaire so long as they had bought a locally made footwear product made of leather within the stated year.

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

1.7. Limitation of the study

The study was limited only the impact of branding on consumers of local foot wear products who bought a leather foot wear for their personal consumption in addisababa region with the major variables of brand name, character , logo and packaging of local foot wear products and other elements will not include.

Secondly, there is a corona virus and there was not much time involved in the gathering of data because it takes much longer for contact to prepare and questionnaire to answer.

Thirdly, the questionnaires prepared were target only to consumers of Addis Ababa region, which in the future a further research will be done to incorporate both at national level. The sample size will also expand to some other parts of the country.

The use of printed questionnaires will adopt since the internet connection is not much stronger in the country and due to the fact that majority of the respondents preferred it to the use of electronic instrumental.

1.8 Definition of Terms

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

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

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

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

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

1.9. Organization of the study

The research paper has consists of five chapters. The first chapter presents the introduction part which have consists of background of the study, statement of the problem, research question, Objective of the study, significance of the study, scope of the study, and limitation of the study and organization of the study. The second chapter focuses on review of related literatures. The

third chapter presents research design and methodology. The fourth chapter depicts data presentation, analysis and interpretation and the last chapter presents the conclusion and recommendation part of the study. Finally, list of reference, bibliography and appendix was attached.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

2. THEORETICAL REVIEW

2.1. Brand Meaning and Definition

A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and usually marketed. A brand name is the name of the distinctive product, service, or concept. Branding is the process of creating and disseminating the brand name. Branding can be applied to the entire corporate identity as well as to individual product and service names.

Brands are usually protected from use by others by securing a trademark or service mark from an authorized agency, usually a government agency. Before applying for a trademark or service mark, you need to establish that someone else has not already obtained one for your name. Although you can do the searching yourself, it is common to hire a law firm that specializes in doing trademark searches and managing the application process, which, in the United States, takes about a year. Once you have learned that no one else is using it, you can begin to use your brand name as a trademark simply by stating it is a trademark. After you receive the trademark, you can use the registered symbol after your trademark.

Brands are often expressed in the form of logos, graphic representations of the brand. In computers, a recent example of widespread brand application was the "Intel Inside" label provided to manufacturers that use Intel's microchips. A company's brands and the public's awareness of them is often used as a factor in evaluating a company. Corporations sometimes hire market research firms to study public recognition of brand names as well as attitudes toward the brands (David Ogilvy's2016)

Branding has been around for centuries as a means to distinguish the goods of one producer from those of other. In fact the word brand is derived from 'brander,' which means 'to burn,' as brands were and still are the means by which owners of live stock mark their animals to identify them (Kevin Lane Keller, 1998). Branding has been common practice since medieval times – when

artisans marked their goods and artists signed their work in order to distinguish their products from those of other providers. This trade marking has also protected producers and buyers against inferior-quality imitations (Ulla Hakala, 2012).

Brand is nothing but an assortment of memories in customers mind. Brand represents values, ideas and even personality. It is a set of functional, emotional and rational associations and benefits, which have occupied target market's mind. Associations are nothing but the images and symbols associated with the brand or brand benefits. In addition, these benefits are the basis for purchase decision (Joshi, 2013). According to the American Marketing Association, a brand is a "name, term, sign, or symbol, or

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

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

2.1.2. Importance of Branding

‘Branding is critical to a business because of the overall impact it makes on your company. Branding can change how people perceive your brand, it can drive new business and increase brand awareness’ (Elizabeth2015).

Branding Gets Recognition

‘The most important reason branding is important to a business is because it is how a company gets recognition and becomes known to the consumers. The logo is the most important element of branding, especially where this factor is concerned, as it is essentially the face of the company. This is why a professional logo design should be powerful and easily memorable, making an impression on a person at first glance. Printed promotional products are a way of getting this across’ (Elizabeth2015).

Branding Increases Business Value

‘Branding is important when trying to generate future business and a strongly established brand can increase a business’ value by giving the company more leverage in the industry. This makes it a more appealing investment opportunity because of its firmly established place in the marketplace’ (Elizabeth2015).

Branding Generates New Customers

‘A good brand will have no trouble drumming up referral business. Strong branding generally means there is a positive impression of the company amongst consumers, and they are likely to do business with you because of the familiarity and assumed dependability of using a name they can trust. Once a brand has been well established, word of mouth will be the company’s best and most effective advertising technique’ (Elizabeth2015).

Improves Employee Pride and Satisfaction

When an employee works for a strongly branded company and truly stands behind the brand, they will be more satisfied with their job and have a higher degree of pride in the work that they do. Working for a brand that is reputable and help in high regard amongst the public makes working for that company more enjoyable and fulfilling. Having a branded office, which can often help employees feel more satisfied and have a sense of belonging to the company, can be achieved through using promotional merchandise for your desktop (Elizabeth2015).

Creates Trust With in the Market place

A professional appearance and well-strategized branding will help the company build trust with consumers, potential clients and customers. People are more likely to do business with a company that has a polished and professional portrayal. Being properly branded gives the impression of being industry experts, makes the public feel as though they can trust your company, the products, and services it offers and the way it handles its business.

Branding Supports Advertising

Advertising is another component to branding, and advertising strategies will directly reflect the brand and its desired portrayal. Advertising techniques such as the use of promotional products from trusted companies such as outstanding brand make it easy to create a cohesive and appealing advertising strategy that plays well into your branding goals (Elizabeth Smithson 2015. brands can reduce the risks in product decisions.

There are different types of risks that consumers may perceive in buying and consuming a product;

Functional risk: The product does not perform up to expectation.

Physical risk: The product poses a threat to the physical well-being or health of the user or others.

Financial risk: The product is not worth the price paid.

Social risk: The product results in embarrassment from others.

Psychological risk: The product affects the mental well-being of user.

Time risk: The failure of the product results in an opportunity cost of finding another satisfactory product. C.Whan Park, (2012)

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

Brands also provide a number of benefits to a firm. Brands are important intangible assets that significantly affect firm performance (C.Whan Park, 2012). If brand is managed in effective ways, a business can enjoy maximum number of customers and can build long-term profitable relations with customers. Refine quality of products and social responsibilities of any business can positively affect the behaviors of people regarding brand image, satisfaction and loyalty. In

their research entitled ‘Impact of Brand Image and Advertisement on Consumer Buying Behavior’, (Muhammad Ehsan Malik, 2013) conclude that brand image and advertisement has strong positive impact on Consumer buying behavior. Their results showed that people are conscious about the purchase decisions regarding branded products. Brand image has significant positive influence and relationship with Consumer buying behavior.

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

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

2.1.3. Elements of a Brand

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

2.1.4.1. Brand Name

The brand name is a fundamentally important choice as it often captures the central theme or key associations of a product in a very compact and economic fashion. Brand name can be extremely effective “shorthand” means of communication. Whereas the time it takes, consumers to comprehend marketing communications can range from half a minute (for an advertisement) to

potentially hours (for sales call), the brand name can be noticed and its meaning registered or activated in memory within just a few seconds. The brand name becomes so closely tied to the product in the minds of consumers, however, it is also the most difficult brand element for marketers to subsequently change.

Malik, Ghafoor, Iqbal, and Ali (2013) Mentioned that Brand image has solid progressive control on Customer purchasing behavior as it's an implied method that can modify people's purchasing behaviors positively and youngsters are becoming more attentive for brand-name goods to show off their character sign. If persons will be well conscious about the brand and they have decent brand view, reliability and association then routinely brand image will be extra and stronger in their minds and that brand will develop the part of their purchasing behavior.

Brand Awareness

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

- ❖ **Simple and easy to pronounce or spell:** First, to enhance brand recall, it is desirable that the brand name is simple and easy to pronounce or spell. Simplicity reduces the cognitive effort by consumers to comprehend and process the brand name. Short names often facilitate recall because they are easy to encode and store memory. Pronounce ability is critical to obtain valuable repeated word- of- mouth exposure that helps to build strong memory links. Pronounce ability also affects entry into consideration sets and the willingness of consumers to order or request the brand orally. Ideally, the brand name would have a clear, understandable, and unambiguous pronunciation and meaning.
- ❖ **Familiar and meaningful:** A second consideration to enhance brand recall is that the brand name is familiar and meaningful so that it is able to tap into existing knowledge structures. Brand names may be more concrete or abstract in their meaning. All types of categories such as people, places, animals, birds, or different kinds of inanimate objects can be used to form a name. Because the objects already exist in memory in verbal and visual form, less learning has to occur.

- ❖ **Different, distinctive, and unusual:** Although choosing a simple, easy-to-pronounce, familiar, and/or meaningful brand name can improve its recall ability, to improve brand recognition, it is important that brand names be different, distinctive, and unusual. Recognition depends more on discriminability, and more complex brand names are more easily distinguished. The distinctiveness of a brand name is a function of its inherent uniqueness as well as its uniqueness in the context of other competing brands in the product category.

Brand Associations

Although choosing a memorable name is valuable, it is often necessary for the brand to have broader meaning to consumers than just its product category. Because the brand name is a compact form of communication, the explicit and implicit meanings that consumers extract from the name can be critical. In particular, the brand name may be chosen to reinforce an important attribute or benefit association that makes up its product positioning. Besides performance related considerations, brand names also can be chosen to communicate more abstract considerations (Keller, 1998).

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

2.1.3.2. Logos

Although the brand name typically is the central element of the brand, visual brand elements often play a critical role in building brand equity, especially in terms of brand awareness. Logo has a long history as a means to indicate origin, ownership, or association. Because of their visual nature, logo and symbols are often easily recognized and a valuable way to identify products, although the key concern is how well they become linked in memory to the responding brand name and product to boost brand recall. That is, consumers may recognize certain symbols but be unable to link them to any specific product or brand. Another branding advantage of logo

is their versatility: Because logos are often non-verbal, they can be updated as needed over time and generally transfer well across cultures. Because logos are often abstract without much product meaning, they also can be relevant and appropriate in a range of product categories (Keller, 1998).

In their research entitled ‘The role of brand logos in firm performance’ indicate that managers need to consider brand logos as more effective and power full tools in the management of customer brand relationships than previously thought. More specifically, just because consumers can quickly identify a brand based on its logo does not mean that they will invest resources towards sustaining their relationship with the brand. That is brand logos that are easily recognizable. Yet which do not convey the brand’s symbolic and functional benefits or do not provide aesthetic gratification. In their findings the researchers identified that brand with symbols as logos are more effective at providing self identity expressiveness benefits than logos that consist purely of brand names. They are also more successful at communicating the functional benefits of a brand than brand name – based logos are. Finally, the findings that the aesthetic appeal of brand logos significantly strengthen customers commitment to a brand answers the need for business academics to examine the positive effect of visual attractiveness on consumers. Unlike brand names, logos can be easily changed over time to chive a more contemporary look. A brand’s logo has typically served as a means for solving the problem of in distinguish ability (Keller, 1998).

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

2.1.3.3. Characters

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

Donald). In general, animated characters are more likely than live action characters to actually have a visible presence on packages.

Character can be defined as the set of human attributes and characteristics associated with the brand giving it a unique personality and recognition in the market and in the minds of the consumers. The factor of Brand Character is such that a consumer can relate to it creating an emotional connection with its values, fundamentals, and the unique selling points.

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

2.1.3.4. Slogans

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

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

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

2.1.4.5. Packaging

Packaging involves the activities of designing and producing containers or wrappers for a product. From the perspective of both the firm and consumers, packaging must achieve a number of objectives: Convey descriptive and persuasive information, facilitate product transportation and protection, assist at-home storage and aid product consumption.

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

Packaging can have important brand equity benefits for a company. Often, one of the strongest associations that consumers have with a brand relates to the look of its package. The package appearance can become an important means of brand recognition. Moreover, the information conveyed or inferred from the package can build or reinforce valuable brand association.

Structural packaging innovations can create a point of difference that permits a higher margin. New packages can also expand a market and capture new market segments. There is a significant positive and predictive relationship between packaging and brand loyalty. With reference to packaging, it is important for marketers develop innovative packaging strategies that will appeal to the customer in an exceptional way (ManilalDhurup, 2014).

2.1.4. Building Strong Brands

Branding poses challenging decisions to the marketer. The major brand strategy decisions involve brand positioning, brand name selection, brand sponsorship and brand development.

❖ Brand Positioning

Marketers need to position their brands clearly in the target consumers' minds. They can position brands at any of three levels. At the lowest level, they can position the brand on product attributes. However, attributes are the least desirable level for brand positioning. Competitors can easily copy attributes. More important customers are not interested in attributes as such, they are interested in what the attributes will do for them.

A brand can be better positioned by associating its name with a desirable benefit. Thus, Dove marketers can go beyond brand's cleaning cream attribute and talk about the resulting benefits of soft skin. The strongest brands go beyond attribute or benefit positioning. They are positioned on strong benefits and values. These brands pack an emotional wallop. .

❖ Brand Name Selection

A good name can add greatly to a products success. However, finding the best brand name is a difficult task. It begins with a careful review of the product and its benefits, the target market, and proposed marketing strategies. Desirable qualities of a brand name include the following:

- a) It should suggest something about the products benefits and quality.
- b) It should be easy to pronounce, recognize, and remember.
- c) The brand name should be distinctive.
- d) It should be extendable.
- e) The name should translate easily to foreign languages.
- f) It should be capable of registration and legal protection.

❖ **Brand sponsorship**

A manufacturer has four sponsorship options. The product may be launched as a manufacturer's brand. Or the manufacturer may sell who give it a private brand (also called a store brand or distributor brand).

❖ **Brand development**

A company has four choices when it comes to developing brands. It can introduce line extensions (existing brand names extended to new forms, size, and flavors of an existing product category), brand extensions (existing brand name extended to new product categories), multi brands (new brand name introduced in the same product category), new brands (new brand names in new product categories) (Armstrong, 2004).

2.1.6 Consumer Buying Behavior

Consumer behavior is important from a number of different points of view. From the perspective of marketing, the study of consumer behavior is important as it helps forecast and understand consumer demand for products as well as brand preferences. To better understand the choice of brand from consumer's perspective it is important to have an idea of consumer's behavior and be familiar with consumer buying behavior theories. Understanding consumer behavior is not simple. However, studying consumer behavior is crucial factor for company's success. Marketers, considering that, dedicate a lot of efforts in trying to specify the exact needs and wants for their customers and target markets, they also try to determine the best products characteristics that can satisfy the target market from the consumers own perspective. Consumer behavior is the consumer's decision with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by human decision-making units (Hoyer and Maclinnis, 2010). Thus in order to understand consumers buying behavior company's need to study characteristics of consumers and other influencing factors of consumers acquisition, consumption and disposition of products.

A number of different factors influence consumers buying behavior or purchase process, such as cultural, social, personal, and psychological factors. The consumer's choice results from the

complex interplay of these factors. Although the marketer cannot influence many of these factors, they can be useful in identifying interested buyers and in shaping products and appeals to serve their needs better (Kotler et al., 2005). Furthermore, though, marketers cannot control some of these factors, the factors must be taken into consideration in order to reach target consumers effectively (Kotler, 2002).

2.1.7 Brand and Consumer Buying Decision Process

Consumer decision making varies with the type of buying decision. Complex decisions usually involve more buying participants and more buyer deliberation (Kotler et al., 2005). Thus, depending on the number of individuals involved and the extent to which they are actively engaged in the purchase their decision might vary. According to DeChernatory and McDonald (2003), the stages in the buying process, when consumers seek information about brands and the extent of the information search, are influenced by an array of factors. However, two factors are particularly useful in explaining how consumers decide. One is the extent of their involvement in the brand purchase and their perceptions of any differences between competing brands. As per McDonald and Christopher (2003), involvement is a term used to describe how personally meaningful the purchase is to the consumer. When the degree of consumer involvement is combined with knowledge of whether consumers perceive many or few differences between brands, it becomes possible to identify four distinctive types of buying behavior (McDonald and Christopher, 2003). DeChernatory and McDonald (2003) shows the four types of consumer buying behavior based on the degree of involvement and the extent of the differences among brands.

2.1.8. Types of Purchase Decision

Consumer's researchers identified and distinguished many kinds of purchase decisions. Consumers first may make a basic purchase decision in response to need recognition as when communication needs trigger the decision to purchase a telephone. Second, the consumer may opt to make a particular product category decision, such as buying a cellular phone rather than a conventional phone or short wave radio. A Cellular phone purchase decision is likely if conventional phone services are poorly developed. Of course, this decision is also affected by lifestyle and many other factors. Third, the consumer may make a brand purchase decision as when consideration of alternatives leads to the choice of a Nokia, Ericsson, Philips, or Motorola

cell phone. Much marketing communication in the Triad countries, especially manufacturers' advertizing campaigns, aims to influence this kind of decision.

Fourth, the consumer may make a channel purchase decision, that is, deciding whether to purchase from a retail outlet, directly from manufacturer, through catalogue, in duty- free airport shop, or perhaps online. Fifth, a payment decision is made to determine method and terms of payment (Eric Arnould, 2003).

2.2 Review of Previous Empirical Studies

- Henokmulugeta (2018) conduct research in title ' the impact of branding on leather footwear products in case of commercial bank of Ethiopia' by using five independent variables with dependant variables of buying decision behavior and he analyze the data by using anova, regression, correlation and descriptive statics. The results was two variables packaging and slogan had negative or inverse relationship and the other three had direct or positive relationship with the dependant variable consumers buying decision behavior these and conclude that the producer or seller focuses on all the necessary the brand elements.
- GetanehZelalem (2012) did a study to investigate the pattern of brand preference towards domestic and foreign footwear products and its antecedents among Addis Ababa city secondary school students. Preference is identified from foreign and domestic footwear brands and the selected variables of purchase preference; normative influences, emotional values, brand consciousness and perceived quality were judged through questionnaire. Samples are taken from Addis Ababa city secondary schools through multistage technique and taking Nifas- Silk sub city was a sample cluster. Sample respondents are taken from this sub city schools. The results were put through different methods of data analysis. Descriptive analysis, one-way ANOVA and Pearson Correlation were used in this study. Based on the analysis, Addis Ababa secondary school students prefer foreign brands because of the given brand preference factors. The analysis revealed that all determinants of brand preference affect purchase decision of footwear. The emotional value of the brand and normative influences are the most and least significant antecedents respectively for brand preference. There is a difference in students' footwear preference and major determinants in terms of their profile. Domestic

footwear manufacturers have to concentrate on the provision of footwear products that have high emotional value, high quality and those brands that understand the normative influence.

- AfrinaYasmin,(2017)conducted research with in dependant variables of brand name, logo character and loyalty, in this research logo, name , and loyalty are positive relationship with customer buying behavior and character is negative relationship.
- Muhammad Ashraf,(2017.7) also conducted research in title Impact of Branding on Consumer Buying Behavior: An Evidence of Footwear Industry of Punjab, Pakistan and the researcher uses two phase least square technique for analysis of relation of Consumer buying behavior with variables advertisement brand image, Brand association and brand loyalty and character with consumer buying behavior. Advertisement, brand image, brand association confirms positive and significant level. Brand loyalty and brand characters are confirms negative and insignificant result.
- YadetaNemie (2013) undertook a study to examine the effect of imported shoes in domestic footwear producers the study collected data from 109 respondents of ten large and mechanized footwear factories in Addis Ababa using open-ended and closed-ended questionnaires. The finding indicated that imported shoes have an advantage on domestically produced ones from price, design, range of variety, fashion, and interns of quality of comfort. Regarding durability, domestic producers' shoes have an advantage.
- The study indicated that the domestic producers consider competitive pressure from imports as an opportunity to improve performance.

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

2.3. Conceptual Framework

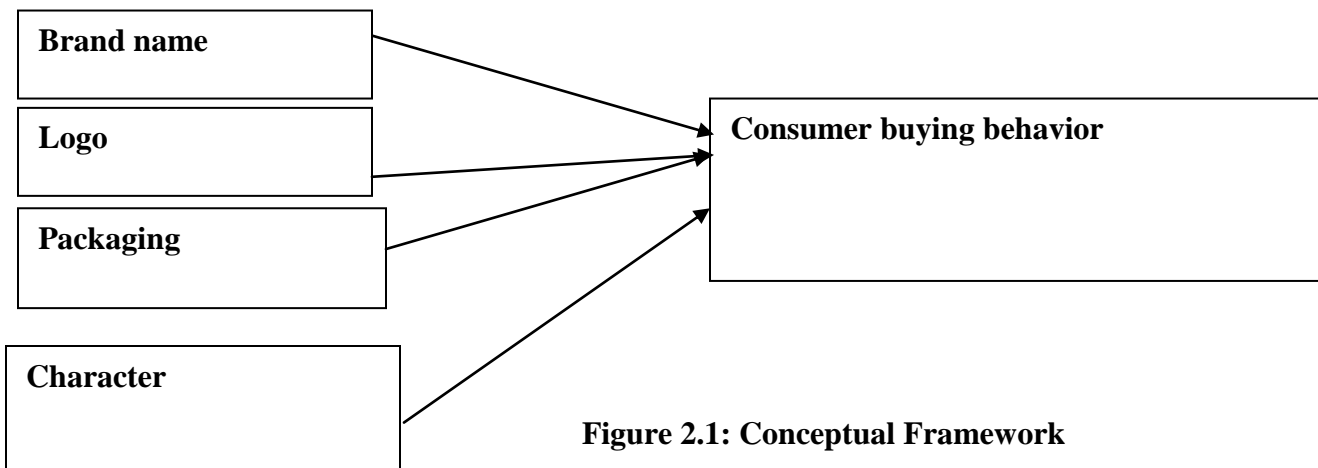


Figure 2.1: Conceptual Framework

Source: Keller (1998)

This research study has mainly independent variables namely brand name, logo, character and packaging, and one dependent variable i.e. consumers buying behavior. The purpose of the study as mentioned above was to find out the relationship between independent variables and dependent variable and the other factors of consumer buying behavior is purposely not included from the research. Moreover, to see to what extent such factors affect consumers buying behavior in Addis Ababa area. Other factors like product mixes of promotion, price, place and time are affected the buying behavior of consumers before decision and another brand elements slogan has not mostly used in leather footwear products and in most researches slogan had no effect on consumers buying behavior.

Based on the above theoretical review and conceptual framework, the following hypothesis has been developed to assess the relationship between brand name, logo, character and packaging with the dependent variable consumer buying behavior.

2.4. Research Hypotheses

Malik, Ghafoor, Iqbal, and Ali (2013) Mentioned that Brand image has solid progressive control on Customer purchasing behavior as it's an implied method that can modify people's purchasing behaviors positively and youngsters are becoming more attentive for brand-name goods to show off their character sign. If persons will be well conscious about the brand and they have decent brand view, reliability and association then routinely brand image will be extra and stronger in their minds and that brand will develop the part of their purchasing behavior.

Therefore,

H1: Brand name of local leather footwear products has a significant impact on consumer buying decision behavior.

Because of their visual nature, logo and symbols are often easily recognized and a valuable way to identify products, although the key concern is how well they become linked in memory to the responding brand name and product to boost brand recall.

That is, consumers may recognize certain symbols but be unable to link them to any specific product or brand. Another branding advantage of logo is their versatility: Because logos are often nonverbal, they can be updated as needed over time and generally transfer well across cultures. Because logos are often abstract without much product meaning, they also can be relevant and appropriate in a range of product categories (Keller, 1998).

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

Therefore,

H2: Logo of a local leather footwear product has a significant impact on consumer buying decision behavior.

Brand characters can provide a number of brand equity benefits. Because they are often colorful and rich in imagery, they tend to be attention getting. Consequently, brand characters can be quite useful for creating brand awareness. Brand characters can also help to communicate a key product benefit. There are some cautions and drawbacks to using brand characters. Brand characters can be so attention getting and well-kind that they dominate other brand elements and

actually dampen brand awareness. Characters often must be updated over time so that their images and personalities are still relevant to the target market (Keller, 1998).

Therefore,

H3. Characters used in the marketing of a local leather foot wear product have a significant impact on consumers buying decision behavior.

Structural packaging innovations can create a point of difference that permits a higher margin. New packages can also expand a market and capture new market segments. There is a significant positive and predictive relationship between packaging and customers buying behavior. With reference to packaging, it is important for marketers develop innovative packaging strategies that will appeal to the customer in an exceptional way (ManilalDhurup, 2014).

Therefore,

H4. Packaging has a significant impact on consumer buying decision behavior of a local leather foot wear products

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Approach

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

3.2 Research Design

The researcher used explanatory research design to conclude the inferences of hypothesized testing. Explanatory research design helps the research to explore the effect of brand elements on consumer buying behavior of local leather footwear products. As the research is quantitative and studies large number of populations, survey method was used to collect data. Surveys are used when the research involves sampling a large number of people and asking a series of questions (Malhotra, Basic Marketing Research: a decision-making approach, 2009). Surveys can provide insights into who the consumers are, how they behave, and why they behave in certain ways.

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

3.3. Population of the study

The population of the study was consumers who live in Addis Ababa and bought a leather footwear product within the last one-year period. The samples were taken only from respondents who live in Addis Ababa by putting the questionnaires in the producers' show rooms, shops and at different governmental and nongovernmental office employees to make the data collection easier as research is conducted by a single individual. The respondents may buy the product for their personal consumption and there will be a gender difference in respondents. Therefore, both men and women consumers who had bought local leather footwear products within the specified time were the unit of analysis. Moreover, all of the respondents included in the study were at least 18 years old. This is mainly because in our society children and youngsters below the specified age group may have no chance to choose a product by themselves. They may fall under the influence of their parents.

3.3.1. Sampling Method

As it has been indicated in the background section of this study, the focus of this study is on those buyers of footwear products within one year in Addis Ababa. Respondents were selected by using non-probability judgmental sampling technique. Non-probability sampling is a sampling technique where the samples were gathered in a process that does not give all the individuals in the population equal chances of being selected.

3.3.2 Sample size determination

Israel (1992) discussed the sample size determination using Cochran's formula. Based on this formula, the sample size for large and unknown population will be determined as

Follows:

$$N = Z^2 PQ / E^2$$

Where N - Sample Size

Z – Confidence level, which means if we assume our accuracy will be 95%, our margin error will be 5% or 0.05. For margin error 0.05 and for proportion 0.5, Z = 1.96

$$N = (1.96)^2 * 0.5 (0.5) / (0.05)^2$$

P – Estimated proportion (variability) 0.5, it is the maximum variability, because we do not know the size of the population.

$$N = 385 \text{ Respondents}$$

$$Q = 1 - P = 0.5$$

E - +5% desired level of precision 36

The researcher used Non-probability judgmental sampling method to select the required sample size from the populations in Addis Ababa.

3.3.3. Source of Data

The sources of data used in this research comprised both primary and secondary data. The researcher originates primary data for the specific purpose of addressing the problem at hand. Even though obtaining primary data can be expensive and time consuming, it is, being the most significant source and will gathered through structured questionnaires. Secondary data on the other hand, are data that are collected for some purpose other than the problem at hand (Malhotra, Basic Marketing Research Application to Contemporary issue with SPSS A decision making approach, 2005).

3.4. Instruments of Data Collection

The researcher used questionnaire as a method of data collection. In the study the researcher decided to take five-point Likert scale i.e. strongly disagree (1), disagree (2), neutral (3), agree (4) and strongly agree (5) of all verified hypothesis. The structure of the questionnaire was design to make it more clear to the respondents, easy to understand and straightforward to ensure that the respondents could answer the questions with a relatively no difficulty. The first part of the questioner was focused on the general information on respondents related with local leather footwear. The second part of the questionnaire dealt with basic information on variables that the researcher wants to measure. It includes about four variables that are helpful to achieve the intended general objective of the study i.e. to assess the impact of branding on consumer buying decision behavior of local foot wear products. These variables include brand name, logo, character and packaging. Therefore, this part of the questioner helped as an input to answer the main objective of the research.

3.5. Reliability and Validity

3.5.1. Validity

Content validity involves the degree to which the study is measuring what it is supposed to measure. More simply, it focuses on the accuracy of the measurement. The Sample questionnaires is administered before distributing finalized one for some respondents and adjustments has been taken to the questionnaire items based on the comments of the respondents. In addition, the questionnaire is adopted from different journal articles and thesis, which are possible to say the instrument is valid. (Kothari, 2004).

To achieve the validity of the research, the researcher will take the data from the reliable source i.e. from those who actually bought local made foot wear product within the past one-year period. This enabled the research measurement to have more accuracy. Besides, as the sample is large enough, the researcher have the ability to generalize the result of the study to the whole buyers of local leather foot wear products in the country.

3.5.2 Reliability

According to Kothari (2004), a measuring instrument is reliable if it provides consistent results. Cronbach's alpha is a coefficient of reliability. It is commonly used as a measure of the internal consistency or reliability of a psychometric test score for a sample of examinees. For testing the reliability of the data instrument, Cronbach's Alpha was calculated to test the reliability of the research instrument. It is commonly used as a measure of the internal consistency or reliability of a psychometric test score for a sample of examinees. The measure between 0.8 and 0.95 are considered to have very good quality, scales with coefficient alpha between 0.7 and 0.8 are considered to have good reliability, and coefficient alpha between 0.6 and 0.7 indicates fair reliability.

Thus, the reliability test of the study shows that as it has good quality with reliability measure scale of 0.758.

Reliability Statistics

Cronbach's Alpha	N of Items
.758	5

3.6. Method of Data Analysis

In this study, descriptive with correlation and regression data analysis method was used. Data collected through questionnaires was analyzed through statistical package for social sciences/ SPSS. Moreover, the research result was examining evidence from the source to determine the accuracy of the findings.

Descriptive and inferential statistical methods used to analyze the data that will generate from the questionnaire. Finally, the data was examined and analyzed using statistical package for social science version 20 (SPSS).

3.7. Ethical Consideration

In conducting this research, the researcher was considering ethical responsibility to do the work with honesty and integrity. Since privacy has become a burning issue, the researcher is not engaging in any questionable or unethical practices, such as abuse of respondents' privacy. In conducting the survey, the permission of respondents was asked to fill the questionnaires and permission of all government and other institutions from which secondary data was collected. The ethics applied to all stages of the research cycle. The researcher is not been selective in sampling, participation rate was truly reported, the researcher also unbiased data collection instrument and do not deliberately ask respondents leading questions, data collection has made appropriately and there is not making up data. The conclusion of the research only emanates from the findings of the research and it is free from falsifying results.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1 INTRODUCTION

Under this chapter, the data, its analysis and interpretation were presented. As mentioned in the previous chapters, the data was collected through questionnaire from consumers who live in Addis Ababa and bought a leather footwear product within the last one-year period. The analysis goes through each of those factors used in the study one by one and analyzing and interpreting the data according to the mean scores of the factors as the mean scores reflect respondent's level of acceptance or agreement which supports the interpretation and posing conclusions with the view of drawing practical and constructive recommendations. Accordingly, the mean score values have been categorized as low, moderate and high with a mean value of below 3.39, between 3.40-3.79 and above 3.80 respectively (Zaidato, & Bagheri, 2009).

4.2 RESPONSE RATE AND DEMOGRAPHIC DATA

The main objective of this study was to investigate impacts of branding on consumers buying behavior in case of Addis Ababa. The respondents were consumers who live in Addis Ababa and bought a leather footwear product within the last one-year period. Out of 385 distributed questionnaires 370 questionnaires has been filled and collected effectively. Whereas, 15 questionnaires of which 9 could not filled completely and 6 were not collected. Consequently, collection rate was 96.10 %.

4.2.1 Participant's Profile

As we see from the data, the sex distribution of the participants indicates that 289(78.1%) are males whereas 81(21.9%) are females. This shows that the numbers of female consumers of footwear products in Addis Ababa are less than that of males. Their distribution depicted as follows below.

On the other hand, the age distribution of the respondents indicated in the following table. According to the table shown below, 42(11.4) respondents found in the age 18-25, 165(44.6%) in the age 26-35, 128(34.4%) in the age 36-45 and 32(9.5%) above 45 years old.

Meanwhile, when we see the respondent's level of education the table below shows that 31(8.4%) are the holders of diploma, 282(76.2%) degree, and 57(15.4%) are masters holders.

Moving on the monthly income level, the table below shows that 9(2.4%) are below 200, 54(14.6%) are earn 2001-5000, 189(53.5%) are 5001-10,000 and 109(29.5%) are greater than ten thousand.

Table 4.1 Participants Profile

Type of profile	Frequency		Percentage (%)
Sex	MALE	289	78.1
	FEMAL	81	21.9
Age	18-25	42	11.4
	26-35	165	44.6
	35-45	128	34.4
	> 45	32	9.5
EDUCATIONAL QULIFICATON	DIPLOMA	31	8.4
	DEGREE	282	76.2
	MASTER	57	15.4
MONTHLY INCOME	< 2000	9	2.4
	2001-5000	54	14.6
	5001-10,00	198	53.5
	>10,000	109	29.5

Source: Researcher, 2020

4.3 BRAND NAME

The table below shows the frequency and percentage distribution of participants to brand name factors. Accordingly, for the question whether A brand name of a local made leather foot wear product helps to reach easily in a purchase decision (Question1), 62(16.8%), 85(23.0%), 3(0.8%), 72(19.5%) and 148(40.0%) participants have replied their level of decision as they are strongly disagree, disagree, neutral, agree and strongly agree respectively. From this result, we can deduct that brand name of local made leather foot wear product helps the consumer to reach their product easily,

For the questioner is difficult to consumers to distinguish a leather foot wear product they prefer in the absence of a brand name (Question2), 28(7.6%), 38(10.6%), 19(5.1%), 123(33.2%) and 162(43.8%) participants forwarded their level of brand preference as they are strongly disagreed, disagreed, neutral, agreed and strongly agreed respectively. From this, we can deduct that consumers cannot distinguish a leather footwear product they prefer in the absence of a brand name.

On the question of local leather footwear product with familiar brand name significantly affects consumers decision to buy (Question, 3), most participants responded as familiar brand name affects consumers buying behavior. As we can see their response as 4(1.1%), 65(17.6%), 5(1.4%), 133(35.9%) and 163(44.1%) participants forwarded their level of preference as they strongly disagreed, disagreed, neutral, agreed and strongly agreed respectively. 50(13.5%), 97(26.2%), 2(0.5%), 84(22.7%) and 137(37.0%) participants also provide their level of preference as they strongly disagreed, disagreed, neutral, agreed and strongly agreed respectively for the Question a local leather foot wear product with meaning full brand name significantly affects purchase decision (Question 4). From this result, it is possible to infer that, a meaning full brand name affects customers buying decision.

For the question A brand name of a local leather foot wear product helps the consumer to reduce the product risk of not performing as per their expectations (Question, 5), 11(3.0%), 24(6.5%), 3(0.8%), 120(32.4%) and 212(57.3%) participants replied as they are strongly disagreed, disagreed, neutral, agreed and strongly agreed respectively. Here, most buyers are interested with regard to the expectations of product risk related with the products performance. For the question on that the Brand Name of a leather foot wear products assist to reduce the risk of losing money

(Question, 6), 46(12.4%), 82(22.2%), 10(2.7%), 95(25.7%) and 137(37.0%) participants provide their level of preference as they are strongly disagreed, disagreed, neutral, agreed and strongly agreed respectively. The result leads that brand name of a product leads to help not losing their money on unwanted leather product (Question, 7), most participants agreed as Brand name of a local leather foot wear product helps the consumer to reduce a waste of their valuable time. numerically 78(21.1%), 61(16.5%), 9(2.4%), 88(23.8%) and 134(36.2%) participants show their level of preference as they are strongly disagreed, disagreed, neutral, agreed and strongly agreed respectively.

For the question related to whether A brand name of a leather foot wear product strongly affects recall to the product. (Question ,8), 36(9.7%), 92(24.9%), 10(2.4), 137(37%) and 95(25.7%) participants responded their level of preference as they are strongly disagreed, disagreed, neutral, agreed and strongly agreed respectively. This according to respondents' response, it enables us to infer as brand name helps the buyer to buy the product repeatedly. For the question A brand name of a local made foot wear product strongly affects buyer's recognition to the product. (Question, 9), 31(8.4), 44(11.9), 10(2.7), 124(33.5), 161(43.5) participants show their level of preference as they are strongly disagreed, disagreed, neutral, agreed and strongly agreed respectively.

Table 4.2 Frequency and percentage of brand name

Question No.	STRONGLY DISAG		DISAGREE		NEUTRAL		AGREE		STRONGLY AGREE	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Question, 1	62	16.8	85	23.0	3	0.8	72	19.5	148	40.0
Question, 2	28	7.6	38	10.6	19	5.1	123	33.2	162	43.8
Question, 3	4	1.1	65	17.6	5	1.4	133	35.9	163	44.1
Question, 4	50	13.5	97	26.2	2	0.5	84	22.7	137	37.0
Question, 5	11	3.0	24	6.5	3	0.8	120	32.4	212	57.3
Question, 6	46	12.4	82	22.2	10	2.7	95	25.7	137	37.0
Question, 7	78	21.1	61	16.5	9	2.4	88	23.8	134	36.2
Question, 8	36	9.7	92	24.9	10	2.7	137	37.0	95	25.7
Question, 9	31	8.4	44	11.9	10	2.7	124	33.5	161	43.5

Source: Researcher, 2020

Table 4.3 Descriptive Statistics for brand name

Brand name		Mean	Standard Deviation
A brand name of a local made leather foot wear product helps me to reach easily in a purchase decision. (question,1)	370	3.42	1.586
It is difficult to me to distinguish a leather foot wear product I prefer in the absence of a brand name. (question,2)	370	3.95	1.258
A local leather foot wear product with familiar brand name significantly affects my decision to buy. (question,3)	370	4.04	1.121
A local leather foot wear product with meaning full brand name significantly affects my purchase decision(question,4)	370	3.44	1.526
A brand name of a local leather foot wear product helps me to reduce the product risk of not performing as per my expectations. (question,5)	370	4.35	.996
Brand Name of a leather foot wear products assist me to reduce the risk of losing my money. (question,6)	370	3.53	1.478
Brand name of a local leather foot wear product helps me to reduce a waste of my valuable time(question,7)	370	3.38	1.600
A brand name of a leather foot wear product strongly affects my recall to the product. (question,8)	370	3.44	1.359
A brand name of a local made foot wear product strongly affects my recognition to the product. (question,9)	370	3.92	1.300

Source: Researcher, 2020

Aggregate mean is 3.70

Generally, the above table shows summary of the details for the issues related to brand name factors by involving the number of respondents, mean, standard deviation, minimum and maximum values in each category. The mean is the average value of participants' response, and the standard deviation is the measure of dispersion from the mean. Here, the minimum value is to mean the 'strongly disagree (1)' where as the maximum value is to mean 'strongly agree (5)'. The overall mean of brand name related factors is 3.70. This result shows us most of the respondent employees have high level of preference for brand name by which the average result is greater than the average level of preference which approximates to agree level.

4.4 LOGO

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

According to the table shown below, 32(8.6%), 89(24.1%), 12(3.2%), 123(33.2%) and 114(30.8%) participants have strongly disagreed, disagreed, neutral, agreed and strongly agreed respectively for the question whether a logo of a local leather foot wear product strongly affects the ability to differentiate a product from competing similar products (Question,10). that logo of a leather foot wear helps them to differentiate a product. About 12(3.2%) responded neutral. Therefore, logo of leather footwear has positive relation with consumer's product differentiating ability. Hence local leather footwear consumers use logo as a means to differentiate local leather footwear product from similar competing products.

(Qustion, 11), consumer's recognition to a local made leather foot wear product is strongly affected by its logo. 54(14.6%), 93(25.1%), 11(3.0%), 134(36.2%) and 78(21.1%) participants have forwarded their level of preference as strongly disagreed, disagreed, neutral, agreed and strongly agreed respectively. Therefore, we can say that there is lower positive relation between logo of local leather footwear and product recognition.

For the question whether Logos of a local Leather foot wear products helps the consumer to recall the product.(Question,12), 46(12.4%), 82(22.2%), 10(2.7%), 95(25.7%) and 137(37.0%) participants have forwarded their level of preference as strongly disagreed, disagreed, neutral, agreed and strongly agreed respectively. From this result, it is possible to indicate that as Logo of a local Leather foot wear product helps the consumer to recall the product and not forget while during buying. For the question related, a local leather foot wear product with aesthetically

appealing logo has a strong impact on consumers purchase decision than those products whose logo is less attractive. (Question,13), 50(13.5%), 97(26.2%), 14(3.8%), 165(44.6%) and 44(11.9%) participants' have forwarded their level of preference as they are strongly disagreed, disagreed, neutral, agreed and strongly agreed respectively. A local leather foot wear product with aesthetically appealing logo has a strong impact on purchase decision than those products whose logo is less attractive. However, with regard to questions related to logos of a local leather foot wear product helps to show status in a society. (Question, 14), most participants are forwarding their response as it shows their status in society by wearing branded local leather footwear. The detail for the table below is described as 61(16.5%), 110(29.7%), 12(3.2%), 141(38.1%) and 46(12.4%) participants have a preference level of strongly disagreed, disagreed, neutral, agreed and strongly agreed respectively.

The statistics implies brand logo used in advertisements of local leather footwear has high effect in convincing consumers to buy a product. The implication here is customers might reach in a purchase decision with the product the logo puts on the leather footwear product due to different modes of advertisement from Medias and other sources.

Table 4.4 Frequency and percentage of brand logo

Question No.	STRONGLY DISAG		DISAGREE		NEUTRAL		AGREE		STRONGLY AGREE	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Question,10	32	8.6	89	24.1	12	3.2	123	33.2	114	30.8
Question,11	54	14.6	93	25.1	11	3.0	134	36.2	78	21.1
Question,12	46	12.4	82	22.2	10	2.7	95	25.7	137	37.0
Question,13	50	13,5	97	26.2	14	3.8	165	44.6	44	11.9
Question,14	61	16.5	110	29.7	12	3.2	141	38.1	46	12.4

Source: Researcher, 2020

Table 4.5 Descriptive Statistics for brand logo

	N	Mini mu m	Maxi mum	Mean	Std. Deviat ion
A logo of a local leather foot wear product strongly affects my ability to differentiate a product from competing similar products.Question,10	370	1	5	3.54	1.367
My recognition to a local made leather foot wear product is strongly affected by its logo.Question,11	370	1	5	3.24	1.410
Logos of a local Leather foot wear products strongly helps me to recall the product.Question,12	370	1	5	3.53	1.478
A local leather foot wear product with aesthetically appealing logo has a strong impact on my purchase decision than those products whose logo is less attractive.Question,13	370	1	5	3.15	1.306
Logos of a local leather foot wear product helps me to show my status in a society. Question,14	370	1	5	3.00	1.357

Source: Researcher, 2020

Aggregate mean is 3.29.

As we see from the description of the details for the issues related brand logo by involving the number of respondents, mean, standard deviation, minimum and maximum values in each category. The overall mean of brand logo factors is 3.29. This result shows as most of the respondent employees have responded above the average level of preference for logo related factors by which the average result approximates to ‘agree’ level of preference.

4.5 CHARACTER

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

The table below shows the frequency and percentage distribution of participants' brand character used in advertisement helps to create awareness about a product. As it has seen in the table below in (question, 15)

The statistics on brand character indicate that 123 (33.2%) of the respondents agreed and 114 (30.8%) strongly agreed that brand character used in advertisement helps to create awareness about a product. On the other hand 89 (24.1%) disagreed and 32 (8.6%) of the strongly disagreed that brand characters helps them to create awareness. About 12 (3.2%) responded neutral. The result implies brand character has moderate effect to create awareness of a footwear product.

Regarding the question number (16) on whether consumer perception about a product is affected by a brand character, 95 (25.7%) agreed and 137 (37.0%) strongly agreed. The minimum number of respondents i.e. about 10 (2.7%) are indifferent. However, 82of the respondents which is 22.2% responded disagreed and 46 (12.4%) strongly disagreed that their perception is affected by a brand character used in advertisements of a local foot wear product. Hence brand character used in advertisements of a local leather footwear product has high effect on perception of consumers towards the product.

The other question (Question, 17) rose to measure the impact of brand character focuses on weather brand characters used in advertisements of a local leather foot wear helps customers to recognize key benefit of a product. As shown below in table 4.6, from the total respondents the majority of them i.e.178 (48.0%) responded they are strongly agreed, 140 (37.8%) responded agreed and 11 (3. %) indifferent. On the other hand, 23 (6.2%) disagreed and 18 (4.9%) answered strongly disagree. Therefore, we can say that brand character has high effect in convincing consumers about the important benefits of a local leather footwear product.

In general, the minimum number of respondents about 15.1% did not agree or they were indifferent that brand characters help them to recognize key benefit of a local made leather foot

wear product. Therefore, we can say that brand character has high effect in recognize key benefit of leather footwear product with 84.9%.

From the total respondents on weather a brand character convince customer to buy a local leather foot wear product (Question, 18), lower number of customers responded positively. As shown in table 4.6 below, 83 (22.4%) agreed and only 84 (22.7%) strongly agreed. Most respondents i.e. 127 (34.3%) disagreed and 70 (18.9%) strongly disagreed that they would be convinced by a brand character of a leather foot wear product, the rest 6 (1.6%) answered neutral. This indicates that the impact of brand character to convince local foot wear customers is lower.

The statistics implies brand characters used in advertisements of local leather footwear has high effect in convincing consumers to buy a product. The implication here is customers might reach in a purchase decision with the product design and the characters puts on the leather footwear product due to different modes of advertisement from Medias and other sources.

Table 4.6: Frequency and percentage of character

Question No.	STRONGLY DISAGREE		DISAGREE		NEUTRAL		AGREE		STRONGLY AGREE	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Question, 15	32	8.6	89	24.1	12	3.2	123	33.2	114	30.8
Question,16	46	12.4	82	22.2	10	2.7	95	25.7	137	37.0
Question,17	18	4.9	23	6.2	11	3.0	140	37.8	178	48.0
Question,18	70	18.9	127	34.3	6	1.6	83	22.4	84	22.7

Source: Researcher, 2020

Table 4.7 Descriptive Statistics Character)

CHARACTER	N	Minimum	Maximum	Mean	Std. Deviation
Brand characters used in advertisement of a leather foot wear product helps me to create awareness about a product. Question.15	370	1	5	3.54	1.367
My perception about a local made leather foot wear product is strongly affected by the brand character of the product Question.16	370	1	5	3.53	1.478

Brand characters used in an advertisement of a local leather foot wear product helps me to recognize key benefit of a product. Question.17	370	1	5	4.18	1.081
Brand character used in the advertisement of local foot wear product usually convinces me to buy a product. Question.18	370	1	5	2.96	1.496

Source: Researcher, 2020

Over all mean of brand character is = 3.54

Generally, the above table shows summary of the details for the issues related to brand character by involving the number of respondents, mean, standard deviation, minimum and maximum values in each category.

The overall mean of performance appraisal system is 3.54. This result shows as most of the respondents have above the average level of preference for the brand character related factors by which the average result approximates to ‘Agree’ level of preference.

4.6 PACKAGING

Packaging of a leather foot wear product is the last independent variable which was represented by three statements. As indicated by the statistics below level of agreement on effect of attractive packing material (Question, 19)111 (30%) of respondents agreed and 113(30.5%) strongly agreed that they prefer local leather footwear that is marketed by attractive packaging material. On the other hand, about 84(22.7%) disagreed and 50 (13.5%) strongly disagreed, while the rest 12 (3.2%) were indifferent. From the result of the data, we can say that attractiveness of packaging materials has positive effect on consumer’s buying decision behavior.

Regarding loyalty of customers (Question, 20), 105 (28.4%) of respondents agreed and 220 (59.5%) strongly agreed that packaging of a leather foot wear makes them loyal to the organization, whereas 29 (7.8%) disagreed and 12 (3.2%) strongly disagreed on influence of packaging on consumers loyalty. On the other hand, minimum number of respondents i.e. 4 (1.1%) responded neutral. This indicates most of the respondents are influenced by packaging

and they are loyal because of packaging materials of a leather foot wear product. Therefore, packaging has high effect on consumer's loyalty with footwear producers and distributors.

The statistics above show the majority about 154 (41.6%) agreed and 25 (6.8%) strongly agreed that packaging appearance of a leather foot wear helps them in product recognition. On the other hand 124 (33.5%) disagreed and 54(14.6%) strongly disagreed, while 13 (3.5%) answered neutral. Hence, packaging appearance of local leather foot wear has not positive relation with consumer product recognition and helps consumers to reach in a purchase decision.

Table 4.8: Frequency and percentage of packaging

Question No.	STRONGLY DISAGREE		DISAGREE		NEUTRAL		AGREE		STRONGLY AGREE	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Question,19	50	13.5	84	22.7	12	3.2	111	30.0	113	30.5
Question,20	12	3.2	29	7.8	4	1.1	105	28.4	220	59.5
Question,21	54	14.6	124	33.5	13	3.5	154	41.6	25	6.8

Source: Researcher, 2020

Table 4.9 Descriptive Statistics of packaging

PACKAGING	N	Minimum	Maximum	Mean	Std. Deviation
I usually prefer a local leather foot wear product that are marketed with attractive packaging materials. Question ,19	370	1	5	3.41	1.457
Packaging of local leather foot wear products makes me loyal to the organization. Question,20	370	1	5	4.33	1.051
The package appearance of a local leather foot wear product helps me in product recognition. Question, 21	370	1	5	2.92	1.266

Source: Researcher, 2020

The overall mean of employee job performance is 3.55.

Table shows summary of the details for the issues related to employees’ product packaging by which the overall mean of job performance is 3.55. This result shows as most of the respondents have responded above the average level of preference product packaging by which the average result approximates to ‘Agree’ level of preference.

4.7 consumer buying behavior

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

Buying behavior of local leather footwear products is determined by the brand name of the product (Question, 22). The statistics below indicates 120(32.4%) of consumers agreed and 212 (57.3%) strongly agreed that they understand a local leather footwear special by the brand name used to promote the products, while 3 (0.8%) responded neutral. On the other hand 24 (6.5%) disagreed and the rest 11 (3.0%) respondents strongly disagreed on their understanding that a local leather foot wear product brand name used to determine buying behavior of consumers. Therefore, we can say that brand name issued in determining the buying behavior of the consumers of local footwear products has high effect in influencing consumers.

From the data below on buying behavior to buy local leather footwear product is determined by logo of the product i.e. 25.7% agreed that they position a leather foot wear by the logo used in buying behavior of the product and 137 (37.0%) answered strongly agree for the same question. The minimum number of the respondents i.e.10 (2.7%) neither agreed nor disagreed, while 82(22.2%) answered disagree and 46 (12.4%) strongly disagreed. This reveals that the majority of respondents was agree to the statement. Hence, brand logo used in buying behavior of local leather footwear has high influence on product positioning

On the buying behavior (Question, 24), for the question of buying behavior of local leather footwear product is determined by character used in advertisement of a product.

78(23.8%), 61(37.4%), 9(8.9%), 88(26.3%), 134(3.6%) of respondents provided their response as strongly disagree, disagree, neutral, agree and strongly agree respectively. This shows that brand character is highly positively affected the consumers buying behavior

. For the question buying behavior of local leather footwear product is determined by the packaging material of a product (Question, 25), 36(9.7%), 92(24.9%), 13(3.1%), 137(37.0%), 92(25.1%) of participants responded as strongly disagree, disagree, neutral, agree, strongly agree respectively.

Table 4.10: Frequency and percentage of buying behavior

	STRONGLY DISAGREE		DISAGREE		NEUTRAL		AGREE		STRONGLY AGREE	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Question,22	11	3.0	24	6.5	3	.8	120	32.4	212	57.3
Question,23	46	12.4	82	22.2	10	2.7	95	25.7	137	37.0
Question,24	78	21.1	61	16.5	9	2.4	88	23.8	134	36.2
Question,25	36	9.7	92	24.9	10	2.7	137	37.0	95	25.7

Source: Researcher, 2020

Table 4.11.Descriptive Statistics of buying behavior

Buying behavior	N	Minimum	Maximum	Mean	Std. Deviation
My buying behavior of local leather footwear products is determined by the brand name of the product question, 22	370	1	5	4.35	.996
My buying behavior to buy local leather footwear product is determined by logo of the product Question,23	370	1	5	3.53	1.478
My buying behavior of local leather footwear product is determined by character used in advertisement of a product question,24	370	1	5	3.38	1.600
My buying behavior of local leather footwear product is determined by the packaging material of a product Questipon,25	370	1	5	3.44	1.359

Source: Researcher, 2020

The overall mean of employee job performance is 3.67.

Table shows summary of the details for the issues related to buying behavior by which the overall mean of job performance is 3.67. This result shows as most of the respondent employees have responded as agree by

As we can see from the aggregate mean of each variable, brand logo has the lowest level of preference towards the consumers buying behavior.

4.8 CORRELATION AND REGRESSION ANALYSIS

4.8.1. CORRELATION ANALYSIS

The hypotheses discussed in the first chapter aimed to investigate the relationship between independent variables and dependent variable in impact of branding on buying behavior of local leather footwear products in Addis Ababa region, the Correlation analysis is done to examine this relationship.

The Pearson Product-Moment Correlation Coefficient is a statistic that indicates the degree to which two variables are related to one another. The sign of a correlation coefficient (+ or -) indicates the direction of the relationship between -1.00 and +1.00. Variables may be positively or negatively] correlated. A positive correlation indicates a direct positive relationship between two variables. A negative correlation, on the other hand, indicates an inverse, negative relationship between two variables. The table below shows correlation coefficients and their level of strength (Getamesay, 2016).

Table 4.12: Ranges of correlation relationship

Correlation coefficient (r)	Strength of the correlation
From 0.01 up to 0.09	Negligible association
From 0.10 up to 0.29	Low association
From 0.30 up to 0.49	Moderate association
From 0.50 up to 0.69	Substantial association
From 0.70 and above	Very strong association

Based on the above standard, the degree of association between the level of correlation among the independent variables and dependent variable is the main purpose of conducting an analysis using Pearson correlation. As a result, the hypotheses have been determined based on the following summarized correlation results. Accordingly, brand name, and brand packaging factors have substantial association with consumers buying behavior at a correlation result of 0.677^{**}, 0.558^{**} respectively. On the other hand, brand logo and brand character have a moderate association with buying behavior at correlation result of 0.441^{**} and 0.355 respectively.

Table 4.13: Pearson Correlations

		B.NAME	B.LOGO	B.CHARAC	B.PACKAG	C.B.BEHA
BRAND NAME	Pearson Correlation	1	.251**	.215**	.184**	.677**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	370	370	370	370	370
BRAND LOGO	Pearson Correlation	.251**	1	.557**	.187**	.441**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	370	370	370	370	370
BRAND CHARACTERS	Pearson Correlation	.215**	.557**	1	.130*	.355**
	Sig. (2-tailed)	.000	.000		.012	.000
	N	370	370	370	370	370
BRAND PACKAGING	Pearson Correlation	.184**	.187**	.130*	.164**	.558**
	Sig. (2-tailed)	.000	.000	.012		.000
	N	370	370	370	370	370
CONSUMER BUYING BEHAIOUR	Pearson Correlation	.677**	.441**	.355**	.258**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	370	370	370	370	370

Source: Researcher, 2020

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

4.8.2. REGRESSION ANALYSIS

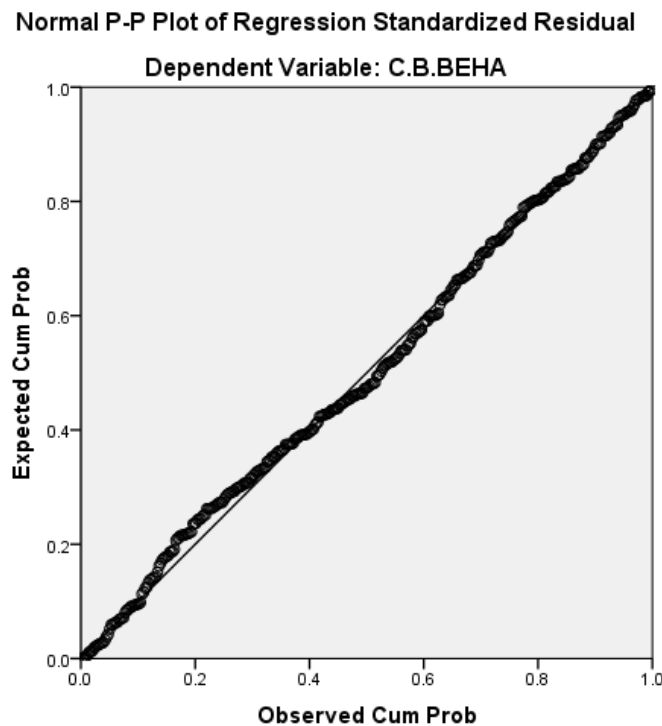
Regression analysis is a systematic method that can be used to investigate the effect of one or more predictor variables on dependent variable. Consequently, it helps us to make statements about how one or more independent variables will predict the value of a dependent variable. According to the normality test, the data has 95% level of confidence.

4.9. Assumption Test

Some assumptions need to be met before we can use regression analysis with confidence. The important assumptions that are to be tested in this section are; independent variables should not be too strongly correlated to one another (Multi-collinearity), the value of residuals to be independent of one another and the residuals should be normally distributed. The following tests performed to check whether the data fit the assumptions of linear regression to conclude the analysis results are valid and reliable.

4.9.1. Normality test

Fig 4.1. Normality test result



This assumption was used to decide whether the residuals are normally distributed. This can be tested by looking at the Histogram and P-P plot for the model. To say the Normality assumption of this study is met, the Histogram should be symmetric along the center 0 and the dots at the P-P Plot should be closer to the diagonal line; Normal P-P plot –points should lie in a reasonably straight diagonal line from bottom left to top right. In this case, Histogram is symmetric and the P-P plot the dots are drawn closer to the diagonal line, representing that theory of normality is met.

4.9.2. Multicollinearity Test

Table 4.14 Co linearity statistics

Coefficients

Model	Un standardized Coefficients		Standardize d Coefficients	t	Sig.	Co linearity Statistics	
	B	Std. Error	Beta			Toleranc e	VIF
(Constant)	-.734	.129		-4.526	.000		
B.NAME	.322	.057	.583	5.883	.000	.910	1.099
B.LOGO	.225	.043	.226	5.262	.000	.663	1.508
B.CHAR AC	.180	.037	.091	2.139	.033	.684	1.463
B.PACK AG	.192	.034	.096	2.677	.008	.945	1.058

a. Dependent Variable: C.B.BEHA

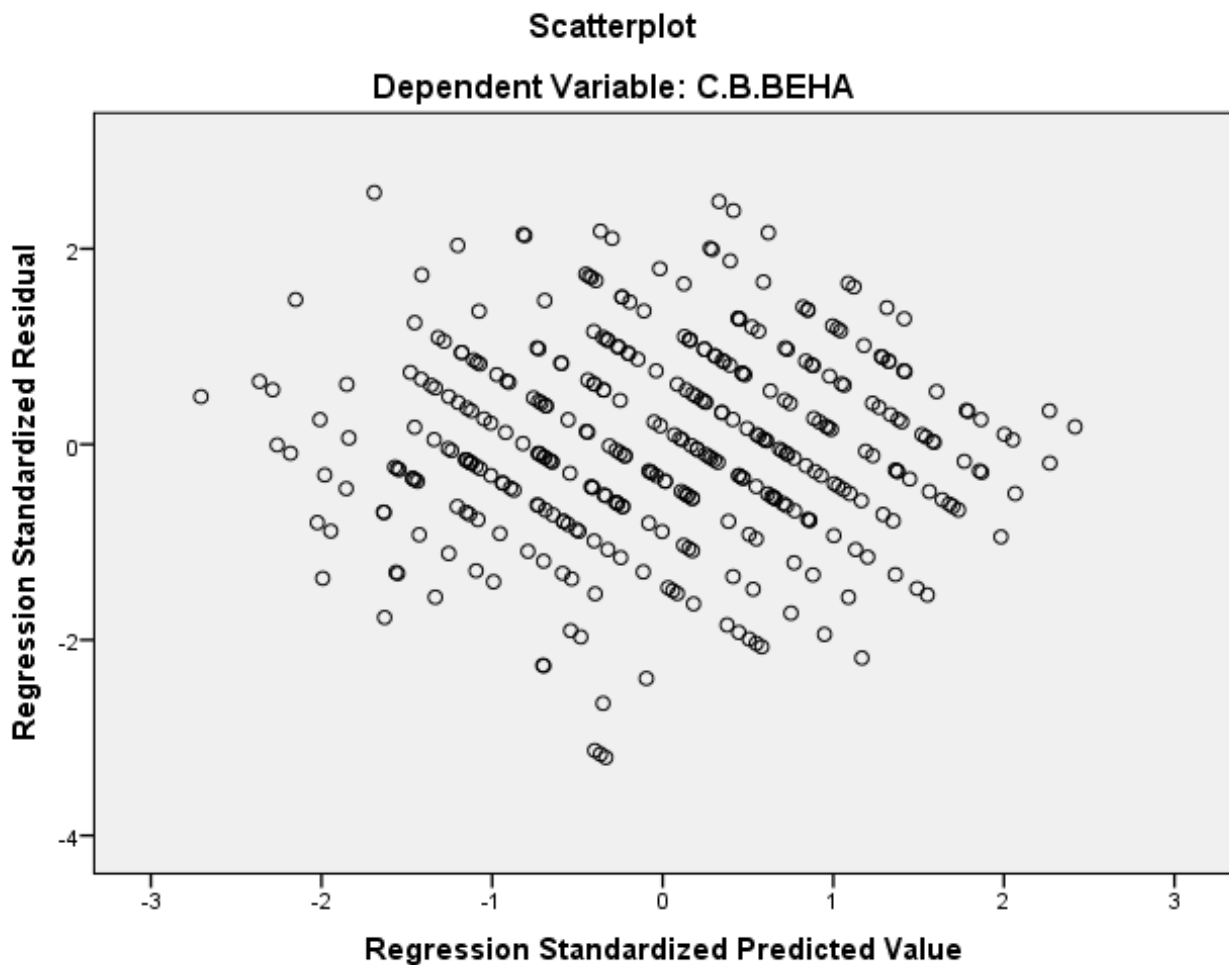
Multi-collinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are multi collinear, there is overlap or sharing of predictive power (Dillon, 1993). This study used VIF and Tolerance test to check if there is any Multi-collinearity problem between independent variables of the study. VIF (Variance Inflation Factor) calculates the influence of correlation among the independent variables on the precision of regression estimates and it should not exceed 10, otherwise it may merit further investigation (Robert, 2006).

Another test used by this study to measure multi collinearity is tolerance and it is an indicator of how much of the variability of the specified independent variable is not explained by the other

independent variable in the model and is calculated using the formula $1-R^2$ for each variable. If this value is less than 0.2 it indicates that there is possibility of multi-collinearity, but if it is greater than 0.2 it means that there is no multi-collinearity problem with in the model. The above tables are the results of VIF and Tolerance tests for each independent variable. In addition, based on the results there is no multi collinearity issue among the independent variables.

4.9.3. Homoscedasticity Test

Fig. 4.2. Homoscedasticity test result



Hair, Anderson and Tatham (1996) identified homoscedasticity as homogeneity of variance. In other words, Homoscedasticity is the assumption that the dependent variable exhibits similar amounts of variance across the range of values for an independent variable. For a basic analysis, first plot *ZRESID (Y-axis) against *ZPRED (X-axis) on SPSS because this plot is useful to determine whether the assumptions of random errors and homoscedasticity have been met (Field, 2009). The graph of *ZRESID and *ZPRED should look like a random array of dots evenly dispersed around zero. If there is any sort of curve in this graph, then, the chances are that the data have broken the assumption of linearity (Field, 2009).

The above graph shows that the dependent variable of this study exhibits similar amounts of variance across the range of values for an independent variable and that means the homoscedasticity test have been met.

TABLE 4.15 ; Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.743 ^a	.552	.547		.46753

a. Predictors: (Constant), B.PACKAG, B.CHARAC, B.NAME, B.LOGO

As shown in the above table, the sum of factors of independent variables i.e. brand name brand logo, character and packaging explains 55.2% (R square=0.554) of the dependent variable, consumer buying behavior. From this, we can conclude that 55.2% of consumers buying behavior is dependent up on these four factors in this study. Whereas, 44.8% of buying behavior is dependent up on other unspecified independent variables.

Table 4.16:ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	98.283	5	24.571	90.8	.000 ^b
Residual	79.784	365	.219		
Total	178.068	370			

a. Dependent Variable: C.B.BEHAVIOUR

b. Predictors: (Constant), B.PACKAG, B.CHARAC, B.NAME, B.LOGO

We see from table the result $F=90.8$ which is greater than one and $P<0.01$ we can conclude that the combination of factor have positive effect on consumers buying behavior which is statistically significant and confident at 99% level of significance. However, to determine the individual level hypothesis, it is better to use either t-test or p-value to reject or failed to reject the null hypothesis in the table above that shows multiple regression coefficient results.

Table 4.17: Regression Coefficients

Model	Un standardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-.734	.229		-4.526	.000
B.NAME	.322	.057	.583	5.883	.000
B.LOGO	.225	.043	.226	5.262	.000
B.CHARAC	.180	.037	.091	2.139	.033
B.PACKAG	.192	.034	.096	2.677	.008

a. Dependent Variable: C.B.BEHA

Source: Researcher, 2020

From the above table, to examine the hypotheses developed, the t-test values of all independent variables are above two. For a variable that has t-test value of two and above is capable, enough to reject the null hypothesis under rule of the thumb. Hence, all the null hypotheses have been rejected. With regard to their level of contribution for the consumers buying behavior, the higher their un-standardized coefficients beta value have the higher contribution for the impact of buying behavior.

Accordingly, brand name related factors (Beta=0.322) makes the strongest unique contribution to explaining the dependent variable in which the results revealed that, a one unit increase or positive change in consumers buying behavior would lead to a 0.322 unit increase the level of consumers buying behavior and brand log has (B=0.22) and then followed by packaging and character with a beta value of 0.192 and 0.180 respectively. When we see the statistical significance of each variable from the above coefficient table, brand name (Sig. = .000), logo (Sig. = 0.000), brand character (Sig. = .033) and packaging (Sig. = .008) have a statistically significant contribution (Sig<0.05) for the prediction of the dependent variable.

4.11. Hypothesis Testing and Discussion of Results

4.11.1. Hypothesis Testing

Table 4.18. Hypotheses testing - results

Hypotheses	B	t	Sig.	Decision
H1: Brand name of local leather footwear products has a significant effect on consumer buying decision behavior.	.322	5.883	.000	Supported
H2: Logo of a local leather foot wear product has a significant effect on consumer buying decision behavior.	.225	5.262	.000	Supported
H3. Characters used in the marketing of a local leather foot wear product have a significant effect on consumers buying behavior.	.180	2.139	.000	Supported
H4. packaging of a local leather foot wear product has a significant effect on consumer buying decision behavior.	.192	2.677	.033	Supported

Source: Researcher, 2020

4.11.2. Discussion of Results

This section has presented the findings of the study in line with the objectives of the study. With respect to the first objective, the result of the survey indicate that brand name have positive effect towards consumers buying behavior. This is given by the descriptive statistics of brand name and brand logo towards consumers buying behavior has positive effect with Mean = 3.70 and 3.29 respectively. That is, they consider brand name to be good, favorable, likable and interesting.

The third and fourth objectives of the study were to examine the effect of logo and character on consumers' buying behavior. Four hypotheses were also formulated to test these relationships. The multiple regressions conducted reveals that the four variables measuring brand name, logo, character and packaging have positive effect on the consumers' buying behavior. The results of the regression analysis are summarized below.

- Brand name has positive and significant effect on consumers' buying behavior of local leather product with regression coefficient of 0.322 and correlation coefficient of 0.68. The independent variable brand name directly affects the dependant variable consumers buying behavior. The p-value (sig.) also confirms that the variable is significant. Therefore, hypothesis **H1 is supported.**
- The results of the regression analysis go in consistence with the results of much of the researches conducted previously. (henok, 2018; Getanehzelalem, 2012, but contradict with Yadeta name 2013; mohammedashraf 2017 and Afrina yasin2017 .
- Logo has positive effect on consumers' buying behavior of local leather footwear products with regression coefficient of 0.225 and coefficient of 0.441. The p-value (sig.) also confirms that the variable is significant. Thus, hypothesis **H2 is supported.**

The result is consistent with previous studies done by other researchers (henok, 2018; Getanehzelalem, 2012, and Yadeta name 2013; but contradict with mohammedashraf 2017 and Afrina yasin2017.

- Character has also positive effect on consumers' buying behavior of local leather footwear products with regression coefficient of 0.180. Brand character plays great role in customer's footwear selection the p-value (sig.) also confirms that the variable is significant. Thus, hypothesis **H3 is supported.**

The result is consistent with previous studies done by other researchers (henokmulugeta, 2018, and Yadeta name 2013; but contradict with Getanehzelalem, 2012, mohammedashraf 2017 and Afrina yasin2017 .

- Packaging has positive impact on consumers' buying behavior of local leather footwear products with regression coefficient of 0.192. The p-value (sig.) also confirms that the variable is significant. Thus, hypothesis **H4 is supported.**
- In general as table 4.17 clearly shows among the four predictors multiple linear regression (beta coefficients) analysis revealed that, brand name is the first most significant variable for consumers buying behavior with .0583 followed by logo 0.226, character 0.091 and packaging 0.096 respectively.

Based on the above results, producers or industries of local leather footwear product can be giving a good attention to all brand name, logo, character and packaging.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 SUMMARY

The aim of this research was to analyze the impact of branding on consumers buying behavior of local leather footwear products in case of Addis Ababa region. This paper tried to present introduction, review of literature, research methodology, discussion and results, and the conclusion and recommendation parts. In line with factors (variables), brand name, logo, character and packaging has been assessed as factors affecting consumers buying behavior at Addis Ababa.

The major findings of the study are going over the main points as follows;

- Consumers have positive attitude towards the brand name in buying behavior of local leather footwear products with correlation coefficient or t value of 5.883.
- Consumers have positive rating for all attributes of branding i.e., brand name, logo, character and packaging. They have also positive attitude towards local leather footwear products and have shown their intention to use the product.
- The attributes of brand name, logo, character and packaging have positive effect on consumers buying behavior towards the endorsed brand elements on their intention to buy the product, if the producers use the brand elements on their product. Among the attributes, brand name and logo have the highest influence on consumers buying behavior and the other attribute packaging and character have lowest compared with the others name and logo.
- As a result, all independent variables have positive relationship and positive impact on the dependent variables.

5.2 CONCLUSION

Brand fundamentals, sometimes called brand identities, are those trademarks that serve to identify and differentiate the brand. The main brand elements are brand names, logos, characters, slogans, and packages. The key purpose of this study was to assess the impact of branding on consumers buying decision behavior of a local made leather foot wear products. The brand is taking into consideration as the sum of all elements of the marketing mix: the product is just one element, alongside price, promotion, and distribution. Therefore, four brand elements were taken as independent variable; this includes brand name, logo, character, and packaging. The dependent variable is consumer-buying behavior.

The factors investigated in this study particularly, brand name, logo character and packaging were not handled in the manner that enhances consumers buying behavior. That means there are still restrictions in implementing the brand elements in society these practices for triggering consumers buying behavior in particular and the local leather products industries in general.

Questionnaire has used as a method of data collection. As a major data collection tool, a five point likertscale questions was used and in this questionnaire, each variable is represented by statements that help to measure the impact of branding on the buying decision of local leather footwear. The questionnaire has distributed to 385 respondents (consumers) of local leather footwear products in Addis Ababa who actually bought local made leather footwear within the last one-year period. The gathered data has analyzed using both descriptive and inferential statistics. In descriptive statistics mean of the data and frequency of responses were used, on the other hand, correlation and regression analysis were used as a method of data analysis. In the study the frequency, mean and standard deviation of independent variables and dependent variables were computed and interpreted. The maximum average mean score value of brand name was 3.70. On the other hand, the logo has 3.29 mean score value. Product character average mean value indicates 3.56. At the same time, the mean score value of packaging and buying behavior is 3.55 and 3.67 respectively. Thus, the mean score values of all factors in the study have high level of preference for respondents. This clearly shows that the variables are affected buying behavior of consumers and they are sensitive to buy the well-branded, attractive packaging, sensible logo and good character were investigated in this study.

Factor analysis and multiple regression analysis were also used to examine the effect of brand elements. The result of the survey reveals that overall consumers have a positive attitude towards the brand name of the products. In addition, consumer-buying behavior, as measured by the four-brand element attributes, positively affects consumers' attitude towards the brand elements. Moreover, all the brand element attributes are found to be desirable to influence consumers' buying behavior. But both brand name and logo have the highest influence than the other two attributes.

In general, the study has found that all the branding elements used by the researcher to assess the effect of branding on consumer buying behavior have a significant effect on the dependent variable. Therefore, it can be concluded that the impact of brand name, character, logo, and brand packaging on consumer buying behavior of locally produced leather footwear is positive.

5.3 RECOMMENDATION

Consumers or buyers of local leather footwear products in the AddisAbaba region are highly affected by brand elements that are brand name, logo, character, and packaging. According to this study, the leather footwear production industries (small or large) have gaps in properly handling those factors during their production and selling activity. Based on the findings of the study, the following recommendations have been forwarded.

- Having seen the consumer's preference for branded name footwear products, the producers shall name their products. As all factors affect the buying behavior of the consumers, the industries or producers shall be put in mind that brand name, character, logo, and packaging are well managed in a proper way.
- The brand name and brand logo are fundamentally important choices as they often capture the central or key association of a product in a very compact and economic fashion and will have an impact on local footwear consumers' buying behavior. Therefore, firms should invest more in developing their brand and put their brand in a better position in the

minds of consumers than competing products and logo of a product must be put on the product. Especially they need to give greater emphasizes to their brand name and logo than other brand elements in their marketing communications.

- In order to publicize their products, local footwear producers should produce and distribute footwear products that meet consumer's needs and expectations and shall diminish the perceived financial risk associated with the product in their marketing communications. E.g., Consumers should have a pay back guarantee for products they purchase in case of quality and other unexpected failure.
- Industries or producers of footwear products need to give more attention to their brand name in their promotional activities. As brand name has an impact on consumers product recall and it also helps consumers to easily reach in a purchase decision. A careful, systematic and continuous effort to put the brand name of the company in the minds of consumers will help to be part of consumers consideration set and aid the ability of consumers to retrieve the brand while buying a leather footwear product.
- Visual symbols as brand logos offer an opportunity to the organization. Therefore, producers of local footwear products should also give more attention to their logo in their marketing activities. As logos of local footwear has an impact especially on product recall, a care full, systematic and continuous effort to put the logo of the company in the minds of consumers will help producers and their products to be part of consumers consideration set and assist consumers in their buying decision. Therefore, companies need to use their logo in their overall marketing effort.
- Firms should also give greater attention in developing their brand character can be attractive to wear and it must differentiated from other companies product and packaging also be easy to move from place to place and must protect the product from damage in other hands products brand name it should simple and easy to pronounce and spell. This helps in product recall and recognition.

5.4 Further Area of Investigation

- This study examined the impact of branding on consumers buying behavior of local leather footwear products only in Addis Ababa, so the impact of branding on other regions and city administrations of the country could be studied. Other area of investigation could be the study of consumers' attitude towards the fashion and colures of the footwear product on the purchase intention of the consumers also investigated.
- For future researchers who want to make study in this issue, it is advisable that since this study was limited to its cross-sectional data collected from February to April, the future researchers should examine this relationship over a longer period by taking other factors like price of a product, promotion and other factors in to consideration.

REFERENCES

- Agency, K. I. (2013). GTP and Sector Analysis, Business Cases and Policy Recommendations based on the Korean experiences. *Korea International Cooperation*.sole.al, O. G. (2011).An empirical study on the recall of slogan.*Marketing*.
- Armstrong, P. K. (2004). *Principles of marketing*.New De'lhs: Prentice Hall of India Private Limited.
- Ashebre, M. (2014).Performance of Leather Upper of Local Foot Wear Products and the Determinants.Mekelle: Ethiopian Institute of Technology.
- Bertelsen, L. (2004). A high Stakes Game. Siegel gale.
- Blomback, A. a. (2007). The role of Corporate brand image in the selection of new Sub contractors. *Journal of Business and Industrial Marketing* , 418-430.
- C.Whan Park, A. B. (2012). The role of brand logos in firms performance. *Journal of Business Research* .
- D.Aaker. (1991). *Managing Brand Equity*. New York: Free Prees.
- Dahlen, M. &. (2005). Brand affects slogans affects brand ?Competitive interference, brand equity and the brand slogan link. *Journal of Brand Managment* , 151-164.
- Dhurup, M. M. (2014). The impact of Packaging, Price, and brand awarness on brand loyalty.The aintretaling industry.
- Dillon R. M. (1993). *Essentials of Marketing Research*.Boston: Von Hoffmann Press.
- Douglas A.Lind, W. G. (2009). *Basic Statistics for Business and Economics*, Sheridan Institute of Technology and Advanced Learning. McGraw-Hill,Ryerson.
- Doyle, P. a. (2006).*Marketing Managment and Strategy*. London: Prentice Hall.
- Dr Jane Leighfon- Mountain view Learning, D. G.-U. (2012). *Mountain view Learning* .
- Elsabeth Smithson 2015.)<https://www.brandingmag.com>
- Emebate, T. (2016).The Impact of Branding on Customer Buying Decision Behavior of Local Leather Footwear Products (The Case of Nifas Silk Lafto Sub City), Alpha University College
- Eric A rnould, L. P. (2002).*Consumers*. McGraw-Hill Companies.
- Eric Arnould, L. P. (2003). *Consumers*. McGraw-Hill Companies.
- Faizal, D. Palil. F (2015).The analysis of mathematical regression.

Fuertes- Olivera, P. V.-S.-B.-F.(2001). Persuasion and Advertising. Journal of Pragmatics .

Getamesay B (2016). Determinant Factors Affecting Employees' Job Performance: The Case of Addis Ababa City branches Wegagen Bank S.C; Addis Ababa University

Henok ,M (2018) . impact of branding on consumers buying behavior in local leather footwear products; the case of employees of commercial bank of Ethiopia addisababa city branches

Institute, L. D. (2014).Foot wear Factories capacity. Addis Ababa. 57

John Adams, H. T. (2007). Research methods: for graduate Business and Social Science Studies.

Joshi, D. (2013). Effects of Branding on buying behaviour. The macro theme review, A multi disciplinary Journal of global macro trends .

Kavitha, D. a. (2014).Brand Loyalty on foot wear. Global journal for the research analysis .

Keller, K. L. (1998). Strategic Brand Management, Building, measuring and managing brand equity. New Jersey: Prentice Hall.

Knorriga, P. (1999). An old Cluster Facing the New Competition. The hague: Pergamon.

Kothari, C. (2004). Research Methodology; Methods and Techniques, 3rd edition. New Delhi: New Age International (P) Ltd.

kotler, P. (2012). principles of marketing. washington: printice hall.

M.Ghodeswar, B. (2008). Building brand identity in competitive markets:" a conceptual model". Journal of product and Brand management , 4 - 12.

Malhotra, N. K. (2005). Basic Marketing Research Application to Contemporary issue with SPSS Adecision making approach.

Malhotra, N. K. (2009). Basic Marketing Research: a decision making approach. New Jersey: Prentice Hall.

ManilallDhurup, C. M. (2014, April Monday).<http://dx.doi.org>. Retrieved May 15, 2015, from <http://www.actacommerci.co.za>.

Muhammad Ehsan Malik, M. M. (2013). Impact of Brand Image and Advertizment on consumer Buying behaviour. World Applied Sciences Journal , 117-122.

Myvis.T, J. C. (2001).Effects of brand logo coplexity, repetition andspacing. Journal of consumer research .

Orji, O. B. (2013). Major Classic consumer buying behaviourmodels:Implications for marketing decision making. Journal of economics and sustainable development , 2222-2855.

Perreau, F. (2013).The factors that drive consumer behaviour and how to learn from it to increase your sales.The consumer factor .com.

R.Solomon, M. (2011). Consumer Behaviour: Buying, Having, and Being. London: Prentice Hall.

Revizza, R. &. (1988). Education in comparative religion. United States.

Roberts, J. a. (2007).Multiple roles of brands in business- to business services. Journal of Business and Industrial Marketing , 410-417. 58

Sisay, A. (2014). Ethiopian Shoes find market across the world. Africa Review.

Styles, T. A. (1997). Brand development versus new product development: towards a process model of extension decisions. Journal of products and Brand management , 13-26.

Supphellen, M. &. (2002). Testing Country Brand Slogans: Conceptual Development and empirical illustration of simple Normative model. Journal of Brand management , 385-395.

Tetushi: Sonobe, J. A. (2007). The Development of Foot wear Industry In Ethiopia: How different is it from the East Asian experiance. Prepared for Global Development Network Annual conference.Beijing.

Ulla Hakala, J. S. (2012). Conssumer based brand equity and top of mind awareness across country analysis. Journal of product and brand management , 439-451.

UmerShehzad, S. A. (2014). Influence of Brand Name on consumer choice and decisions. IOSR Journal of Business and Economics (IOSR-JBM) .

Umer, A. A. (2012). The Dynamics of Internationalization of Ethiopian Leather Industry Development Institute (ELIDI),.

W., W. (2010).Towards a deeper understanding of Human Emotions in marketing communication. Glasgow: Slogan Validator and Self-Reported Measurment.

Wallece.R. (2001).Proving our value measuring package design's return on investment. Journal of design management .

Webster Jr., F. (2004).A road map for branding in industrial markets. Journal of managment , 388-402.

Zaidato, A. &Bagheri, A. (2009).Entrepreneurship As A Center Choice: Analysis Of Entrepreneurial Self-Efficiency And Intention Of University Student. European Journal of Social Science, Vol 9(2), PP 339.

Zelalem, G. (2012). Brand Preference and its Antecedents: A case of footwear products. Addis Ababa University School of Commerce .

APPENDIX

ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
MASTERS OF MARKETING MANAGEMENT
Survey Questionnaire

Dear Respondent,

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

If you have questions about your rights as a participant in this survey or are dissatisfied at any time with any aspect of the survey, you may contact the researcher at his e-mail haymanotabebaw78@gmail.com or Tel: 0913 11 01 68.

Thank you for your valuable time!!

Part One: Profile of Respondents

DIRECTION: Please put “x” on the space provided for the following questions.

1. Sex 1. Male 2. Female
2. Age group 1, 18- 25 2. 26-35
3. 36-45 4. Greater than 45

3. Educational Qualification

1. Diploma

2. Bachelor Degree

3. Masters

4. PhD

4. Monthly income 1. Below Birr 2000

2. Birr 2001-5000

3. Birr 5001-10000

4. Above Birr 10,000

Part Two: General Information

DIRECTION: Please provide your response and put “x” on the space provided for the following questions.

1. Have you ever bought a local made leather footwear product during the past one year period?

(1) Yes

(2) No

2. Do you buy only branded foot wear product whenever you buy a local made leather foot wear?

(1) Yes always

(2) Never

(3) Only when quality is important

(4) Rarely

Part Three: Basic Information

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

S/NO	3.1 BRAND NAME	SDA	DA	N	A	SA
1	A brand name of a local made leather foot wear product helps me to reach easily in a purchase decision.	1	2	3	4	5
2	It is difficult to me to distinguish a leather foot wear product I prefer in the absence of a brand name.	1	2	3	4	5
3	A local leather foot wear product with familiar brand name significantly affects my decision to buy.	1	2	3	4	5
4	A local leather foot wear product with meaning full brand name significantly affects my purchase decision.	1	2	3	4	5
5	A brand name of a local leather foot wear product helps me to reduce the product risk of not performing as per my expectations.	1	2	3	4	5
6	Brand Name of a leather foot wear products assists me to reduce the risk of losing my money.	1	2	3	4	5
7	Brand name of a local leather foot wear product helps me to reduce a waste of my valuable time	1	2	3	4	5
8	A brand name of a leather foot wear product strongly affects my recall to the product.	1	2	3	4	5

9	A brand name of a local made foot wear product strongly affects my recognition to the product.	1	2	3	4	5
S/NO	3.2 LOGO	SDA	DA	N	A	SA
1	A logo of a local leather foot wear product strongly affects my ability to differentiate a product from competing similar products.	1	2	3	4	5
2	My recognition to a local made leather foot wear product is strongly affected by its logo.	1	2	3	4	5
3	Logos of a local Leather foot wear products strongly helps me to recall the product.	1	2	3	4	5
4	A local leather foot wear product with aesthetically appealing logo has a strong impact on my purchase decision than those products whose logo is less attractive.	1	2	3	4	5
5	Logos of a local leather foot wear product helps me to show my status in a society.	1	2	3	4	5
S/NO	3.3 Character	SAD	DA	N	A	A
1	Brand characters used in advertisement of a leather foot wear product helps me to create awareness about a product.	1	2	3	4	5

2	My perception about a local made leather foot wear product is strongly affected by the brand character of the product	1	2	3	4	5
3	Brand characters used in an advertisement of a local leather foot wear product helps me to recognize key benefit of a product.	1	2	3	4	5
4	Brand character used in the advertisement of local foot wear product usually convinces me to buy a product.	1	2	3	4	5
S/NO	3.4 Packaging	SDA	DA	N	A	SA
1	I usually prefer a local leather foot wear product that are marketed with attractive packaging materials.	1	2	3	4	5
2	Packaging of local leather foot wear products makes me loyal to the organization.	1	2	3	4	5
3	The package appearance of a local leather foot wear product helps me in product recognition	1	2	3	4	5
S/NO	3. consumer buying behavior	SDA	DA	N	A	SA
1	My buying behavior of local leather footwear products is determined by the brand name of the product	1	2	3	4	5
2	My buying behavior to buy local leather footwear product is determined by logo of the product	1	2	3	4	5
3	My buying behavior of local leather footwear product is determined by character used in advertisement of a	1	2	3	4	5

	product.					
4	My buying behavior of local leather footwear product is determined by the packaging material of a product	1	2	3	4	5