



**MEASURING CONSUMER-BASED BRAND EQUITY IN THE
BEVERAGE SECTOR: THE CASE OF TOMOCA COFFEE**

Addis Ababa University

College Of Business and Economics

School Of Commerce

Department Of Marketing Management

Graduate Program Unit

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Ethiopia

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

**A Thesis Submitted to the School of Graduate Studies of Addis Ababa
University School of Commerce in Partial Fulfillment for the Award
of Masters of Arts degree in Marketing Management**

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This is to certify that the thesis is prepared by Yodit Lemma, entitled; Measuring Customer Based Brand Equity in the beverage sector: The case of Tomoca coffee, In partial fulfillment of the requirements for the award of the Degree of Master of Arts in Marketing Management with the regulation of the University and the accepted standards with respect to originality.

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Declaration

I, Yodit Lemma, hereby declare that this research paper entitled “**Measuring Customer Based Brand Equity in the beverage sector: The case of Tomoca coffee**” is my original work and has not been used by others for any other requirements in any other university and all sources of information in the study have been appropriately acknowledged.

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Letter of Certification

This is to certify that Yodit Lemma has carried out his thesis on the topic entitled: **Measuring Customer Based Brand Equity in the beverage sector: The case of Tomoca coffee**. This work is original in nature and suitable for the award of Masters of Arts (MA) in Marketing Management.

TewodrosMesfin(Ph.D.)

20thMay 2016

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List of Acronyms

ANOVA	Analysis of Variance
B2B	Business to Business
B2C	Business to Consumer
CBBE	Customer Based Brand Equity
EC	Ethiopian Calendar
SPSS	Statistical Packages for Social Science
OBE	Overall Brand Equity
α, β	Coefficients of an Equation

Abstract

Consumer based brand equity plays a vital role in contemporary marketing. Firms with high brand equity have the privilege of having higher consumer preferences, high stock returns, greater loyalty, less vulnerability to competitive marketing actions, less vulnerability to marketing crises and larger margins. This research study aimed to explore the most influential factors that are behind the brand equity of Tomoca coffee. The most common and widely used conceptual framework of Aaker was used. The model consists of five dimensions of brand equity namely perceived quality, brand awareness, brand association and brand loyalty. These dimensions represent customers' evaluations and reactions to the brand that can be readily understood by consumers and hence they have been widely adapted to measure customer-based brand equity. A quantitative research design was applied to research the causal relationship of the brand equity measurement dimensions to that of overall brand equity. A systematic sampling technique was conducted to contact the sample respondents who are the customers of Tomoca coffee. Applying a structured questionnaire written both in Amharic and English the researcher distributed to 422 people personally. Out of the total questionnaires distributed, 386 were considered valid for analysis. The analysis was performed using frequency, mean, standard deviation, correlation and regression by means of SPSS software. Then the collected data were analyzed and interpreted. The findings show that all the dimensions of CBBE have a positive significant influence on brand equity.

Key Words: *Customer-Based Brand Equity, Perceived Quality, Brand Awareness, Brand Association, Brand Loyalty*

CHAPTER ONE

INTRODUCTION

This chapter presents the background of the study, statement of problem, research questions, objective of the study, definitions of key terms, significance of the study, scope and limitations of study and organization of the research report.

1.1 Background of the study

In the continuously changing world economy, branding has occupied an important position by being a part of existence and embracing the activities of large corporations, small size enterprises, and not-for-profit organizations. Dating back to about 1300 B.C. (Keller, 2003), branding still plays a major role in survival and success of different types of companies and organizations. Initially, brands were used as the means for differentiating the products by craftsmen and claiming the ownership of animals by cattle owners (McDonald, 2003). Nowadays, companies use brands not only with an aim to differentiate the company's marketing offerings from the ones of competitors, but also to reach the minds and hearts of their customers and create special emotional connections with them. Let's start defining the term brand from the perspective of different authors.

Aaker(1991) defines brand as follows:

“Brand is a distinguishing name and/or symbol (such as logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods or services from those of competitors. A brand thus signals to the customer the source of the product, and protects both the customer and the producer from competitors who would attempt to provide products that appear to be identical.”(Aaker, 1996)

Brands provide the basis upon which consumers can identify and bond with a product or service or a group of products or services (Barwise, 1993). 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 (Kapferer, 2008). A successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely (Chernatony and McDonald, 1992).

According to Keller (2003a), consumer brand-knowledge can be defined in terms of the personal meaning about a brand stored in consumer memory, that is, all descriptive and evaluative brand-related

information. Different sources and levels of knowledge such as awareness, attributes, benefits, images, thoughts, feelings, attitudes, and experiences get linked to a brand and its understanding by the consumer. The concept of Brand equity has been defined by several authors. In (Aaker, 1996) conceptualized the brand equity as brand equity Ten categorizing them in to four brand equity dimensions: brand loyalty, brand awareness, perceived quality and brand associations. Other proprietary assets such as patents, trademarks and channel relationships form another category supporting other brand equity dimensions (Aaker, 1991). (Keller, 1993) describes two dimensions of brand equity: brand image based on strong, favorable, unique associations, and brand awareness comprising brand recognition and recall. The initial models of brand equity highlight knowledge structures developed by customers, which consequently affect their behavior and choice of goods and services in the marketplace. The further developments of brand equity models suggested by (Aaker, 1991) and (Keller, 1993) include a variety of propositions about the specific dimensions aiming to be better in capturing the brand equity of tangible goods or intangible services in the B2C setting. The alternative dimensions of models suggested for the assessment of brand equity of tangible goods include various elements such as brand perceptions, attitudes, brand preferences, choice intentions and actual choice (Agarwal and Rao, 1996).

Even though many researches were conducted in the brand equity area in the business to consumer market, common understanding could not be achieved on the scale of measurements. However, the essential dimensions of brand equity suggested by (Aaker, 1991) are partly utilized or conceptually reflected upon in the most of the alternative models. A number of B2C studies adopt directly this view and focus on the development of more reliable measures for assessing the four initial dimensions of brand equity. Beginning from one of the first studies introducing the measures of brand equity for hotels and household cleaners, to the subsequent studies examining brand equity of athletic shoes, film for cameras and color television sets, cars and televisions; and co-branded food offerings, researchers test the robustness of the brand equity scale and address the critical issues related to the measurement of the specific dimensions (Biedenbach, 2012). The multidimensional nature of brand equity is in fact one of the challenges researchers are faced with, where the proposed measures are in some cases incapable to estimate the specific dimensions (Yooa B, 2001).

The coffee plant, Coffee Arabica, originates in Ethiopia .Among the many legends that have developed concerning the origin of coffee, one of the most popular account is that of Kaldi, an Abyssinian goatherd, who lived around 850 AD. One day he observed his goats behaving in abnormally exuberant manner, skipping, rearing on their hind legs and bleating loudly. He noticed they were eating the bright red berries

that grew on the green bushes nearby. Kaldi tried a few for him, and soon felt a novel sense of elation. He filled his pockets with the berries and ran home to announce his discovery to his wife. Then she said it "heaven-sent", and then she declared. Then the legends attempt to condense the discovery of coffee and its development as a beverage into one story, and it were believed that the monks of Ethiopia might have chewed on the berries as a stimulant for centuries before it was brewed as a hot drink (*Selamta*, 2014). In addition, Coffee is vital to the cultural and socio-economic life of Ethiopians. It sustains the livelihoods for over 15 million and provides important income from casual labor and for many additional poor rural peoples. It contributes 25%-30% of the country's foreign exchange earnings (FDRE MOT, 2012).

TOMOCA, the famous coffee roasting company was established in 1953 in Addis Ababa. The company's name is abbreviated from the Italian *TorrefaziioneModerna* café, which directly translates modern coffee roasting. It is one of the leading and the first coffee company in Ethiopia

Despite the existence of a number of models on brand equity in the literature, this research has used the most commonly cited model of Aaker. The elements drawn by Aaker were applied to measure brand equity in the famous coffee company Tomoca.

1.2 Statement of the problem

Every day consumers make purchase decisions by choosing among large sets of related products available for sale in outlets. What factors might systematically affect how consumers make decisions among an array of products? Within the same outlet, one may be searching for a different brand from similar types of products to meet an immediate need, while others may simply choose any of the brands. Keller (2003) argues that Branding is the main element which induces preference and purchase intentions in many industries. In the Ethiopian coffee industry, branding is becoming an important focus area for the different coffee roasting companies. This can be observed by taking note of the recent marketing and brand building efforts which are being undertaken by them. This is also an indication that the companies are implementing a customer oriented marketing strategy

With the current vicious competition in the marketplace, many companies are struggling to survive. From this one can notice that the companies that will survive the intense competition will be those companies whose products/ brands have a competitive advantage against their competitors. This competitive edge is the secret to survival and can be partly achieved by building strong brand equity among companies' products.

Brand equity is one of the most important concepts in marketing science, and it has well-recognized as one of the most valuable intangible assets by most firms (Erenkol and Duygun, 2010; Hao *et al.*, 2007, Wang *et al.*, 2008). Brand equity is incremental utility and value endowed to a product or service by its brand name (Keller, 2003; Park and Srinivasan 1994; Yoo *et al.*, 2000; Marina *et al.*, 2011). High brand equity can lead customers into a positive or strong brand association; gain or increase their cash flow to the business, as well as make products differentiation in order to lead to competitive advantages (Yoo *et al.*, 2000; Aaker, 1991; Keller, 1993; Marina *et al.*, 2011).

After analyzing customer based-equity model applicability in the logistics sector in the Ethiopian market, (Anteneh Alemu, 2015) stated some future research area as follows:

Future studies could consider a replication of the current research and testing of the multidimensional model with the hierarchical effects in relation to B2C goods and services. The examination of the proposed models could be conducted across other industries and development of brand equity across the dimensions.

Although some previous researchers tried to analyze customer based brand equity models in various sectors such as industrial goods (Merrilees, 2007), food packages (Akelo, 2010), financial services (Biedenbach G., 2012), fair trade shops (Sunil, 2012)); these researches never concerned on the assessment of the customer based brand equity model in the beverage sector more specifically in the coffee roasting area in the developing countries like Ethiopia. Based on the above background research gaps and future research area forwarded by Anteneh (2015), the researcher has focused to analyze the customer based brand equity model of Aaker in the Tomoca coffee. With this in mind, this study attempted to fill the research gap that existed by exploring the most influential factors that are behind the brand equity of **Tomoca** coffee

1.3 Research Questions

Based on the above foundational problem statement the researcher posed the following questions to get clear picture and answer about the replication of the customer based brand equity model in Tomoca

- What are the key determinants of customer based brand equity in Tomoca coffee?
- How are the determinants of customer – based brand equity associated with each other?
- What is the most preferred brand equity measurement dimension from the customer’s perspective?

1.4 Objective of the study

This research has the following general and specific objectives.

General Objective of the Study

This research tries to examine the causal relationships among the four dimensions of brand equity in the context of consumers of **Tomoca** coffee.

Specific Objectives of the Study

- To examine the key determinants of CBBE in Tomoca coffee
- To investigate the relationship that exists between the four dimensions of consumer based brand equity of Tomoca
- To identify the most preferred brand equity dimension in Tomoca coffee.

1.5 Scope of the study

This study's focus is on measuring customer-based brand equity in Tomoca coffee. In order to do this, Aaker's Customer-based brand equity model was employed. The study has used only the first four variables of Aaker's customer-based brand equity model, which are, Perceived quality, Brand awareness, Brand association and Brand loyalty. Since we are measuring Brand Equity from the financial perspective, the fifth variable, which is other proprietary assets, is not included. In addition it is a vast area to be covered, thus it will not be realistic to accomplish considering the resource, time and financial constraints

1.6 Significance of the Study

The research will contribute by being used as a reference by other researchers who want to conduct further study on the concept of consumer based brand equity in the context of our country. Furthermore, it will give some high lights about the most prominent contributors of consumer based brand equity and the challenges it faces, if any. Hence, all concerned parties of Tomoca may make use of the findings to know what consumers think of the brand. Findings of this study will be useful and very important for students and academicians as an input for embarking upon similar researches in the future and also the research findings will be a helpful literature reference.

1.7 Limitations of the Study

While conducting the study, despite the existence of several instruments, the researcher has used only questionnaire as a data collection instrument. With this method some forms of information like changes of emotions, behaviors and feelings were not understood. In addition to this, there is no way of telling

how much thought respondents have put to fill the questionnaire. To overcome this, the researcher has explained the purpose of the study and gave sufficient time for respondents to return questionnaires.

1.8 Organization of the Research Report

This study is organized into five chapters .The chapters are comprised of: Introduction, Review of related Literature, Results and Discussion and, Summary, conclusions and recommendations.

The first chapter provides a general introduction of the study including background of the study, Statement of the problem, Research questions, Objectives of the study, Scope of the study, Significance of the study, Limitations of the study, organization of the research report and definitions of key terms.

Chapter two covers the literature relevant to the study .It includes concepts and theoretical framework, empirical literature as well as discussions on the customer's –based brand equity model and Hypothesis and conceptual framework.

Chapter three elaborates research design and methodology: the type and design of the study .It includes research method sampling technique, data collection method and method of data analysis that will be used in the study

Chapter four summarizes the findings of the study and discusses them in detail

Finally chapter Five comprises of four sections which include summary findings, conclusions, limitations of the study and recommendation

1.9 Definitions of Key Terms

Brand equity explains why different outcomes result from the marketing of a branded product or service than if it were not branded (Keller 2013, p.57)

Customer-based brand equity (CBBE) is defined as the differential effect of brand knowledge on consumer response to the marketing of the brand in which brand knowledge is conceptualized, based on an associative network memory model in terms of two components, brand awareness and brand image (Keller 2003, p.60)

Brand associations are linked sufficiently strongly to the brand will depend on how the marketing program and other factors affect customers' brand experiences (Keller 2003.p.71).

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 impressions in the minds of individuals and organizations from years of marketing activity and product experience may not be so easily reproduced (Keller 2004, p.35)

Perceived quality is usually at the heart of what customers are buying and is often used to differentiate or position brands against others. It is also an important brand asset as, among all brand associations, only perceived quality has been shown to drive financial performance through the price premium that consumers are prepared to pay (Klopper 2011, p.38)

Brand Awareness. According to (Keller 2003, p .67) brand awareness consists of two sub- dimensions: brand recall and recognition .Brand recognition is related to picking out a brand whenever some sort of cue is provided whereas recall is done when there is no cue present.

Positive Customer –based brand equity can lead to greater revenue, lower cost, and higher profit; it has direct implications for the firm’s ability to command higher price, a customer’s willingness to seek out new distribution channels, the effectiveness of marketing communications and the success of brand extensions and licensing opportunities (Keller2004,p.104).

CHAPTER TWO

Review of Related Literature

This chapter provides an insight to the readers about the theoretical framework, empirical review and conceptual framework and hypothesis of the topic under study .In line with the objectives of the study, this chapter covers topics related to brand, branding, brand equity, customer based brand equity, and empirical review. Furthermore, the conceptual framework of this study is presented at the end of this chapter.

2.1. Theoretical Literature Review

2.1.1 Concept of Branding

For centuries brands have been used as a mean for distinguishing the goods of a producer from the others. According to AMA (American Marketing Association), a brand is defined as “a name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition” (Keller 1993). Originally, the word “brand” is derived from the Old Norse “brandr”, meaning “to burn”-recalling the practice of producers burning their mark (or brand) onto their products. (Marketing Magazine.com.uk, 2006). The idea or concept of branding was essentially to depict ownership of things which had value. For instance, livestock branding was adopted to differentiate one person’s cattle from another’s by means of distinctive symbol burned onto the animal’s skin with a hot branding iron. Ancient Egyptian brick-makers drew symbols on bricks to identify their products (Farquhar, 1990), shop keepers in the ancient Roman and Greek times used symbols to identify their shops.

Different scholars provide their own definition towards the meaning of a brand. According to Kapferer (2008) brand is defined as a name that influences buyers. He further noted that brand commands people’s attention because they have element of saliency, differentiability, intensity and trust. Successful brand conveys a consistent message and create an emotional bond with consumers. As per Hammond (2008), brand is defined as the total emotional experience a customer has with a company and its product or service. In furthering this, the author describes brand as the emotional connection planted in the minds of customers who had an interaction with a company, its staff, product or service. Branding gives greater meaning to a company’s name and its products. Companies build brands using memorable names, symbols such as logos and other images and

phrases catchy slogans, for instance, sometimes become strongly connected to a brand so that people can easily recall the brand from hearing the slogan. Consumers distinguish one product or service from another by its brand. The American Marketing Association's definition of brand is the one that is supported by many authors and found in various literatures. This definition explains a brand as "a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors."

Branding plays many roles for companies. According to Kotler (2009), Brands are important valuable intangible assets for companies, a distinctive tool that builds a long-term relationship with the consumers, and protects its' rights. For consumers, brands reflect their experience and knowledge; simplifying the processing of information accumulated over time about the company and its products or brands. In addition, brands reflect consumer's experiences and knowledge; thus, simplify the processing of information accumulated over time about the company and its products or brands. Consequently, brands act as signals for products of high quality and low perceived risk, thus, enable the consumers to capture both cognitive and non-cognitive values expressed in the positive feelings or self-expression experienced (Aaker, 1996).

Brands are important valuable intangible assets for companies (Kotler, 2006) which can convey positive or negative message about a product, along with indicating the company or its service to the consumer. A successful brand can create and sustain a strong positive and lasting impression in the mind of a consumer. Building a strong brand will enable companies to be able to command higher prices, market share penetration by advertising, speeding up new product acceptance and resisting price erosion. In addition to these, companies with strong brands have the advantage of easily attracting dedicated employees who are loyal to the company and the brand.

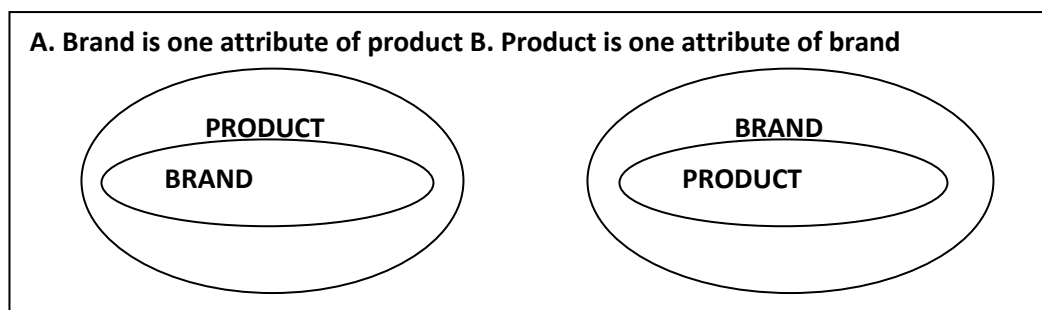
As one of several important concepts in marketing a business, a brand is a source of competitive advantage which companies should benefit by employing effective brand strategy. Strong brand increases the company's sales volume, create great awareness and introduces the product or the service that the company is offering.

2.1.2 Branding Approach

Branding approach has been widely accepted by both academic and practitioner researchers (Aaker1991; Kamakura, Russell & Keller 1993; Krishnan 1996). The brand is seen to provide benefits to the customer in both functional needs and emotional needs, while the product can only satisfy the customer's functional needs. A brand is therefore defined as 'a product that provides functional benefits plus added

values that some consumers value enough to buy' (Aaker ,1991, p. 1). These values are intangible, invisible and non-functional and are perceptions held in the mind of the consumer (Jone 1999). Stephen King (cited in Aaker 1991, p.1) states that, 'A product is something that is made in a factory; a brand is something that is bought by a customer. A product can be copied by a competitor; a brand is unique. A product can be quickly outdated; a successful brand is timeless.' The two approaches are summarized below, in Figure 2.1

Figure 2.1: Two Models of the Relationship between Product and Brand



Source: Nguyen & Nguyen (2003)

As a consequence, brands are now seen as the key success factor in order to achieve competitive advantages for firms, through differentiation (Wood 2000). These competitive advantages can be achieved by the brand manufacturer in terms of revenue, profit, added value or market share (Wood 2000). Moreover, the attributes that differentiate brands from other products provide the customer with satisfaction and benefits for which they are willing to pay (Wood 2000). In other words, brands create added value to both firms and customers. Brands play the key role in enhancing the value of products and protecting products from being imitated by competitors (Aaker 1991). Therefore, a strong brand is counted as a valuable asset of a company (Aaker1991).

2.1.3 The concept of Brand Equity

The concept of brand equity began to be used widely in the 1980s by advertising practitioners. In the old days, real estate, then tangible assets, plants and equipment were the ones which were taken into consideration when measuring the value of a firm. Since then, brand equity has come into sight in the marketing literature to make an enhanced comprehension regarding the tangible and intangible values of brands. Its emergence, however, has meant both good news and bad news to marketers. The good news is that brand equity has elevated the importance of the brand in marketing strategy and provided focus for managerial interest and research activity. The bad news is that, confusingly, the concept has been defined a number of different ways for a number of different purposes. A lot of definitions exist in the literature.

As noted by Keller (2004) despite the many different views, most observers agree that brand equity consists of the marketing effects uniquely attributable to a brand. Some include the financial aspect while others include the customer aspect. According to Leone et al., (2006) those from a consumer perspective, are based on the premise that the power of brands lies in the minds of consumers. In the views of Simon and Sullivan (1993) as cited by Buil, Martí'nez and De Chernatony (2013) some firms from a financial perspective consider brand equity as the monetary value of a brand to the firm and they further noted that the financial value of a brand is, however, the final outcome of consumer responses to brands. As cited by Tuominen (1999), the following are some of the definitions of brand equity found in the literature.

“A set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customer”(Aaker 1991)

“A differentiated, clear image that goes beyond simple product preference”(Barwise 1993)

“The value a brand name adds to a product”(Chen, 2008)

“The added value that a brand endows a product with” (Farquhar 1990)

“The differential effect that brand knowledge has on consumer response to the marketing of that brand” (Keller 1993; Keller 1998)

“The combination of brand awareness, liking and perceptions” (Farquhar 1993)

“The added value endowed by the brand to the product as perceived by a consumer” (Park & Srinivasan 1994)

“A long-term relationship with those people who loyally buy the brand over and over again” (Morton J. 1994)

“A product of the total net brand support of customers and other stakeholders that is determined by all communication interactions of the company” (Schoell&Guitinan 1990)

In spite of numerous different ways of defining brand equity, most authors agree that brand equity represents some form of added value which brands add to productsRajh, Vranesevic&Tolic, (2003, p.264). According to Kapferer (1998), brand equity is a result of brand assets which include brand awareness, brand image, the perceived quality of the brand, evocations and the familiarity or appeal of the brand. These elements of brand assets bring added value to the product. The financial value of the brand (brand equity) is equal to the brand value minus the costs of branding and the costs of invested capital. According to Rajh, Vranesevic&Tolic (2003) it is the difference between subjective and objective preferences, and this difference is attributed to the influence of the brand. Bowen and

Shoemaker (1998) suggested that brand equity signifies both financial and consumers aspects. According to them, brand equity consists of brand strength and brand value. Brand strength is the set of associations and behaviors on the part of the brand's customers, channel members, and parent corporations that permits the brand to enjoy sustainable and differentiated competitive advantages. Brand value is the financial outcome of the management's ability to leverage brand strength via tactical and strategic actions in providing superior current and future profits and lower risks. It can be concluded that brand strength refers to the consumer aspect of brand equity, and brand value refers to the financial aspect of the same concept. Important academic contributors towards the concept of brand equity throughout the 1990s were Aaker (1991), Srivastava and Shocker (1991), Kapferer (1992), Keller (1993, 1998) and Y.L & Lee (2011).

2.1.4 Brand Equity Measuring Approaches

As mentioned previously, a brand is not simply a name or logo used to differentiate a product from its competitors, but is a set of associations used to satisfy both functional and emotional demands of target customers (Nguyen & Nguyen 2003). Therefore, the value of a brand becomes important equity to manufacturers. To understand the value of brand equity, the definition of brand equity needs further investigation, as well as consideration of what really contributes to the value of a brand (Aaker 1991). That is why brand equity became an important marketing concept in the 1980s, which is one of the most topical subjects in the literature on branding. However, questions such as 'What exactly is brand equity?' and 'How can brand equity be measured?' are continually attracting both academic and practitioner researchers' attention. In other words, brand equity has not yet reached a consensus definition (Woods 1998). In fact, there are two main research streams of brand equity: the financial and the customer approaches (Lassar, 1995; Myers 2003).

According to the history of branding, the year 1988 marked a new step forward in the literature on brands, known as 'the year of the brand' (Anantachart 1998). In 1987, when it was realized that brand value had a significant impact on company business performance in terms of profitability, company equities were increased by adding brand value into the balance sheet (Anantachert 1998). A key conference, drawing participation of academics and practitioners in both marketing and finance, was conducted by the Marketing Science Institute (MSI) in 1988. At this conference, the key issue, brand equity, was critically analyzed and discussed (Anantachart 1988). The topic of 'brand equity' was given the highest priority for research in the period between 1988 and 1990, among MSI's members

(Anantachart 1998). Many studies on brand equity were published in academic business journals (Aaker 1991; Biel 1997; Cobb-Walgren, Farquhar 1989) and many conferences and workshops on brand equity were conducted, such as MSI 1991 and the Advertising Research Foundation (ARF) workshop series - brand equity research day (1993), brand equity workshop (1994), key issues workshop (1995). Although brand equity has been of particular interest in the last twenty years, there is still no consensus about what brand equity means and how a firm can measure the value of a brand (Mackay 2001). The statement by Winters (1991, p. 8) that 'There has been a lot of interest lately in measures of brand equity. However, if you ask ten people to define brand equity, you are likely to get ten (maybe 11) different answers as to what it means' is still meaningful for the current situation. The reason for this confusion is that brand equity has been defined from a number of different perspectives and for a number of different purposes (Keller 1993). The following are just some of the definitions of brand equity:

The set of associations and behaviors on the part of a brand's customers, channel members and parent corporations that permits the brand to earn greater volume or greater margins than it could without the brand name and that gives the brand a strong, sustainable, and differentiated competitive advantage (MSI 1988, cited in Keller 2003).

A residual value in the form of favorable impressions, attitudinal dispositions and behavioral predilection... this residual value (i.e., utility) is not explained by the measured attributes of the brand (Rangaswamy, Burke and Oliver 1993).

Incremental utility associated with a brand name which is not captured by functional attributes (Kamakura & Russell 1993).

The added value endowed by the brand name (Farquhar 1989). The differential effect that brand knowledge has on consumer response to the marketing of the brand (Keller 1993).

The differential effect that brand knowledge has on customer's perspective (emphasizing market management), brand equity is a utility not explained by measured attribute (via conjoint measurement or rating scale), loyalty (which provides a barrier to competitive entry and sustainable advantage for the firm), and a differentiated, clear image that goes beyond simple product preference (Shocker & Weitz 1988).

Brand equity is the true differentiation that a brand has from the competition or the worth derived by a brand from consumers (Davis & Doughlass 1995).

One of the popular definitions widely accepted in the branding literature is that by Aaker (1991, p. 15), in which brand equity is viewed as ‘a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers.’ The assets and liabilities in which brand equity is based must be linked to the name and/or symbol of the brand and can be usefully grouped into five categories (Aaker 1991):

- 1 Brand loyalty
2. Name awareness
3. Perceived quality
4. Brand associations in addition to perceived quality
5. Other proprietary brand assets – patents, trademarks, channel relationship, etc

In term of approaches, the discussion of brand equity is generally divided into two main streams. One stream focuses on the financial approach, or company-oriented view, which focuses on the value provided to brand owners. The other stream focuses on the customer perspective, which is defined as the relationship between the customer and the brand (Wood 2000). The following section discusses, in detail, these two main streams of brand equity research.

2.1.4.1 Financial Approach to Brand Equity

The financial approach refers to brand equity as a viable asset for manufacturers (Davis & Doughlass 1995). This asset is defined as the incremental cash flow resulting from revenues of products with a brand name over those of unbranded ones.

There are three popular methods for measuring brand equity from a financial approach.

The most common measures focus on stock prices and brand replacement (Myers 2003). The stock market reflects future prospects of brands by adjusting the prices of firms, then the movements in stock prices is used to capture the dynamic nature of brand equity (Simon & Sullivan 1993). The application of the second financial method, in the case of new product launches, is based on brand replacement, as funds requirements combined with the probability of success in establishing a new brand (Simon & Sullivan 1993). The third method used by the financial world is based on the annual list of world-wide brand valuations (Ourusoff & Panchapakesan 1993). This method calculates the net brand-related profits and assigns a multiple factor based on brand strength, defined as a combination of leadership, stability, trading environment, internationality, ongoing direction, communication support and legal protection (Ourusoff & Panchapakesan cited in Myers 2003, p. 40). This is one of the most publicized financial methods (Myers 2003).

The financial approach to brand equity is generally adopted by financial accountants (Wood 2000) and works best when the information is recorded and the future market response is not strong (Barwise 1993). The major disadvantage of this approach is its focus on maximizing short term goals (Aaker 1992; Davis & Doughlass 1995), for the reason that present and future investors require the quarterly report as a means to monitor the company's operating performance; consequently, a large number of senior managers are not committed to long-term brand building (Davis & Doughlass 1995). Davis and Doughlass (1995, cited in Woods 1998) also suggest that marketing strategists and planners must move away from concentrating on short-term objectives by incorporating strategies to somehow satisfy both short-term and long-term stakeholders. More dominant in the branding literature, the customer approach to brand equity, commonly referred to as 'customer-based brand equity', will be discussed in the following section.

2.1.4.2 Customer Approach to Brand Equity

The consumer-based approach assumes that the brand is a cognitive construal residing in the mind of the consumer (Keller K. L., 1993). This assumption indicates that the consumer is very much in control of the brand-consumer exchange. This is, however, not entirely the case. The consumer is seen through a lens borrowed from cognitive psychology and the main metaphor for man in this perspective is that of the

computer. And just like a skilled computer programmer is able to program the computer into doing as intended, the marketer who is willing to map out the brand construal in the mind of the consumer, will be able to choose exactly the right brand elements and communicate them to a consumer who will respond accordingly. These, seemingly contradictory, assumptions are what lie behind the consumer-based approach. Cognitive psychology applied to consumer research, and the associated information-processing theory of consumer choice, serve as supporting themes for the core theory of customer-based brand equity. In cognitive psychology, man is presumed to function much like a computer and the focus is on how knowledge (in the form of mental representations) is stored in and can be retrieved from memory. The information-processing theory of consumer choice focuses on explaining the process of choice. Man is supposed to have limited processing capacity, which is why the marketer should be aware to make the most efficient communication (Tilde Heding, 2009).

The customer-based brand equity framework is a brand management theory that draws upon the two above themes. This framework maps brand knowledge as a cognitive construal. In order to be able to talk about customer-based brand equity, brand awareness has to exist in the minds of consumers. The brand has to be recalled and recognized. If this is the case, brand image can be mapped. Brand image consists of consumer associations depicting tangible as well as intangible aspects of the brand, also depicting attributes, benefits and attitudes. Customer-based brand equity is a comparative framework by which the favorability, strength and uniqueness of brand association can be measured against those of competing brands.

2.1.5 Customer Based Brand Equity

As per the research intent, this study has focused on the consumer based brand equity literatures fully in order to substantiate the research in question. Below are some of the definitions forwarded by different scholars and authors about what is meant by customer based brand equity?

Brand equity is a multidimensional concept and a complex phenomenon. (Keller, 1993) separated it into two components: awareness and association. (Aaker, 1991, 1996) grouped it into five categories: perceived quality, brand loyalty, brand awareness, brand association, and other proprietary brand assets such as patents, trademarks, and channel relationships. Among these five brand equity dimensions, the first four represent customers 'evaluations and reactions to the brand that can be readily understood by consumers (Yooa B, 2001), so they have been widely adapted to measure customer-based brand equity in previous studies. In summary, strong brand equity means that customers have high brand-name

awareness, maintain a favorable brand image, perceive that the brand is of high quality, and are loyal to the brand.

According to (Keller K., 2013), —customer-based brand equity is the differential effect that brand knowledge has on consumer response to the marketing of that brand|| . A brand has positive customer-based brand equity when consumers react more favorably to a product and the way it is marketed when the brand is identified than when it is not (say, when the product is attributed to a fictitious name or is unnamed). The above definition has jumbled three ideas in to one which needs more elaboration. These three concepts are: (1) differential effect, || (2) brand knowledge, and (3) consumer response to marketing.

In explaining the first concept, (Keller K., 2013) stated it as brand equity arising from differences in consumer response. If no differences occur, then the brand-name product can essentially be classified as a commodity or a generic version of the product in which, competition, most likely, would then just be based on price.

The second point, which is one of the building blocks of the customer based brand equity model, differences in response are a result of consumers‘ knowledge about the brand, that is, what they have learned, felt, seen, and heard about the brand as a result of their experiences over time. Thus, although strongly influenced by the marketing activity of the firm, brand equity ultimately depends on what resides in the minds and hearts of consumers. Third, customers‘ differential responses, which make up brand equity, are reflected in perceptions, preferences, and behavior related to all aspects of brand marketing, for example, including choice of a brand, recall of copy points from an advertisement, response to a sales promotion, and evaluations of a proposed brand extension.

Hence the CBBE concept approaches brand equity from the perspective of the consumer—whether the consumer is an individual or an organization or an existing or prospective customer. Understanding the needs and wants of consumers and organizations and devising products and programs to satisfy them are at the heart of successful marketing.

The second definition is the one posited by Aaker. (Aaker, 1996) in his book building strong brands defined customer based brand equity in this way: Brand equity is defined as a set of assets and liabilities linked to a brand’s name and symbol that adds to or subtracts from the value provided by a product or service to a firm and or that firm’s customers. (Aaker D, 1996)

Since the CBBE model considers brand knowledge as the key to creating brand equity due to its impact on creating differential for deriving brand equity, what marketers need, then, is an insightful way to represent how brand knowledge exists in consumer memory. As a result Keller has taken the associative network memory model which views memory as a network of nodes and connecting links, in which nodes represent stored information or concepts, and links represent the strength of association between the nodes. Any type of information—whether it's verbal, abstract, or contextual—can be stored in the memory network.

Brand equity arises from differences in consumer response to marketing activities. Brand knowledge is what consumers learned, felt, saw, heard, and experienced over time. The differential effect of brand knowledge is reflected in consumer perceptions, preferences, and behavior related to all aspects of the marketing of a brand. The power of a brand lies in the customer mind set. Brand equity is therefore a vital strategic bridge from the past to the future and a set of stored values that consumers associate with a product or service. These associations add value beyond the basic offering based on past investments in marketing the brand (Kapferer, 2008).

According to (Keller, 1993), there is both an indirect and a direct approach to measuring customer-based brand equity. The indirect approach tries to identify potential sources of such equity, whereas the direct approach focuses on consumer responses to different elements of the firm's marketing program. The implications of customer-based research suggest that measures of customers' brand perceptions are accurate reflections of brand performance in the marketplace. Strong, positive customer-based brand equity has a significant influence on the financial performance of the firms (Kapferer, 2008).

In defining brand knowledge (Keller K.L., 1993) has stated as having two components: brand awareness and brand image. Brand awareness is related to the strength of the brand node or trace in memory, which we can measure as the consumer's ability to identify the brand under different conditions. It is a necessary, but not always a sufficient, step in building brand equity. Other considerations, such as the image of the brand, often come into play. Brand image has long been recognized as an important concept in marketing. It is consumer's perceptions about a brand, as reflected by the brand associations held in consumer memory. In other words, brand associations are the other informational nodes linked to the brand node in memory and contain the meaning of the brand for consumers. Associations come in all forms and may reflect characteristics of the product or aspects independent of the product.

2.1.5.1 Sources of Brand Equity

Different sources of brand equity have been proposed by different authors. (Aaker, 1996) for example, proposes brand awareness, associations, other proprietary assets, perceived quality and loyalty. Often though, there is no distinction made between consumer and industrial brands

(Aaker, 1991) identified five sources of brand equity which (applicable across products and markets as he claims) namely brand awareness, brand associations, perceived quality, brand loyalty and other proprietary assets such as patents and trademarks. It is notable that the first four sources of brand equity correspond to customer-based brand equity while patents and trademarks reflect firm-based brand equity.

How do brand equities exist? What causes brand equity to exist? How do marketers create brand equity? In explaining these questions, (Keller K. , 2013) wrote customer-based brand equity as occurring when the consumer has a high level of awareness and familiarity with the brand and holds some strong, favorable, and unique brand associations in memory. In some cases, brand awareness alone is enough to create favorable consumer response; for example, in low-involvement decisions when consumers are willing to base their choices on mere familiarity. In most other cases, however, the strength, favorability, and uniqueness of brand associations play a critical role in determining the differential response that makes up brand equity. If customers perceive the brand as only representative of the product or service category, then they'll respond as if the offering were unbranded. Thus marketers must also convince consumers that there are meaningful differences among brands. Consumers must not think all brands in the category are the same. Establishing a positive brand image in consumer memory—strong, favorable, and unique brand associations—goes hand-in-hand with creating brand awareness to build customer-based brand equity.

Keller has stated Brand Awareness as consisting of brand recognition and brand recall performance (Keller K. L., 1993): Brand recognition is consumers 'ability to confirm prior exposure to the brand when given the brand as a cue. On the other hand, brand recall is consumers 'ability to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or a purchase or usage situation as a cue. If research reveals that many consumer decisions are made at the point of purchase, where the brand name, logo, packaging, and so on will be physically present and visible, then brand recognition will be important. If consumer decisions are mostly made in settings away from the point of purchase, on the other hand, then brand recall will be more important. For this reason, creating brand

recall is critical for service and online brands: Consumers must actively seek the brand and therefore be able to retrieve it from memory when appropriate.

Both (Keller, 2013) and (Aaker, 1996) posit that brand awareness has three advantages: learning advantages, consideration advantages, and choice advantages.

Learning Advantages: Brand awareness influences the formation and strength of the associations that make up the brand image. To create a brand image, marketers must first establish a brand node in memory, the nature of which affects how easily the consumer learns and stores additional brand associations. The first step in building brand equity is to register the brand in the minds of consumers. If the right brand elements are chosen, the task becomes easier.

Consideration Advantages: Consumers must consider the brand whenever they are making a purchase for which it could be acceptable or fulfilling a need it could satisfy. Raising brand awareness increases the likelihood that the brand will be a member of the consideration set, the handful of brands that receive serious consideration for purchase.

Choice Advantages: The third advantage of creating a high level of brand awareness is that it can affect choices among brands in the consideration set, even if there are essentially no other associations to those brands. Thus, in low-involvement decision settings, a minimum level of brand awareness may be sufficient for product choice, even in the absence of a well-formed attitude.

2.1.6 Growing and Sustaining Brand Equity

To maintain and increase the longevity of brand equity, firms need to do the following;

Set a well-defined branding strategy: The two main tools in defining branding strategy are the brand-product matrix and the brand hierarchy. The former one represents graphically all the brands and products sold by the firm. The latter one shows the number and nature of common and distinctive brand components across the products of the firm.

Handle brand equity over time: Firms need to assess what the responses of their consumers were towards the past marketing activity of the firm and the brand knowledge consumers had about the brand. Checking the responses of customer towards the current marketing activity of the firm and their brand knowledge are also vital. Obtaining this information would enable the firm to come up with a consistent marketing activity which reinforces the brand. Brand consistency is essential in maintaining the strength and favorability of brand association. But being consistent doesn't mean not making changes to marketing program. Some key elements of the marketing communication program will be kept. Keller, (2013) explained how reinforcing brand meaning depends on the nature of the brand association. For

brands whose core associations are primarily product-related attributes and functional benefits, innovation in product design, manufacturing and merchandising is especially critical to maintaining or enhancing brand equity. For brands whose core associations are primarily non product-related attributes and symbolic or experiential benefits, relevance in user and usage imagery is especially critical to maintaining or enhancing brand equity.

Manage brand equity over geographic boundaries, cultures and market segments: When firms have market segments that are geographically dispersed as well as comprising different cultures, they need to collect data regarding the experience and behavior of these segments. This would facilitate in developing branding and marketing programs for each market segment. Apart from the above steps, other researchers articulate that "a crisis management plan should be a part of the overall strategic management plan" (Johnson & Peppas, 2013, p.20).

2.1.7 Importance of Brand Equity

Brand equity is an intangible asset built up overtime by building awareness, having a well-known name or a clear identity, consistent communications, marketing to the retailers acting socially responsible , and spending on advertising and promoting the brand. Building a strong brand with significant equity is seen as providing a host of possible benefits to a firm, including greater customer loyalty and less vulnerability to competitive marketing actions and marketing crises, larger margins as well as more favorable customer response to price increase and decrease, greater trade or licensing and brand-extension opportunities (Keller, 2003).

Brand equity is the positive effect of the brand on the difference between the prices that the customer accepts to pay when the brand is known compared to the value of the benefit received. There are two schools of thought regarding the existence of negative brand equity .One perspective stats brand equity cannot be negative , hypothesizing only positive brand equity is created by marketing activities such as advertising , PR and promotion. A second perspective is that negative equity can exist, due to catastrophic events to the brand, such as a wide product recall or continued negative press attention. Generally speaking , the term “ negative brand equity “ may be used to describe a product or service where a brand has a negative effect on a product level when compared to a no-name or private label product (Aaker ,1991)

2.1.8 Brand Equity Models

Some of the most popular practical models for measuring brand equity are the Brand Asset Valuator (BAV), the Wunderman Brand Experience Scorecard, Millward Brown Brand Dynamics, the BRANDZ model and the Resonance model. However, the most comprehensive one available in the literature is Keller's Customer Based Brand Equity (CBBE) model (Keller, 1993, 2001, 2003). What hasn't been verified so far is whether Keller's model can be applied in different contexts, including different industries and different markets? Empirical studies presented by Kuhn et al. (2008) support Keller's (1993) conceptualization of brand equity in the context of B2B services. In their study of financial services Yoo, B. and Donthu, N.,(2001) reconciled elements of both Keller's and Aaker's conceptual models. The five dimensions of brand equity developed by Aaker are Brand Awareness, Brand Association, Brand Loyalty, Perceived Quality, and other Proprietary assets are very well known in the brand world. Keller model include Identity meaning, Responses, and Relationships –and specific CBBE model concepts, i.e. Salience, Consideration, performance or quality, Superiority, and Resonance stages of brand development.

2.1.9 Relationship between Brand Equity and Brand Equity Dimensions

A number of researchers have proposed different dimensions of customer based brand equity over the years. Aaker's customer based brand equity model consists of the dimensions perceived quality, brand loyalty, brand awareness, brand association, and other proprietary brand assets such as patents, trademarks, and channel relationships.

I. Perceived Quality versus Brand Equity

Perceived quality is the “core/primary” facet across the CBBE framework (Aaker, 1996; Farquhar, 1989). It is not the real quality of the product but the customer's perception of the overall quality or superiority of the product (or service) with respect to its intended purpose, relative to alternatives (Zeithaml, 1988). Perceived quality lends value to a brand in several ways: high quality gives customers a good reason to buy the brand and allows the brand to differentiate itself from its competitors, to charge a premium price, and to have a strong basis for the brand extension (Aaker, 1991). Marketers across all product and service categories have increasingly recognized the importance of perceived quality in brand decisions (Morton, 1994). Kotler (1994) notes the intimate connection among product and service quality, customer satisfaction, and company portability.

II. Brand Awareness versus Brand Equity

Brand awareness is an important component of brand equity. It refers to the ability of a potential buyer to recognize or recall a brand as a member of a certain product category (Aaker, 1991). According to Keller (1993), brand awareness consists of two sub-dimensions: brand recall and recognition. Brand recognition is the basic first step in the task of brand communication, whereby a firm communicates the product's attributes until a brand name is established with which to associate them. Brand awareness can be a sign of quality and commitment, letting customers become familiar with a brand and helping them consider it at the point of purchase (Aaker, 1991).

III. Brand Association versus Brand Equity

Brand association is anything "linked" in memory to a brand (Aaker, 1991). It is believed to contain the meaning of the brand for consumers. Brand association can be seen in all forms and reflects features of the product or aspects independent of the product itself (Chen, 2001). A set of associations, usually organized in some meaningful way, forms a brand image. Brand associations create value for the firm and its customers by helping to process/retrieve information, differentiate the brand, create positive attitudes or feelings provide a reason to buy, and provide a basis for extensions (Aaker, 1991). CBBE occurs when customers have a high level of awareness and hold some strong, favorable, and unique brand associations in their memories.

IV. Brand Loyalty versus Brand Equity

Brand loyalty is at the heart of brand equity. It is the major component (Aaker, 1991). Researchers have been challenged to define and measure brand loyalty. From a behavioral perspective, it is defined as the degree to which a buying unit, such as a household, concentrates its purchases over time on a particular brand within a product category (Schoell and Gultinan, 1990). From an attitudinal perspective, brand loyalty is defined as "the tendency to be loyal to a focal brand as demonstrated by the intention to buy it as a primary choice" (Oliver, 1997). This study conceptualizes brand loyalty not on the basis of consumer behavior but rather on the basis of retailer's perception. According to Aaker (1991), brand loyalty adds considerable value to a brand and/or its firm because it provides a set of habitual buyers for a long period of time. Loyal customers are less likely to switch to a competitor solely because of price; they also make more frequent purchases than comparable non-loyal customers (Bowen and Shoemaker, 1998).

Coffee & Ethiopian Culture

Before it was introduced to the rest of the world and became the trendiest drink known to man, coffee was born and brewed in Ethiopia. It took centuries to spread its distinctive social and stimulating qualities. But once it was introduced, coffee skyrocketed from cult-like status to universal phenomenon. In every society, it has earned a unique value, driving us towards greater social understanding and collective development. In its birthplace of Ethiopia, there is much cultural significance attached to the consumption of coffee Petit, (2007). Coffee in Ethiopia is iconic. The ceremonious nature of this time-honored tradition is as much a symbol of national identity. Coffee is at the center of social life in Ethiopia. The weight of its presence within the society, its symbiotic relation to the people, is as perennial as the crop itself, which grows indigenously in the Northern Mountains and the southern lowlands.

The coffee ceremony is both aesthetic ritual and secular practice. The hot infusion of dark water that resembles the commonly enjoyed “cup of Joe,” we know today, is a technology that took centuries to shape and develop one cup at a time. Coffee, also known as *bunna/bunn/bunni*, is uniquely entangled within a complex global network of historical trade, politics and human interaction within Ethiopian culture (Pankhurst 535). The country of Ethiopia has a storied reputation for hospitality. Since our earliest interactions with the oldest of global powers, Ethiopians (also, historically known as Abyssinian or Habesha peoples) have held a high regard for the concept of the collective experience. The social bonds of family, community, authority, and religion, are profoundly important. The interactions and exchanges at the core of these relationships have only been strengthened by the incorporation of coffee as both a form of sustenance and entertainment.

This “traditional” coffee ceremony has come to be widely accepted because it represents the iconic process for preparing Ethiopian coffee, as it has come to be known by the outside world. Preparation is usually done by a woman who sits on a stool before a small charcoal brazier, slowly turning a handful of washed coffee beans on an open pan. The heady aroma of browning beans is mixed in with perfumed frankincense smoke and the smell of fresh cut grass and flowers strewn around the coffee brazier. The woman often makes her round with roasted coffee in the pan, the better to give her guests a closer whiff of the beans, before they are manually ground with pestle and mortar. The coffee is then brewed with water in a clay *jabana* and served in small cups without handles. The coffee may be drunk with or without milk, sugar, and in some regions salt or butter. Traditionally, coffee is boiled three times (*abol, tona, barakaa*) and guests are expected to drink a minimum of a cup of each session. These terms, as well as the name of the coffee pot, indicate strong links to Arabic practices. The coffee ceremony is one around

which neighbors and friends gather to exchange news and advice. Women may choose to continue their work, spinning or basket weaving in the company of friends over coffee. Consumed in this way, the socio-cultural significance of coffee cannot easily be quantified as it serves immense purpose in human relations. Ethiopia and Brazil are two of the only producing countries with a strong coffee-drinking culture (Petit 2007, 241). Although difficult to measure, local consumption accounts for around 40 percent of the trade (Petit 2007, 245), and may well have mitigated complete collapse of its trade in times of global crisis. Towards the end of *barakaa*, an elder may rise to offer blessings and prayer: “May your family live and your house stay in peace; May your children grow well and may the Lord grant you the grace/blessing He has bestowed upon coffee

2.2 Empirical Literature Review

This part comprises prior researches that were done within this area in the past. It discusses the rationale of the researches which have related concepts with the research questions of this study their findings, methodologies, implications and recommendations for researchers and practitioners has been discussed.

There were several researches done on the Customer Based Brand Equity of different products.

Hossien (2012) studied The Customer Based Brand Equity in the chocolate industry of Iran with the intention of identifying which factors are influential in building brand equity and also to measure the relationship among the dimensions of CBBE in the Iranian chocolate industry. After employing Aaker's CBBE model, the researcher found out that the brand equity of chocolate products is directly made up of two dimensions, namely brand loyalty and brand image. These two dimensions have a medium direct impact on brand equity. Other dimensions have a very small and indirect impact on brand equity that in chocolate industry of Iran.

A doctoral dissertation done by (Biedenbach, 2012) was investigated factors affecting B2B brand building by applying the brand equity perspective in the professional services context. The impact of customer experience on brand equity in a business-to-business services setting” (Biedenbach and Marell 2010) investigates the impact of customer experience on brand equity in the professional services setting. This study showed that customer experience has significant positive effects on brand awareness, brand associations, perceived quality, and brand loyalty.

Bengtsson (2011) analyzed the impact of employee role behavior and customer-employee. (Biedenbach(2012,) examines whether factors related to customers perception of employees role behavior in terms of customer perceived role ambiguity, role overload, and customer-employee rapport

influence the development of brand equity in the professional service context. The paper advances knowledge on B2B brand building by considering the potential role of the company employees and consequences that their behavior can lead to in this process. To conclude, the doctoral dissertation demonstrates that the brand equity perspective can serve as a valuable foundation for theoretically understanding and practically managing B2B brand building.

Akelo (2010) has carried out a research work on factors influencing the perceptions of Brand Equity of food packages among consumers of Nairobi. His study aimed at determining perceptions on brand equity of liquid food packages. This research work has showed that consumer's perception of brand equity of liquid food packages are influenced by elements of brand equity as stipulated by Aaker (1991).

Sunil (2012) has conducted a doctoral dissertation titled as measuring Brand Equity of selected fair trade retail shops. The study assessed the brand equity of selected retail shops in Nepal, India, Spain and New Zealand using Aaker's model. Accordingly it was found that brand awareness has the least correlation with brand equity. Perceived quality dimension has insignificant contribution for brand equity. In addition, brand loyalty has a strong positive influence on brand equity.

There was a study conducted by Tenna (2013) with a title "the importance of Brand equity in coffee shop chains of Tim Hortons and Starbucks in Canada. Its focus was on a comparative analysis of the two coffee brands in Canada using the model developed by Aaker. This research work has investigated which of these two brands has the strongest brand equity, as well as which dimensions are most important in contributing to strong brand equity for the Canadian customer. The findings of the research showed that neither Tim Hortons nor Starbucks has stronger brand equity than the other and it is the loyalty dimension that explains both brand's equity.

In summary, past studies have examined the Aaker's brand equity model in studying consumer behavior in various industries, however; there is very little literature on the model's applicability in the beverage sector more specifically in the coffee industry in Ethiopia. Therefore this research is designed to fill this gap.

2.3 Conceptual Framework and Research Hypotheses

2.3.1 Conceptual Framework

According to Keller (1993), there is both an indirect and a direct approach for measuring customer-based brand equity. The indirect approach tries to identify potential sources of such equity, whereas the direct approach focuses on customer's responses to different elements of the firm's marketing program. The implications of customer-based research suggest that measures of customers' brand perceptions are accurate reflections of brand performance in the marketplace. Strong, positive customer-based brand equity has a significant influence on the financial performance of the firm (Kim and Kim, 2004). Brand equity is a multidimensional concept and a complex phenomenon. Keller (2003) separated it into two components: awareness and association. Aaker (1991, 1996) grouped it into five categories: perceived quality, brand loyalty, brand awareness, brand association, and other proprietary brand assets such as patents, trademarks, and channel relationships. Among these five brand equity dimensions, the first four represent customers' evaluations and reactions to the brand that can be readily understood by consumers (Barwise, 1993; Yoo and Donthu, 2001), so they have been widely adapted to measure customer-based brand equity in previous studies. In summary, strong brand equity means that customers have high brand-name awareness, maintain a favorable brand image, perceive that the brand is of high quality, and are loyal to the brand. Among several brand equity models in the literature, this study uses the one constructed by Aaker (1996), which is the most commonly cited. With Aaker's brand equity model, this study sets out to examine the measurements of customer-based brand equity of Tomoca coffee brand in which is shown in Figure 2.3 below.

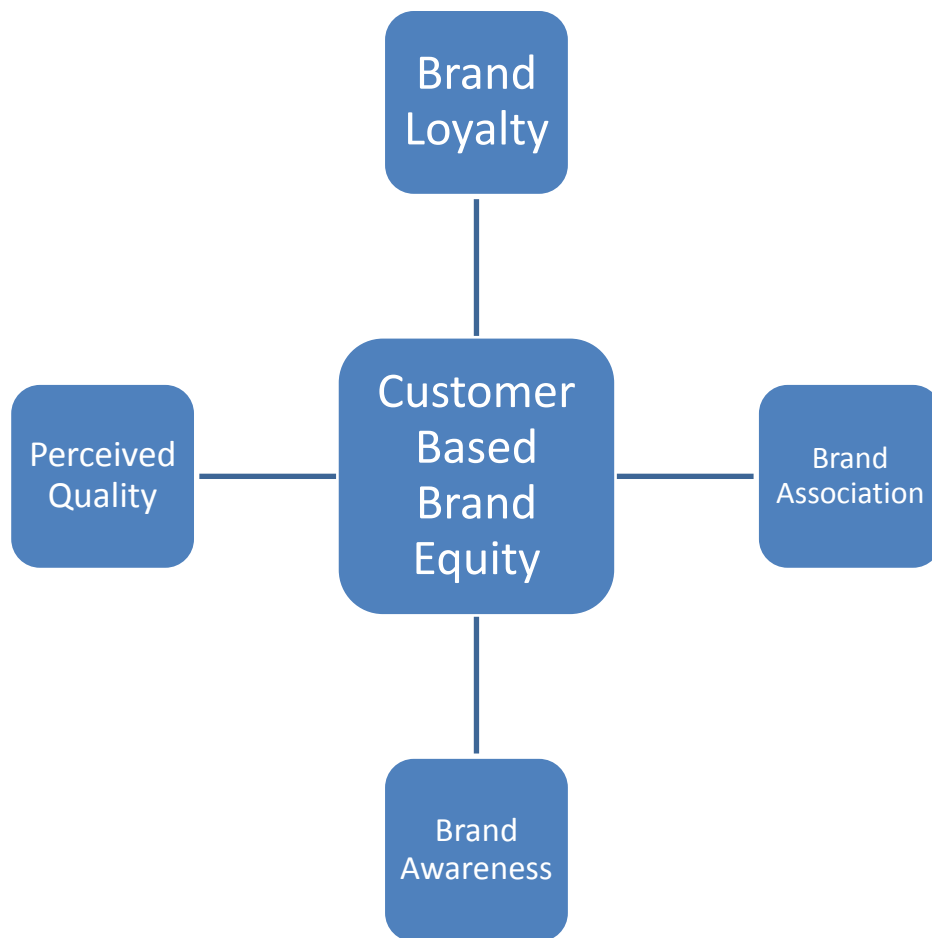


Fig.2.3 Conceptual Framework of the study adopted from- Aaker (1991) with little modification

2.3.2 Research Hypothesis

Perceived quality

Perceived quality is the “core/primary” facet across the CBBE framework (Aaker, 1996; Farquhar, 1989). It is not the real quality of the product but the customer’s perception of the overall quality or superiority of the product (or service) with respect to its intended purpose, relative to alternatives (Zeithaml, 1988). Perceived quality lends value to a brand in several ways: high quality gives customers a good reason to buy the brand and allows the brand to differentiate itself from its competitors, to charge a premium price, and to have a strong basis for the brand extension (Aaker, 1991). Marketers across all product and service categories have increasingly recognized the importance of perceived quality in brand decisions (Morton, 1994). Kotler (1994) notes the intimate connection among product and service quality, customer satisfaction, and company portability. Based on the above definition and the suggested relationship of perceived quality and brand equity in the literature, the researcher has formulated this hypothesis

H1. Perceived quality has a significant positive direct effect on brand equity

Brand awareness

Brand awareness is an important component of brand equity. It refers to the ability of a potential buyer to recognize or recall a brand as a member of a certain product category (Aaker, 1991). According to Keller (1993), brand awareness consists of two sub-dimensions: brand recall and recognition. Brand recognition is the basic first step in the task of brand communication, whereby a firm communicates the product’s attributes until a brand name is established with which to associate them. Brand awareness can be a sign of quality and commitment, letting customers become familiar with a brand and helping them consider it at the point of purchase (Aaker, 1991). Thus, the following hypothesis is posited:

H2. Brand awareness has a significant positive direct effect on brand equity

Brand association

Brand association is anything “linked” in memory to a brand (Aaker, 1991). It is believed to contain the meaning of the brand for consumers. Brand association can be seen in all forms and reflects features of the product or aspects independent of the product itself (Chen, 2001). A set of associations, usually organized in some meaningful way, forms a brand image. Brand associations create value for the firm and its customers by helping to process/retrieve information, differentiate the brand, create positive attitudes or feelings provide a reason to buy, and provide a basis for extensions (Aaker, 1991). CBBE occurs when customers have a high level of awareness and hold some strong, favorable, and unique brand associations in their memories. Based on this, then, the following hypothesis is posited:

H3. Brand association has a significant positive direct effect on brand equity

Brand loyalty

Brand loyalty is at the heart of brand equity. It is the major component (Aaker, 1991). Researchers have been challenged to define and measure brand loyalty. From a behavioral perspective, it is defined as the degree to which a buying unit, such as a household, concentrates its purchases over time on a particular brand within a product category (Schoell and Gultinan, 1990). From an attitudinal perspective, brand loyalty is defined as “the tendency to be loyal to a focal brand as demonstrated by the intention to buy it as a primary choice” (Oliver, 1997). This study conceptualizes brand loyalty not on the basis of consumer behavior but rather on the basis of retailer’s perception. According to Aaker (1991), brand loyalty adds considerable value to a brand and/or its firm because it provides a set of habitual buyers for a long period of time. Loyal customers are less likely to switch to a competitor solely because of price; they also make more frequent purchases than comparable non-loyal customers (Bowen and Shoemaker, 1998). Hence, the following hypothesis of the relationship between brand loyalty and brand equity is proposed:

H4. Brand loyalty has a significant positive direct effect on brand equity

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

This chapter presents research approach, research method, research design, population and sampling, procedure of data collection and method of data analysis to be used by the study. In addition survey related reliability, validity and ethical considerations are presented.

3.1. Research Reasoning Approach

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

According to (Bhattacharjee, 2012), the goal of deductive research is to test concepts and patterns known from theory using new empirical data. Hence deductive research is theory-testing research which is the objective of the research under consideration. The goal of theory-testing is not just to test a theory, but also to refine, improve, and possibly extend it (Bhattacharjee, 2012). The customer based brand equity model has had a recent phenomenon in the marketing literature (Tilde Heding, 2009). From this, the most recent theories are that of the (Aaker, 1996) model and (Keller, 1993). This study tried to measure customers based brand equity of Tomoca coffee using the model developed by Aaker. Hence the study followed a deductive form of scientific research (Creswell, 1994) to examine customers based brand equity model of Aaker in Tomoca coffee.

3.2 Research Approach

The most important problem after defining the research problem was preparing the design of the research project, which is popularly known as the “research approach. A research approach helps to decide upon issues like what, where, how much, by what means, etc., with regard to an enquiry or a research study .A research approach is the arrangement of conditions for collections

and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. In fact, the research approach is the conceptual structures with in which research is collected; it constitutes the blue print for the collection, measurement and analysis of data (Setltiz, 1962). Thus, research approach provides an outline of what the research is going to do in terms of farming the hypothesis its operational implications and the final data analysis.

According to Farhadi (2009) broadly classified the research approach as exploratory, descriptive, and explanatory. The author further defined exploratory research as a research approach which has a primary objective to insights into and understanding of the problem situation tackling the research and descriptive research as a type of a research approach that has a purpose to describe something. Moreover, if the research is concerned with learning of why (i.e. how one variable produces changes in another) the research is said to be explanatory.

And hence to addresses the research questions, this study has used both descriptive and explanatory research approach. Moreover, this research has followed a causal and cross sectional research approach.

3.3 Research Design

When conducting a research, there are different ways to consider in approaching the research problem. According to Creswell (2009), there are three research designs which involve quantitative, qualitative and combination of the two. According to Cooper et.al (2003) as cited by Farhadi (2009) quantitative research helps to determine the relationship between an independent variable and a dependent variable in a population. It also used to explain causal relationships to facilitate generalization and to predict the future whereas qualitative research methods provide a complete picture of the situation by increasing the understanding of social process and interrelations.

Based on the objectives of the study and the availability of relevant information, this study has used quantitative research design which helps to arrive at possible research final destination efficiently. The quantitative approach was applied to examine the relationship between the dependent variable (i.e. Brand equity) and the independent variables (i.e. perceived quality, brand awareness, brand association and brand loyalty).

3.4 Research Method

Interview, questionnaire and focus group discussions are the three known types of research methods. Focus groups are formally organized, structured groups of individuals brought together to discuss a topic or series of topics during a specific period of time (Marczyk, DeMatteo and Festinger(2005, pp.154). Questionnaire is a method of deciding how the sample is to be surveyed (e.g., by mail, by phone, in person) and developing the specific questions that will be used Marczyk, DeMatteo and Festinger(2005, pp.152). Interview is qualitative data required to understand in-depth motivations for people’s behavior or feelings Adams (2007, pp.111). This study has used questionnaire to conduct information from respondents because it was helpful to collect large amount of information in short period of time with larger sample size. Second, it was also the easiest method to analyze scientifically than other forms of research methods. Finally, this method was a relatively cost effective and also can be carried out by the researcher or by any number of people with limited affect to its validity and reliability.

3.5. Population and Sampling

All the items under consideration in any field of inquiry constitute a population. According to Davis, population is defined as “the complete set of units of analysis that are under investigation, while element is the unit from which the necessary data is collected” (Davis 2000, p. 220).

3.5.1 Population

Population is defined as “the complete set of units of analysis that are under investigation, while element is the unit from which the necessary data is collected” (Davis 2000, pp. 220). As stated in the scope of the study, the research has tried to examine the applicability of CBBE model in Tomoca coffee. Therefore the target population of the research was all customers of Tomoca coffee.

3.5.2 Sample size

According to Israel (2013), there are different strategies to calculate sample size. These include using census for small population, using a sample size of similar study, using published tables and using formula to calculate sample size.

The target population for this research has a vast number of customers. A similar study conducted by Tong & Hawley (2009) used a sample size of 330. As per the on-line published

table of sample size, the sample size taken for a population of more than 500,000 with a 95% confidence interval and a 5% margin of error is 385.

According to Davis (2000) as cited by Israel (2009), a large population's sample size can be calculated by using the formula $n=Z^2pq/e^2$

n=stands for the sample size which will be drawn

e = level of precision or sometimes called sampling error (is ranges in which the true value of the population would be estimated).

P= population proportion

Z= level of confidence

The sample have been drawn from maximum variability of the population (P=0.5) with 95% level of confidence with 5% precision level.

Therefore;

$$n=1.96^2 \times 0.5 \times 0.5 / 0.05^2 = 384$$

Many researchers commonly add 10% to the sample size to compensate for persons that the researcher is unable to contact (Israel, 2013). Sampling error is inversely related to the size of the sample i.e., sampling error decreases as the sample size increases and vice-versa (Kothari, 2004, p.154). Taking all into consideration, the researcher was able to distribute a total number of 422 questionnaires by adding 10% (on 384).

3.6 Data collection instruments

The researcher used primary data as a source of data. The means to collect the primary data was through self- administered questionnaire. The questionnaire has two parts. The first part is regarding the socio-demographic data of respondents and the second part encompasses the items to measure the four dimensions of brand equity and the overall brand equity aspect which is based on works of Yoo and Donthu (2001). Apart from the first part, the rest was measured by using 5 point Likert scale ranging from "strongly agree" to "strongly disagree". A measure for perceived quality has three items. They were adopted from Aaker (1991), Pappu et al. (2005) Brand awareness has three measures which were adopted from Aaker (1991) and Yoo&Donthu (2000). It measures the strength of the brand in a consumer's memory as reflected by the consumer's ability to identify various elements of it. Having four items, brand association tries to measure the brand's uniqueness and favorableness and organizational associations. All the items

were adopted from Aaker (1996), Keller (1993), Pappu et al. (2005) and Yoo&Donthu (2000). Brand loyalty tries to attain consumer's overall commitment to being loyal to a brand. All items were adopted from Yoo&Donthu (2000) and Pappu et al. (2005). The customer-based overall brand equity tries to look at consumers' overall attitudes toward the focal brand and their intention to select the brand against its competitor. The items were adopted from Yoo&Donthu (2000). The model used in this research has been empirically tested by other researchers.

3.7 Procedures for data collection

As the researcher believes that legally operating translation offices have the experience and proficiency in translation, the questionnaire was translated into the local language of Amharic by one of these offices. The Amharic version of the questionnaire was delivered for those respondents who have low command of the English language. After the translation was done, the researcher has modified the questionnaire when necessary.

At the time of approaching the voluntary respondents, they were asked with which version of the questionnaire they would be at ease to fill; the English or the Amharic version and then given accordingly. The respondents were customers of Tomoca who came to have coffee. Furthermore, the design of close ended question was comprised of 5 point likert scale and multiple choice questions.

3.8 Reliability Test

Reliability is the degree to which the measure of a construct is consistent or dependable (Bhattacharjeend, 2012, p.57). The reliability test was executed by Cronbach's alpha coefficient and items which scored above the acceptable value were retained. Out of the 25 copies of questionnaires sent out 20 questionnaires were completed and returned. As per Tavakol&Dennick (2011) if a test has more than one concept or construct, it may not make sense to report alpha for the test as a whole as the larger number of questions will inevitable inflate the value of alpha. In principle therefore, alpha should be calculated for each of the concepts rather than for the entire test or scale.

According to Zikmund et al., (2010) scales with coefficient alpha between 0.6 and 0.7 indicate fair reliability, a Cronbach's alpha score of .70 or higher are considered as adequate to determine

reliability. An alpha coefficient of = 0.959 was obtained. Thus, the data generation was reliable and free of random errors.

Table 3.2 Reliability Analysis of the Variables

Measurement	Number of items	Cronbach's alpha
Perceived Quality	4	.887
Brand Awareness	4	.813
Brand association	3	.857
Brand loyalty	4	.825
Overall brand equity	3	.808
Reliability of all items	18	.959

(Source: Researcher's survey, 2017)

3.9 Validity Analysis

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

According to Kothari (2004) Content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it. Based on this the content validity was verified by the professionals In addition, pilot survey was conducted to receive feedback on the questionnaire before using it for final survey

3.10 Test of normality of the Data

Among the others, one of the assumptions was normality of the data should be tested before running the analysis of the data using skwness and Kurtosis.

According to Fieled (2005), normally distributed data assumed that the data are from one or more normally distributed populations. The rationale behind hypothesis testing relies on having

normally distributed populations and so if these assumptions are not met then the logic behind hypothesis testing is flawed.

Therefore, value of S (Skewness) and K (Kurtosis) and their respective standard errors were computed. An absolute value between -2 and +2 score for Skewness and Kurtosis is expected to be significant at $p < 0.05$. Large sample will give rise to small standard errors and so when sample sizes are big, significant values arise from even small deviations from normality for both skewness and Kurtosis (Fieled, 2005) **Table 3.3skewness and Kutosis for normality of data**

	N	Skwness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Perceived Quality	386	-.786	.124	.393	.304
Brand Awareness	386	-.764	.124	-.318	.304
Brand Association	386	-.611	.124	.845	.304
Brand Loyalty	386	-.815	.124	-.796	.304
Overall Brand equity	386	-.928	.124	-.323	.304
Valid N (list wise)	386				

(Source: Researcher's Survey, 2017)

As we can see from table 3.3 above all the absolute values of skwness and the kurtosis are between -2 and +2.

3.11 Ethical Considerations

The researcher firmly believes that the collection of data from human subjects will raise important ethical considerations. These range from legitimacy to moral issues and usually involves trade-offs between competing pressures in a given situation. A researcher needs to be mindful of the damage that can occur to themselves, the academic community and to the respondents when undertaking research. In this study, the researcher has followed all the ethical procedures. The participants in the study were selected with full consent and informed to respond for questionnaires with confidence and understanding the purpose of the thesis; and the researcher has reassured that the collected information will be kept confidential

CHAPTER FOUR

ANALYSIS AND DISCUSSION

This chapter presents the data analysis and discussions on findings to test stated hypotheses. This research has focused on measuring Customers-Based Brand Equity in Tomoca coffee using Aaker's Brand Equity model. As a result data were collected from the branches of Tomoca coffee. The collected data are statistically treated in order to discover the relationship of the variables involved in the study.

4.1 Descriptive Analysis

4.1.1 Demographic Profile of Respondents

The first part of the questionnaire consists of the demographic characteristics of respondents. This part of the questionnaire requested a limited amount of information related to personal and demographic status of the respondents. Accordingly, the following variables about the respondents were summarized and described in the subsequent table. These variables includes; gender, age, current job, frequency of coffee drinking and preference of respondents

From the total respondents, the male coffee consumers constituted the highest percentage (67.6%) while their female counterparts only constituted (32.4%) of the total respondents. This implies that the majority of Tomoca coffee consumers are male. From this one can say that males enjoy having coffee out of their home than their female counterparts.

The age profile of respondents is led by the age group 18-35 which represents 61.9% of the sample. The next largest is the age group that is between 36 and 50 which comprises of 33.1% of the total sample. The remaining 5% includes those respondents whose ages are above 50. From this it can be said that as age increases, the consumption of coffee decreases due to various reasons.

Considering the current jobs, 53.6% of the customers of Tomoca are employees in government or private organizations. The self- employed respondents represent 25.6% of the sample. 12.2% of the respondents are students and those who are neither students nor employees are 8.5% of the sample. From this it can be noticed that large number of Tomoca coffee customers are employees in private or public institutions.

Results of the study indicate that 44.8% of the respondents drink Tomoca coffee on a daily basis. 20.7% of them on a weekly basis. Those who drink Tomoca coffee occasionally and monthly account for 32.9% and 1.6% of the respondents. From this it can be deduced that daily coffee drinkers of Tomoca coffee are relatively loyal than those who take coffee monthly or occasionally.

With regards to preference and reason for choosing Tomoca, out of the total respondents, 95.9% of them prefer Tomoca coffee and 4.1% of them do not prefer it. Those who prefer Tomoca for its taste account for 31.9%. 33.1% of the respondents choose Tomoca as a result of its convenience. Image and price account for 24.6% and 11.9% respectively. Table 4.1 summarizes the profile of the respondents below.

Table 4.1 Demographic Profile of respondents

Items		Frequency	Valid Percent	Cumulative Percent
Gender	Male	261	67.6	67.6
	Female	125	32.4	32.4
	Total	386	100.0	100.0
Age	18-35	239	61.9	61.9
	36-50	128	33.2	33.2
	>50	19	5.0	5.0
	Total	386	100.0	100.0
Current Job	Student	47	12.2	12.2
	Employee	207	53.6	53.6
	Self-employed	99	25.6	25.6
	Others	33	8.5	8.5
	Total	386	100.0	100.0
Frequency of coffee drinking	Daily	173	44.8	44.8
	Weekly	80	20.7	20.7
	Monthly	6	1.6	1.6
	Occasionally	127	32.9	32.9
	Total	386	100.0	100.0
Preference of Tomoca coffee	Yes	370	95.9	95.9
	No	16	4.1	4.1
	Total	386	100.0	100.0
Reason for preference	Taste	140	36.3	35.5
	Convenience	105	27.2	24.4
	Image	95	24.6	28.0
	Price	46	11.9	11.9
	Total	386	100.0	100.0

(Source: Researcher's Survey, 2017)

4.1.2 Brand Equity Dimensions

As a measurement of brand equity dimension, table 4.3 to table 4.7 presents the items from perceived quality, brand awareness, brand association, brand loyalty and overall brand equity. All parts of the dimensions were processed, analyzed and interpreted in order to achieve the desired result.

Table 4.2 Descriptive statistics of Perceived quality

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Tomoca coffee provides me a good taste	0%	3.6%	8.0%	61.7%	26.7%	100%
The aroma of Tomoca coffee gives me a refreshing feeling	0%	3.4%	6.5%	48.4%	41.7%	100%
I become energized after having Tomoca coffee	0%	0%	1.6%	47.7%	50.8%	100%
Drinking Tomoca coffee makes me active for longer hours	0%	0%	1.6%	37.8%	60.6%	100%

(Source: Researcher's survey, 2017)

As can be seen from the table above, for the first item of Perceived Quality, 61.7% and 26.7% of the respondents agree and strongly agree with the statement respectively. 8.0% of the respondents are neutral. And 3.6% of them disagree with the statement “Tomoca coffee provides me a good taste”.

For the second item of Perceived Quality, 48.4% and 41.7% agree and strongly agree with the statement respectively. Respondents claiming to be neutral amount to 6.5%. Those stating "disagreement" make up 3.4% of the respondents.

With regards to the third item, those saying "agree" and "strongly agree" amount to 47.7% and 50.8% respectively. 1.6% of the respondents are neutral. No respondent was found for a strong disagreement and disagreement for the third item of Perceived Quality. This implies that majority of the respondents feel energetic and become alert after taking Tomoca coffee.

When looking at the fourth item, 37.8% and 60.6% of the respondents agree and strongly agree with the statement “Drinking Tomoca coffee makes me active for longer hours”. Those who were neutral represent 1.6% of the total respondents.

Table 4.3 Descriptive statistics of Brand Awareness

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Among competing companies, I can recognize Tomoca easily	0.8%	7.5%	20.7%	52.8%	18.1%	100%
I know Tomoca is a coffee selling company	0%	0.8%	0%	29.8%	69.4%	100%
I know Tomoca offers variety coffee brands	2.8%	17.6%	17.4%	43.0%	19.2%	100%
When I think of having coffee, Tomoca comes first to my mind	13.2%	11.9%	3.1%	34.2%	37.6%	100%

(Source: Researcher's survey, 2017)

According to the above table, the respondents who agree and strongly disagree with the first item of Brand Awareness amount to 52.8% and 18.1% respectively. Those who are neutral make up 20.7%. The rest which are 7.5% and 0.8% represent those respondents who disagree and strongly disagree with the statement respectively.

For the second item, those who agree and strongly agree with the statement sum up to 29.8% and 69.4% respectively. Those who disagree add up to 0.8%.

In the case of the third item, 43.0% goes to those respondents who agree and 19.2% to those who strongly agree with the statement. Those who disagree and strongly disagree make up 17.6% and 2.8% respectively while those claiming to be neutral add up to 17.4%.

For the last item, 37.6% are those who strongly agree, 34.2% are those who agree, 11.9% are those who disagree and 13.2% are those who strongly disagree with the statement. Neutral responses make up 3.1%. Despite the majority of the respondents are familiar with the brand the brand knowledge in memory as well as the depth of brand awareness seems to be lower.

Table 4.4 Descriptive statistics of Brand Association

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
I take Tomoca as a heritage	1.6%	0.8%	29.0%	39.1%	29.5%	100%
I experience a sense of socialization at Tomoca	3.6%	11.1%	40.7%	33.9%	10.6%	100%
I feel energized after taking Tomoca coffee	0%	3.6%	8.0%	61.7%	26.7%	100%

(Source: Researcher's survey, 2017)

As can be seen from the table above, majority of the respondents take Tomoca as a heritage. More than 50% of the respondents do not feel the sense of socialization at Tomoca since coffee is a social drink that served in groups rather than individually. Considering the third question, 61.7% and 27.7% of the respondents agree and strongly agree with the statement.

Table 4.5 Descriptive statistics of Brand Loyalty

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
When consuming coffee, Tomoca will be my first choice	10.6%	14.2%	3.9%	44.6%	26.7%	100%
I would recommend Tomoca to others	8.3%	14.8%	5.7%	38.3%	32.9%	100%
I would remain loyal to Tomoca even though the price becomes higher than that of others	21.5%	6.5%	12.4%	40.7%	18.9%	100%
I wouldn't replace Tomoca by other coffee brands	22.0%	4.9%	8.8%	41.5%	22.8%	100%

(Source: Researcher's survey, 2017)

According to Table, 44.6% and 26.7% of the respondents agree and strongly agree that Tomoca will be their first choice. Those who strongly disagree and disagree represent 10.6% and 14.2% of the respondents respectively. 3.9% of the total respondents are neutral with the statement.

Considering the second question, majority of the respondents recommend Tomoca to others. 8.3% and 14.8% respectively strongly disagree and disagree on recommending Tomoca to others.

Looking at the third question from the table above, 28.0%(adding 21.5% and 6.5%) of the respondents are price sensitive that they won't buy Tomoca if its price becomes higher than that of competitors. On the other hand more than 59.6% of the respondents are price insensitive. Those who are neutral about the issue represent 12.4% of the respondents.

When seeing the last question, 64.3 %(adding 41.5% and 22.8%) of the respondents are not willing to replace Tomoca by other coffee brands. 26.9% of the respondents will replace Tomoca with other coffee brands and 8.8% of them are neutral.

Table 4.6 Descriptive statistics of Brand Equity

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Overall I am satisfied with Tomoca coffee	4.9%	11.7%	12.2%	40.4%	30.8%	100%
Tomoca is the leading coffee brand	7.5%	14.8%	6.5%	36.3%	34.9%	100%
Overall Tomoca is my favored coffee brand	7.5%	16.6%	4.7%	49.7%	21.5%	100%

(Source: Researcher's survey, 2017)

As shown in the table above, respondents who agree with the first item amount to 40.4% and those who strongly agree add up to 30.8%. Those who replied "neutral" make 12.2%. From this it can be said that more than half of the respondents are satisfied with Tomoca.

For the second item, 71.2 %(adding 36.3% and 34.9%) of the respondents believe that Tomoca is the leading coffee brand. A total of 22.3% of the respondents do not accept Tomoca as a leading coffee brand. The rest (6.5%) goes to those who are neutral in their responses.

For the last item, 71.2 %(adding 49.7% and 21.5%) replied that Tomoca is their favored coffee brand. 24.1% (adding 16.6% and 7.5%) of the respondents said that Tomoca is not their favored coffee brand and the rest 4.7% of respondents replied “neutral” to the statement.

4.1.3 Mean and Standard Deviation

In order to analyze the respondents overall Customer Based Brand Equity, a total of 18 questions were grouped into the four dimensions of Customer Based Brand Equity which are: Brand awareness, Brand loyalty, Perceived quality and Brand association.

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

4.1.3.1 Perceived Quality

Perceived quality is the customer’s judgment about a product’s overall excellence or superiority that is different from objective quality Aaker (1996). Since it’s impossible for consumers to make complete and correct judgments of the objective quality, they use quality attributes that they associate with quality. Perceived quality is hence is formed to judge the overall quality of a product. Therefore, 4 items related to perceived quality was put to the respondents and the results of the analysis is displayed in table 4.4 below.

Table 4.7 Percieved Quality Analysis

Variables	Mean	Standard Deviation
Tomoca coffee provides me a good taste	4.11	.693
The aroma of Tomoca coffee gives me a refreshing feeling	4.28	.732
I become energized after having Tomoca coffee	4.49	.530
Drinking Tomoca coffee makes me active for longer hours	4.59	.523
Percieved Quality	4.37	.473

(Source: Researcher's survey, 2017)

As illustrated on Table 4.7 all of the variables of Perceived Quality scored relatively high with an overall mean score of 4.37. The respondents also gave the highest mean score to " Drinking Tomoca coffee makes me active for longer hours with a mean score of 4.59 while they gave a low mean score of 4.11 to the item " Tomoca coffee provides me a good taste." The results indicate that the respondents have a high level of perceived quality towards their coffee brand choice.

4.1.3.2 Brand Awareness

According to Keller (2004) brand awareness is the customers' ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain associations in memory. Accordingly, the respondents were asked 4 questions related to brand awareness. Table 4.2 presents respondents result of brand awareness with mean and standard deviation of values for each variable.

Table 4.8 Brand Awareness Analysis

Variables	Mean	Standard Deviation
Among competing companies, I can recognize Tomoca easily	4.67	.849
I know Tomoca is a coffee selling company	3.80	.515
I know that Tomoca offers variety coffee brands	3.58	1.07
When I think of having coffee, Tomoca comes first to my mind	3.70	1.41
Brand Awareness	3.94	.807

(Source: Researcher's survey, 2017)

As per table 4.8.the list of items comprising of brand awareness, the mean score for the item “Among competing companies, I can recognize Tomoca easily” Scored the highest with a mean score of 4.67 While the item " I know that Tomoca offers variety coffee brands " scored the lowest with a mean score of 3.58. The overall mean score for the Brand Awareness dimension is 3.94 which indicate that the respondents have a good brand awareness of the coffee brand they consume.

4.1.3. 3 Brand Association

Brand associations consist of all brand related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes (Kotler and Keller 2006) and is anything linked in memory to a brand. Hence, 3 items related to brand association were put to the respondents. Table 4.5 shows the analysis about brand association.

Table 4.9 Brand Association Analysis

Variables	Mean	Standard Deviation
I take Tomoca as a heritage	3.94	.869
I experience a sense of socialization at Tomoca coffee	3.36	.942
I feel energetic after taking Tomoca coffee	4.11	.693
Brand Association	3.80	.690

(Source: Researcher's survey, 2017)

Table 4.9 shows that the respondents scored the highest for the item “I feel energetic after taking Tomoca coffee. “with a mean score of 4.11 while the lowest went to the item which states " I experience a sense of socialization at Tomoca coffee." This implies said that customers of tomoca consider it as a heritage and become energetic after having it but the extent of association didn’t result to create feeling of socialization at Tomoca coffee.

4.1.3.4 Brand Loyalty

Loyalty is a core dimension of brand equity. Aaker (1991) defines brand loyalty as the attachment that a customer has to a brand. Based on this definition, 4 items related to brand loyalty were put to the respondents...

Table 4.10 Brand Loyalty Analysis

Variables	Mean	Standard Deviation
When consuming coffee, Tomoca will be my first choice	3.62	1.301
I would recommend Tomoca to others	3.72	1.285
I would remain loyal to Tomoca even though the price becomes higher than that of competitors	3.29	1.417
I wouldn’t replace Tomoca by other coffee brands	3.38	1.454
Brand Loyalty	3.50	1.287

(Source: Researcher's survey, 2017)

Table 4.10 shows that “I would recommend Tomoca to others” scored the highest among the list of items related to brand loyalty with a mean score of 3.79 while the respondents gave the least score of 3.26 to the item “I would remain loyal to Tomoca even though the price becomes higher than that of competitors”. This clearly indicates that even though the respondents see themselves as loyal customers, they are also sensitive to price changes.

4.2.3.5 Overall Brand Equity

In order to test the respondents overall brand equity, three items were given for the respondents to answer. Table 4.12 shows the analysis regarding the overall brand equity of the respondents.

Table 4.11 Overall Brand Equity Analyses

Variables	Mean	Standard Deviation
Overall I am satisfied with Tomoca coffee	3.87	1.13
Tomoca is the leading coffee brand	3.76	1.27
Overall Tomoca is my favorite coffee brand	3.62	1.20
Overall Brand Equity	3.72	1.17

(Source: Researcher's survey, 2017)

As can be seen from Table 4.11, the respondents gave a low mean score of 3.62 to the item “Overall Tomoca is my favorite coffee brand. From the above table it can be said that majority of the respondents “implying that they are satisfied with Tomoca coffee.

4.2 Inferential Statistics

4.2.1 Correlation Analysis

This study employs correlation analysis, which investigates the strength of the relationships between the studied variables. Pearson correlation analysis was used to provide evidence of convergent validity. Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (-1.0 + 1.0). Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005).

General guidelines of correlations of .01 to .03 are considered small, correlations of 0.3 to 0.7 are considered moderate, correlations of 0.7 to 0.9 are considered large and correlations of 0.9 to 1.00 are considered to be very large (Marczyk, Dematteo and Festinger, 2005). Depending on these assumptions, all basic constructs were included into the correlation analysis and a bivariate two tailed correlation analysis was done.

Table 4.13 below shows the correlation between the 4 dimensions of brand equity and the overall customer based brand equity.

		Perceived Quality	Brand Awareness	Brand Association	Brand Loyalty	Overall Brand Equity
Perceived Quality	Pearson Correlation Sig. (2-tailed)	1				
Brand Awareness	Pearson Correlation Sig. (2-tailed)	.619**	1			
Brand Association	Pearson Correlation Sig. (2-tailed)	.681**	.774**	1		
Brand Loyalty	Pearson Correlation Sig. (2-tailed)	.522**	.884**	.733**	1	
Overall Brand Equity	Pearson Correlation Sig. (2-tailed)	.611**	.900**	.788**	.928**	1
** . Correlation is significant at the 0.01 level (2-tailed)						

(Source: Researcher's survey, 2017)

As per table 4.13 above, the coefficients show that the four factors measuring customers based brand equity were all positively correlated with the overall brand equity within the range of 0.611 to 0.928; all were significant at $P= 0.0001$ level.

Out of the four independent variables, Perceived Quality showed a moderate positive relation (0.611) with Brand Equity while Brand Association showed a large level of positive relation (0.788) with the Brand Equity. The rest two variables namely, Brand Loyalty and Brand Awareness show a very large level of positive relation of 0.900 and 0.928 respectively.

Table 4.9 also shows the correlation of the independent variables within themselves. It can be noted that all variables are positively correlated with each other where the strongest correlation goes to the one between Brand Awareness and Brand Loyalty ($p= 0.884$) while the correlation is moderate between Perceived Quality and Brand Loyalty ($p= 0.522$). Brand Association also has a strong relationship with Brand Awareness ($p= 0.774$).

4.2.2 Test for Linear Regression Model Assumptions

4.2.2.1 Normality Assumption

Normality of a data should be tested before running the regression analysis because multiple regressions require that the independent variables in the analysis be normally distributed. According to Brooks (2008), as cited by Abate (2012) if the residuals are normally distributed, the histogram should be bell- shaped and thus this study implemented graphical methods to test the normality of data. From the Histogram figure (see Appendix 4), it can be noted that the distribution is normal curve, demonstrating that data witnesses to the normality assumption.

As the assumption holds as the histogram was a bell- shaped and the residuals were normally distributed around its mean of zero which indicates that the data were normally distributed, and the inferences made about the population parameters from the sample statistics tend to be valid.

4.2.2.2 Multicollinearity Test Assumption

In regression, multicollinearity occurs when independent variables in the regression model are more highly correlated with each other than with the dependent variable. When the independent variables the regression model is highly correlated with one another; they are basically measuring the same thing. In other words, when two variables are highly correlated, they both

communicate essentially similar information. One way to assess multicollinearity is to examine correlations among the independent variables. If a correlation matrix demonstrates correlations of 0.90 or higher among the independent variables, they may be a problem with multicollinearity. Hair et al. (2006) argued that correlation coefficient below 0.90 may not cause serious multicollinearity problem, cited by Muhammed (2012). Multicollinearity can also be detected using tolerance value and variance inflator factor (VIF) value. An insignificant tolerance value point to the variable under discussion is almost a perfect liner combination of the independent variables already in the equation and that it should be dropped out from to the equation. Multicollinearity does not exist among all the independent variables provided that the tolerance value of all the independent variables was greater than 0.1 and the VIF values of all the independent variables are also less than 10. As you can see from table 4.10 below all independent variables are greater than 0.1 and the VIF value of all the independent variables are also less than 10.

Table 4.14 Multicollinearity

Model I	Collinearity Statistics	
	Tolerance	VIF
Perceived Quality	.505	1.982
Brand Loyalty	.208	4.798
Brand Association	.320	3.128
Brand Awareness	.174	5.757

(Source: Researcher's survey, 2017)

4.2.3 Regression Analysis

Table 4.14 shows that the tolerance values of all the independent variables were greater than 0.1 and the VIF values of all the independent variables were less than 10. This indicates that model I was free from multicollinearity. Hence, there was no problem of multicollinearity between the independent variables in the model. Therefore regression analysis was done.

In order to see the contribution of factors that shape the customer based brand equity in Tomoca coffee, a regression analysis was employed. Brand Equity was used as the dependent variable while the underlying dimensions of customer based brand equity were used as the independent variables. Table 4.10 provides the results of the regression analysis.

Table 4.15 Regression analysis of Brand Equity dimensions

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-1.124	.184		-6.123	.000
1 Perceived Quality	.181	.056	.073	3.240	.001
Brand Awareness	.355	.056	.243	6.358	.000
Brand Association	.203	.048	.119	4.226	.000
Brand Loyalty	.538	.032	.588	16.834	.000

a. Dependent Variable: Brand Equity

b. Predictors: (Constant), Perceived Quality, Brand Awareness, Brand Association and Brand Loyalty

(Source: Researcher's survey, 2017)

Similarly, the regression table (see Appendix 3) shows the overall significance/ acceptability of the model from a statistical perspective. As the significance value of F statistics shows a value of (.000), which is less than $p < 0.05$. Thus, the model is significant which indicates that the variation explained by the model is not due to chance.

As stated earlier, this study aims to identify the most contributing independent variable in the prediction of the dependent variable. Thus, the strength of each predictor (independent variable) influencing the criterion (dependent variable) can be investigated via standardized Beta

coefficient. The regression coefficient explains the average amount of change in the dependent variable that is caused by a unit change in the independent variable. The larger value of Beta coefficient an independent variable has, brings the more support to the independent variable as the more important determinant in predicting the dependent variable. Perceived Quality, Brand Association, Brand Awareness and Brand Loyalty were found to be a determinant of brand equity in their ascending order referring to Brand Loyalty as the most important underlying factor of Customer Based Brand Equity in Tomoca coffee.

As one can see the Model Summary from the appendix 6 the adjusted R Square statistic tells us the proportion of variance in the dependent variable that is accounted for by the independent variables. In this case the coefficient of determination adjusted (R^2) was 0.902. This implies that about 90.2% of the dependent variable (i.e. Brand equity) can be explained by the independent variables (i.e. Perceived Quality, Brand Awareness, Brand Association and Brand Loyalty), leaving about 9.8% to be explained by other exogenous factors. Adjusted R^2 values also indicate the overall effect size of all the independent variables on the dependent variable.

According to Table 4.10, the standardized coefficients for the four independent variables Perceived Quality, Brand Awareness, Brand Association and Brand Loyalty 0.073, 0.243, 0.119, 0.588 and their significance levels are .001, .000, .000, .000 respectively which are all less than 0.05. This indicates a significant relationship between the independent variables and the dependent one. Since, coefficients of the predictor variables are statistically significant at less than five percent; alternative hypotheses related to all four dimensions of brand equity were accepted.

From the above table we can have the following general formula for the model under the study.

The regression equation was

$$OBE = \alpha + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \Sigma \dots \dots \dots (1)$$

$$OBE = \alpha + \beta_1PQ + \beta_2BAW + \beta_3BAS + \beta_4BL \dots \dots \dots (2)$$

$$OBE = -1.124 + 0.073PQ + 0.243BAW + 0.119BAS + 0.588BL + \Sigma \dots \dots (3)$$

The regression model from table 4.11 above result shows that keeping other variables constant 0.073 unit increase in Perceived quality will bring a unit increase in the l brand equity of Tomoca coffee.

0.243 unit increase in Brand awareness will have a unit increase impact on brand equity of Tomoca coffee.

0.119 unit increase of Brand association will have a unit increase impact on brand equity of Tomoca coffee.

0.588 unit increase of Brand loyalty will have a unit increase of brand equity of Tomoca coffee

4.2.4 Hypothesis Testing and Interpretation of Results

Table 4.16 Summary of the overall outcome of the Research Hypotheses

Hypotheses	Result	Reason
<p>Ho: Perceived Quality does not have a significant and positive effect on brand equity in Tomoca coffee</p> <p>H1: Perceived Quality has a significant and positive effect on brand equity in Tomoca coffee.</p>	<p>Ho: Rejected</p> <p>H1: Accepted</p>	$\beta = 0.073, p < 0.05$
<p>Ho: Brand Awareness does not have a significant and positive direct effect on brand Equity in in Tomoca coffee</p> <p>H1: Brand Awareness has a significant and positive direct effect on brand equity in Tomoca coffee</p>	<p>Ho: Rejected</p> <p>H1: Accepted</p>	$\beta = 0.243, p < 0.05$
<p>Ho: Brand Association does not have a significant and positive direct effect on brand Equity in in Tomoca coffee</p> <p>H1: Brand Association has a significant and positive direct effect on brand equity in Tomoca coffee</p>	<p>Ho: Rejected</p> <p>H1: Accepted</p>	$\beta = 0.119, p < 0.05$
<p>Ho: Brand Loyalty does not have a significant and positive direct effect on brand Equity in in Tomoca coffee</p> <p>H1: Brand Loyalty has a significant and positive direct effect on brand equity in Tomoca coffee</p>	<p>Ho: Rejected</p> <p>H1: Accepted</p>	$\beta = 0.588, p < 0.05$

(Source: Researcher's survey, 2017)

4.3.5 Discussion

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

By Looking at the demographic profile of the respondents, the consumption of Tomoca coffee is highly differentiated. When looking into the gender profile of the respondents, it was found that male customers outnumbered their female counterparts.

The second parameter of the demographic profile of respondents in this survey reveals that Tomoca coffee consumption is also concentrated within the youngster population between the ages of 18 and 35 followed by the adult age category of 36-50. The age group which is above 50 years of constituted a smaller percentage of the total population.

With regards to the current job, more than half of the respondents (53%) stated that they are employees at government or private organizations followed by self-employed groups. Those who are not employed and students share a small proportion of the respondents.

When considering the frequency of coffee drinking, this study has found that 44.8% of the respondents drink Tomoca coffee daily, 32.9% occasionally and 20.7% of them on a weekly basis. Of these Tomoca coffee drinkers, this study has found that the parameter taste accounts the highest reason for drinking followed by convenience.

When having a look into what the respondents replied on the questionnaires, although they gave a more or less positive feedback for all the Brand Equity dimensions, questions relating to Brand Awareness and Perceived Quality received the highest mean scores while the lowest went to Brand Loyalty.

The four independent variables had a positive correlation with brand equity as revealed from the Pearson's Correlation Coefficient. The coefficients of the variables indicated that the variables have different magnitudes of correlation with the dependent variable. Accordingly, Brand Loyalty and Brand Awareness had the highest correlation, while Perceived Quality got a moderate correlation.

This study is designed and carried out in order to identify and measure the underlying dimensions of Customer Based Brand Equity in Tomoca coffee.

According to the study's findings, all the four dimensions: Perceived Quality Brand Awareness, Brand Association and Brand loyalty were identified as having an influence on the brand Equity of the respondents.

The influence of Brand Loyalty was found to be the most important. It is a known fact that loyal customers are the first and foremost assets of a company. Unless a company gets the loyalty of its customers, other peripheral benefits such as positive word of mouth and repeat purchase will not be achieved. In this study the researcher found that brand loyalty had the strongest influence on the brand equity of Tomoca coffee. This result is supported in the works of Aaker (1996).

Perceived Quality is also one predictor of brand equity. For the questions raised in this category, perceived quality was expected to influence overall brand equity positively and significantly and the researcher also retained the hypothesis. The findings of this research are consistent with that of Abad (2012) and Hossien (2012) who found out that Perceived Quality had a positive effect the customer's overall brand equity. Moreover, Aaker (1996), views Perceived Quality as is the “core/primary” facet across the CBBE framework. Similarly Zeithaml (1988) describes Perceived Quality as not the real quality of the product but the customer’s perception of the overall quality or superiority of the product (or service) with respect to its intended purpose, relative to alternatives. Nowadays, marketers across all product and service categories have increasingly recognized the importance of perceived quality in brand decisions.

Brand Association and Brand Awareness were also found to be other important determinants of brand equity. Umar et.al (2012) also found out that Brand Awareness is the major dimension in determining the overall Brand Equity in the Nigerian Banking Sector.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

This chapter winds up the study undertaken so far by giving insights about summary, conclusions, recommendations and highlighting future research areas

5.1 Summary of the Major Findings

In this chapter of the study, summary of the major findings and conclusion of the study is presented.

5.1 Summary

The primary objective of this study was to assess Aaker's Customer-based brand equity model in the case of Tomoca coffee. In order to do this, four determinants of customers based brand equity are used. These are Perceived Quality, Brand Awareness, Brand Association and Brand Loyalty. Hence, this study has attempted to identify which determinant has the highest influence on the overall brand equity of Tomoca coffee. In addition, this study has also tried to answer the research questions stated on the introduction part.

- As stated above, in order to measure the customer-based brand equity in Tomoca coffee, the study considered four determinants namely Perceived Quality, Brand Awareness, Brand Association and Brand Loyalty. A sample size was selected using simple random technique. Based on the theoretical frame work and objectives of the study. 18 items were provided in a 5 point Likert scale to the respondents. The gathered data were analyzed by means of descriptive and inferential statistics using SPSS version 20 software.
- The findings of the descriptive analysis indicate that majority of the customers of Tomoca are males and they are on the age group of 18-35.
- Out of the total respondents, employees at private or government organizations dominate in number.
- Daily Tomoca coffee drinkers outweigh their weekly, monthly and occasional counterparts and coffee drinkers prefer Tomoca more for its taste.

In the inferential statistics part the following results were achieved:

- The results indicate that although all four variables had a positive and significant influence on the overall brand equity of Tomoca coffee, brand loyalty, brand awareness, brand association and perceived quality had influence on brands equity respectively in the Tomoca coffee.
- The first hypothesis which states that Perceived quality has a significant positive effect on overall brand equity of Tomoca coffee was accepted.
- The second hypothesis was also accepted in the same manner which claims that Brand awareness has a significant positive effect on overall brand equity of Tomoca coffee.
- The third and the fourth hypothesis were also accepted as they claim that brand association and brand loyalty have a significant positive impact on overall brand equity of Tomoca coffee.
- Brand Loyalty was found to be significant and the most influential dimension of brand equity in Tomoca coffee.
- Finally, overall brand equity was found to be positively explained by the sum of the four independent variables by 90.2 % in this study and the remaining 9.8% of the dependent variable (i.e. Overall brand equity) was explained by other exogenous variables.

5.2 Conclusions

Brand equity has received continuous attention from researchers and marketing managers and there is great abundance of models and concepts related to Brand Equity, however there are few studies based on empirical data on the beverage sector. The present study entails a detailed and empirical analysis of the sources of Brand Equity in the Tomoca coffee. This research has used the Aaker's Brand Equity model, as the most common and well accepted framework in a specific consumption sector and market. This study was the first in its kind in Ethiopia and replication of the model out of the developed nations. Previous studies were conducted in industrial firms and service providing institutions. No beverage especially coffee related study was available. As a result, the study resulted in many appealing results

- The findings support the customer-based Aaker's Brand Equity model. Thus, the initially proposed coffee Brand Equity sources -Brand awareness, Perceived Quality, Brand Associations and Brand loyalty- show a significant and positive influence on the Brand Equity of Tomoca coffee
- One of the objectives of this study was to find out which dimension has the most significant impact in determining the customers-based brand equity in Tomoca coffee and the results revealed that brand loyalty was the most significant variable affecting customers based brand equity. However, the other dimensions also have influenced CBBE but their intensity was less than the dimension of Brand Loyalty.
- The independent variables in this study have positive and significant correlation with the overall brand equity, which implies that the independent variables had effect on CBBE in the model
- At the beginning of the study it was hypothesized that all the four determinants of CBBE had a positive and significant impact on the overall brand equity of Tomoca coffee. After the analysis was done, the findings showed that the major dimension which affects the customers based brand equity in Tomoca coffee was brand loyalty. Even though the other three variables did not strongly influence the overall brand equity as that of Brand Loyalty, the hypotheses drawn were accepted because they had a significant and positive effect on the overall brand equity of Tomoca coffee. These results have been supported by the works of (Aaker D. A., 1996), as well as (Keller K. L., 1993).

5.3 Recommendations

Therefore, companies in the beverage area must be aware of their status in the industry. In order to do this, they must follow the following steps.

First of all beverage companies must check their brand health in the industry. This will help them to see whether brand needs rehabilitation, renovation, or extension. After checking for these situations, the company can decide what kind of measure to take.

The second aspect that can be forwarded here is brand equity is inevitable in this sector. From the findings, we have seen that, Brand Loyalty is the most influential variable. So, it appears reasonable to use it more intensely to create a link with consumers. In this sense, social networks

have proven to be an effective communication channel for developing Brand Loyalty by creating virtual communities of loyal consumers. To get the optimal benefit from its loyal customers, the company should use various techniques like arranging seats, sending gifts or mastering their coffee type choice. Therefore, the coffee roasting company should adopt and incorporate customer-centered orientation, in order to increase brand loyalty to its coffee brands.

In addition Tomoca must involve in promotional activities and social engagements such as building a corporate social responsibility activities so that a strong brand equity is achieved.

Finally the perceived quality of Tomoca coffee is receiving a low proportion; the coffee roasting company must work hard by enhancing its professionalism and genuine responsibility. In terms of association, the company must build strong brand to forward in the market for long term.

5.4 Directions for Future Research

This study has mainly focused on measuring customer based brand equity using Aaker's model in Tomoca coffee. The research would have been more conclusive if it had considered more models which were specific to the beverage sector. This study has covered only Tomoca coffee. However, it would have been better if additional coffee brands were included so that a comparative study was made. Therefore any party interested in this area can study the hierarchical relationship of the antecedents of the brand equity model in other sectors.

Appendices

APPENDIX 1: Questionnaire in English

Addis Ababa University
School of Commerce
Measuring Customer Based Brand Equity:
The case of Tomoca coffee

Dear respondent

My name is Yodit Lemma. I am currently conducting a research as part of a partial fulfillment of the requirements for the degree of Masters of Art in Marketing Management. The purpose of the research is to find out the factors contributing to the brand equity of Tomoca coffee. All information obtained will be used for academic purpose only. Hence be assured that your responses will not be revealed to anyone. Please answer **all** the questions as they are vital for the success of this research.

For more information please contact me via +251911-53-0770.

Thank you in advance for your utmost cooperation.

Part I: Demographic or Personal Information

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

1. Gender

Male

Female

2. Age

18-35

36-50

More than 50Age

1. In what type of job are you currently engaged?

Student

Employee at a private or government organization

Self- employed

others

4. How often do you drink coffee from Tomoca ?

Daily

Weekly

Monthly

Occasionally

5. Do you prefer Tomoca than other coffee brands?

A. Yes

B. No

6. If your answer for question 5 is yes, why do prefer Tomoca?

A. Because of its taste B. Because of its convenience

C. Because of its image D. Because of its price

Part II. Brand Equity Dimensions

Dimensions	Rating Scale				
	Strongly Disagree	Disagree	Neither agree Nor disagree	Agree	Strongly Agree
A. Perceived Quality					
1. Tomoca coffee provides me a good taste	1	2	3	4	5
2. The aroma of Tomoca coffee gives me a refreshing feeling	1	2	3	4	5
3. I become energized after having Tomoca coffee	1	2	3	4	5
4. Drinking Tomoca coffee makes me active for longer hours	1	2	3	4	5
B. Brand Awareness					
1. Among competing companies, I can recognize Tomoca easily	1	2	3	4	5
2. I know Tomoca is a coffee selling company	1	2	3	4	5
3. I know that Tomoca offers variety coffee brands	1	2	3	4	5
4. When I think of having coffee, Tomoca comes first to my mind	1	2	3	4	5
C. Brand Association					
1. I take Tomoca as a heritage	1	2	3	4	5
2. I experience the sense of socialization at Tomoca coffee	1	2	3	4	5
3. I feel energized after taking Tomoca coffee	1	2	3	4	5
D. Brand Loyalty					
1. When consuming coffee, Tomoca will be my first choice	1	2	3	4	5
2. I would recommend Tomoca to others	1	2	3	4	5
3. I would remain loyal to Tomoca even though the price becomes higher than that of competitors.	1	2	3	4	5
4. I wouldn't replace Tomoca by other coffee brands	1	2	3	4	5
E. Overall Brand Equity					
1. Overall I am satisfied with Tomoca coffee	1	2	3	4	5
2. Tomoca is the leading coffee brand	1	2	3	4	5
3. Overall Tomoca is my favored coffee brand	1	2	3	4	5

ሀ. በጣዕመ-ምክንያት
ሐ. ባለውጥሩስም

ለ. ቅርብበመሆኑ
መ. በዋጋውምክንያት

ክፍል 2: የምርት-ሁኔታ

ሁኔታ	የመለኪያደረጃ				
	በጣምአልሰማማም	አልሰማማም	ስምምነት-ምሆነት-ቃውሞ የለኝም	አሰማማሁ	በጣምአሰማማለሁ
ሀ. የሚፈለገውጥራት					
1. የቶሞካቡናጥሩጣዕምይሰጠኛል					
2. የቶሞካቡናመዓዛየሚያነቃቃስሜትይሰጠኛል					
3. የቶሞካቡናንከጠጣሁበኋላእነቃቃለሁ					
4. የቶሞካቡናንመጠጣትለረጅምሰዓታትንቁያደርገኛል					
ለ. የአርማግንዛቤ					
1. ከተወዳዳሪኩባንያዎችመካከልቶሞካንበቀላሉማወቅ እችላለሁ፤					
2. ቶሞካቡናየሚቆላኩባንያመሆኑንአውቃለሁ፤					
3. ቶሞካቡተለያየየቡናዓይነትእንደሚያቀርብአውቃለሁ፤					
4. ቡናለመጠጣትሳሰብቶሞካመጀመሪያወደአእምሮዬይመጣል፤					
ሐ. የአርማማሕበር					
1. ቶሞካንእንደቅርስእወስደዋለሁ፤					
2. የቶሞካቡናንተላምጄዋለሁ፤					
3. የቶሞካቡናንከጠጣሁበኋላጉልበታምእሆናለሁ፤					
መ. የአርማታማኝነት					
1. ቡናስጠጣቶሞካየመጀመሪያምርጫዬነው					
2. ቶሞካንእንዲጠጡለሌሎችሰዎችእነግራለሁ፤					
3. ከተወዳዳሪኩባንያዎችይልቅዋጋውውድቢሆንምእንኳንታማኝነቴለቶሞካነው					
4. ቶሞካንበሌላየቡናምርትልውጠውአልችልም					
ሠ. ጠቅላላየምርት-ሁኔታ					
1. በጠቅላላበቶሞካቡናረክቻለሁ					
2. ቶሞካመሪየቡናምርትአርማነው					
3. በጠቅላላቶሞካእኔተመራጭየቡናአርማነው					

APPENDIX 3: Reliability Statistics and Tests

Case Processing Summary

		N	%
Cases	Valid	386	100.0
	Excluded ^a	0	.0
	Total	386	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.916	5

Scale: Perceived Quality Reliability

Case Processing Summary

		N	%
Cases	Valid	386	100.0
	Excluded ^a	0	.0
	Total	386	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.935	4

Reliability Statistics

Cronbach's Alpha	N of Items
.749	4

Scale: Brand Awareness Reliability**Case Processing Summary**

	N	%
Valid	386	100.0
Cases Excluded ^a	0	.0
Total	386	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.876	4

Scale: Brand Association Reliability**Case Processing Summary**

	N	%
Valid	386	100.0
Cases Excluded ^a	0	.0
Total	386	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.900	3

Scale: Brand Association Reliability

Scale: Brand Loyalty Reliability

Case Processing Summary

	N	%
Valid	386	100.0
Cases Excluded ^a	0	.0
Total	386	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.888	4

Scale: Overall Brand Equity Reliability

Case Processing Summary

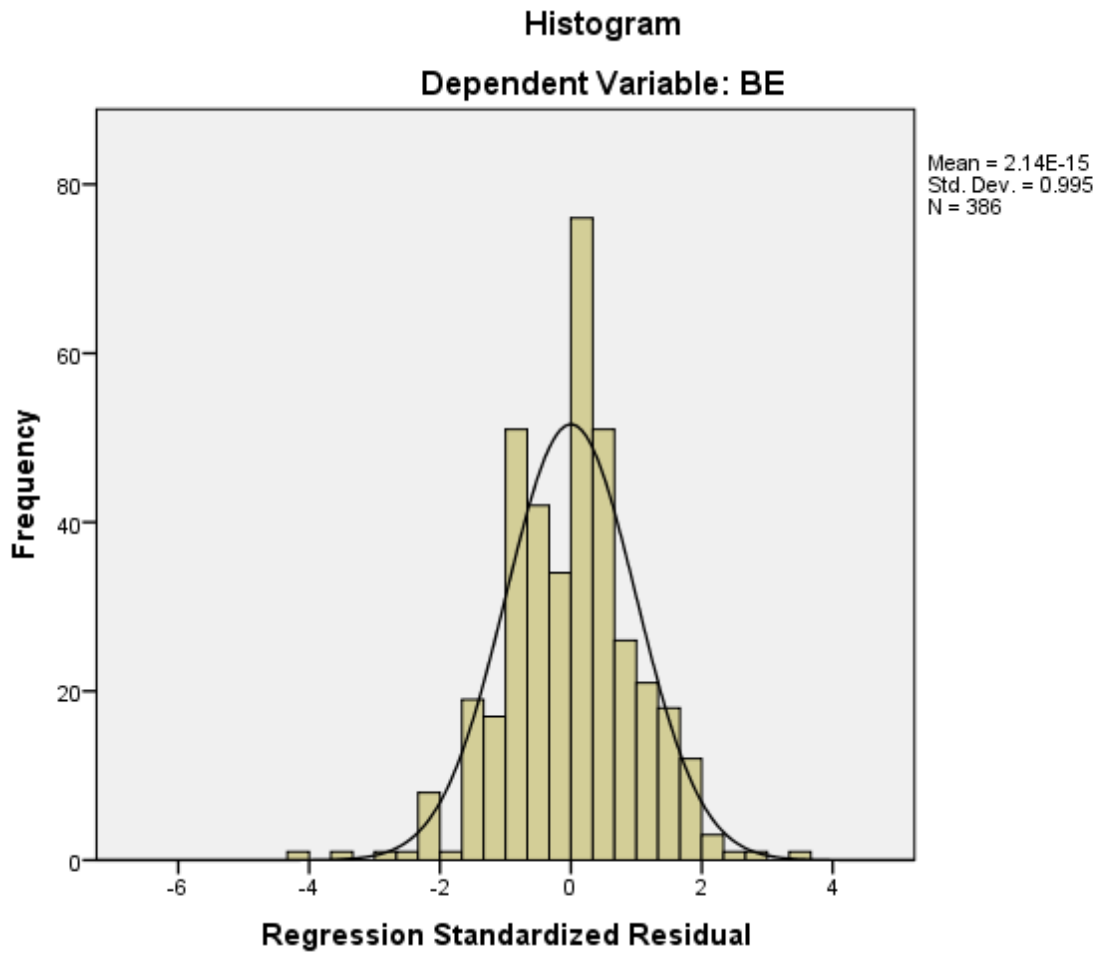
	N	%
Valid	386	100.0
Cases Excluded ^a	0	.0
Total	386	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.865	3

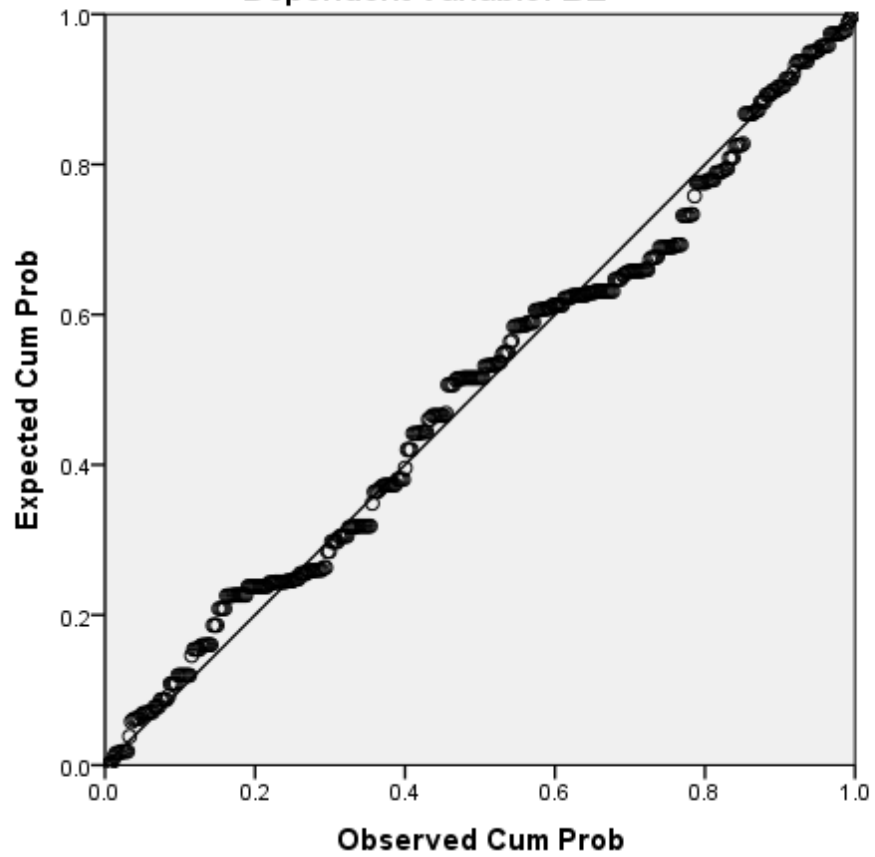
Appendix 4: Histogram for Normality Test of the Data



APPENDIX 5: Normal P- P Plot to Test Normality of the Data

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: BE



APPENDIX 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.950 ^a	.903	.902	.36861	1.739

- a. Predictors: (Constant), Brand Loyalty, Brand Association, Perceived Quality, Brand Awareness
- b. Dependent Variable: Overall Brand Equity

APPENDIX 7 : ANOVA

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	482.601	4	120.650	887.982	.000 ^b
Residual	51.767	381	.136		
Total	534.367	385			

a. Dependent Variable: BE

b. Predictors: (Constant), Perceived Quality, Brand Awareness, Brand Association and Brand Loyalty

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