

**MEASURING CUSTOMER BASED BRAND EQUITY IN
THE ETHIOPIAN BEER INDUSTRY: THE CASE OF
META BEER**

**A thesis submitted to Addis Ababa University
School of Commerce**

**Graduate Studies Program in Partial Fulfillment of the Requirements for the
Award of Masters of Arts Degree in Marketing Management**

By: Yonathan WoldeEmmanuel

**Addis Ababa
June, 2016**

Addis Ababa University School of commerce Graduate Program

**ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT**

Measuring Customer Based Brand Equity in the Ethiopian Beer Industry: The case of Meta Beer

Prepared by: - Yonathan WoldeEmmanuel

APPROVED BY:

Mesfin Workneh (Ato)

ADVISOR

SIGNATUR

DATE

EXAMINERS:

INTERNAL EXAMINER

SIGNATURE

DATE

EXTERNAL EXAMINER

SIGNATURE

DATE

Statement of Certification

This is to certify that Yonathan WoldeEmmanuel has carried out his research work on the topic entitled “Measuring Customer Based Brand Equity in Ethiopian Beer Industry; The case of Meta Beer” in partial fulfillment of the requirements for the award of master of arts degree in Marketing management at Addis Ababa University, School of Commerce. This study is an original work and not submitted earlier for any degree either at this University or any other University and is suitable for submission.

Mesfin Workneh (Ato)

Advisor’s Name

Date & Signature

Acknowledgment

First and for most I would like to thank God the almighty for being my guiding light and strength throughout my life without whom the completion of this paper wouldn't be possible. Secondly my deepest and sincerest appreciation and gratitude goes to my advisor Ato Mesfin Workneh for his priceless suggestions, assistance and guidance throughout the undertaking of this research. I would also like to thank the customers of Meta Beer for participating in this research work, by sharing their leisure time to fill the questionnaire. Last but not least, I would like to extend my deepest love, respect and appreciation to my family and friends for their support, understanding and encouragement.

Thank you all!

Abstract

The purpose of this study was to measure Customer Based Brand Equity in Ethiopian Beer Industry; the case of Meta Beer. The study used the determinants of Customer Based Brand Equity model proposed by Aaker (1996). The study focused on four determinants namely Brand Awareness, Brand Association, Brand Loyalty and Perceived quality. As the number of beer brands in Ethiopia is increasing in number, Meta Beer need to have strong Brand Equity in the market to have large market share .The study examined how Aaker Brand Equity determinants affect customers brand preference and identify factors that lead to high brand preference for Meta Beer. This research employed quantitative approach of data collection and applied different correlation and regression analysis tools for analysis. Both primary and secondary data sources are applied. For primary data questionnaire is used as a main primary data source and other related literatures as secondary data. Different documents were assessed in line with the secondary data sources. Out of the total sample size, 342 respondents response was used as it was fully complete for analysis. SPSS (Statistical Package for the Social Sciences) was used to analyze the respondents' response. According to the findings of the study all the four determinants of Customer Based Brand Equity have shown a significant positive effect on Overall Brand Equity. In addition, the findings show that Perceived Quality and Brand Association have the largest impact on Overall Brand Equity. Accordingly, Meta Beer marketing officers need to give more emphasis and due attention on Brand Awareness, Brand Association, Brand Loyalty and Perceived Quality to have large market share in Ethiopian Beer Industry.

Table of content

<u>Contents</u>	<u>Page</u>
CHAPTER ONE	
INTRODUCTION	
1.1 Background of the study.....	1
1.1.1. Company Background.....	3
1.2 Statement of the problem.....	4
1.3 Research Question.....	5
1.4 Objectives of the study.....	6
1.4.1 General Objective	6
1.4.2 Specific Objective	6
1.5 Scope of the Study	6
1.6 Significance of the study.....	7
1.7 Definition of Terms.....	7
1.8 Organization of the research report.....	8
CHAPTER TWO	
REVIEW OF RELATED LITERATURE	
2.1 Conceptual definition of Brand	10
2.2 Understanding Consumer Behavior	11
2.3 Brand Building Blocks.....	12
2.3.1 Brand Identity.....	14
2.3.2 Brand Meaning.....	14
2.4 Brand Equity.....	17
2.5 Customer-Based Brand Equity.....	17
2.5.1 Brand Awareness.....	19
2.5.2 Brand Association.....	21
2.5.3 Brand Loyalty.....	24
2.5.4 Perceived quality.....	25
2.6 Conceptual framework of the study and Research Hypothesis.....	27

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1	Research Approach.....	29
3.2	Research Design	29
3.3	Source of data.....	30
3.4	Method of data collection.....	30
3.5	Population of the study.....	30
3.5.1	Sampling Technique.....	31
3.5.2	Sample size.....	31
3.5.3	Research instrument.....	33
3.5.4	Data collection procedure.....	34
3.5.5	Data analysis method.....	34
3.6	Reliability	35
3.7	Validity	36
3.8	Ethical consideration.....	37

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

4.1	Demographic profile of respondents.....	38
4.2	Consumption rate of Meta Beer.....	40
4.3	Determinants of Customers Based Brand Equity.....	42
4.3.1	Brand Awareness.....	43
4.3.2	Brand Loyalty.....	44
4.3.3	Perceived Quality.....	45
4.3.4	Brand Association.....	45
4.3.5	Overall Brand Equity.....	46
4.4	Inferential Statistics.....	47
4.4.1	Correlation Analysis.....	47
4.4.2	Multiple Regression.....	49
4.4.2.1	Test for linear regression model assumption.....	49
4.4.2.1.1	Normality assumption.....	49

4.4.2.1.2 Homoscedasticity assumption.....	49
4.4.2.1.3 Multicollinearity assumption.....	50
4.4.2.2 Multiple Regression analysis result.....	51
4.4.2.3 Regression analysis.....	52
4.5 Discussion of findings.....	54
CHAPTER FIVE	
SUMMARY, CONCLUSION AND RECOMMENDATION	
5.1 Summary of Findings.....	56
5.2 Conclusion.....	57
5.3 Recommendation	58
5.4 Limitations and Suggestion for further area of research.....	59

Reference

Appendices

List of Tables

Table 3.1 Reliability Statistics of Customer Based Brand Equity.....	37
Table 4.1 Demographic profile of Respondents.....	40
Table 4.2 Frequency of Meta Beer consumption.....	42
Table 4.3 Brand Awareness analysis.....	44
Table 4.4 Brand Loyalty analysis.....	45
Table 4.5 Perceived Quality analysis.....	46
Table 4.6 Brand Association analysis.....	46
Table 4.7 Overall Brand Equity analysis.....	47
Table 4.8 Summary of overall Brand Equity Determinants.....	48
Table 4.9 correlation value of coefficient.....	48
Table 4.10 Correlation analysis.....	49
Table 4.11 Skewness/Kurtosis presentation.....	50
Table 4.12 Result for Multicollinearity test.....	52
Table 4.13 Regression result for Customer Based Brand Equity.....	54
Table 4.14 Research Hypothesis summary.....	55

List of Figures

Figure 2.3.1: customer-based brand equity pyramid.....11

Figure 2.3.2: Sub dimensions of Brand-Building Blocks.....12

Figure 2.5: Aaker Brand Equity Model:18

Figure 2.6: conceptual framework of the study from Aaker (1991)26

Acronyms

AMA- American Marketing Association

BA- Brand Awareness

BAS- Brand Association

BL- Brand Loyalty

CBBE- Customer Based Brand Equity

CSR- Corporate social responsibility

PQ- Perceived Quality

CHAPTER ONE

Introduction

This chapter consists of the background of the study, statement of the problem, objective, scope and significance of the study. In addition, it will include ethical consideration and definition of terms.

1.1 Background of the Study

Beer is the world's most widely consumed alcoholic beverage and is the third most popular drink overall after water and tea. It is thought by some to be the oldest fermented beverage (Arnold, 2005). The earliest known chemical evidence of barley beer dates to circa 3500–3100 BC from the site of Godin Tepe in the Zagros Mountains of western Iran. Some of the earliest Sumerian writings contain references to beer; examples include a prayer to the goddess Ninkasi, known as "The Hymn to Ninkasi", which served as both a prayer as well as a method of remembering the recipe for beer in a culture with few literate people.

African beer consumption has been experiencing impressive growth in Africa in recent years. The study further indicated that many of the world's major brewers have been increasing their operational activities in this fast emerging market (SABMiller, 2005). The study further notes that, beer is the fastest growing alcoholic drink in terms of the total volume through benefiting from foreign investment and rising disposable incomes. While in the past, many people would drink home brewed beer or other traditional drinks, they are now turning to commercially produced brews. This is due to a number of factors, including aggressive advertising campaign by major brewers, rising urbanization and the growing prevalence of drinking as a social activity connected with increase in the rate of civilization.

This implies that branding plays a major role in differentiating different beer brands. A brand that is powerful is the brand that resides in the minds of the consumer. In order to achieve the top position the beer brands need to have positive brand equity in the market. Positive brand equity can be achieved based on properly utilizing the brand equity dimensions.

Ethiopia's beer industry has seen much activity in recent years, from a level of just 1.0 million hectoliters in 2003/2004; beer production has risen to nearly 3.1 billion hectoliters by 2008/2009, given as estimated average growth of around 24 percent per year (Access capital, 2010). When comparing Ethiopia to other African countries its low; with estimated consumption of 3.1 million hectoliter and a population of nearly 80 million, annual beer consumption per head is only 4 liters in Ethiopia.

Ethiopia's total beer production capacity stands at 7.1 million hectoliters annually. BGI Ethiopia's capacity stands at 2.7 million hectoliters from its three factories in Addis Ababa, Hawassa and Kombolcha. Heineken S.C., which owns Walya, Harar, and Bedele breweries, has a capacity of 2.5 million hectoliters. Diageo, owner of Meta Abo Brewery, and Dashen Brewery S.C., follow with one million hectoliters and 900,000hl, respectively (Fortune report, 2014).

There are now nine beer companies in Ethiopia, with production capacities of 10.5 million hectoliters, including Zebidar Brewery's expected production capacity of 350,000 hectoliters. In addition Ethiopia's per capita consumption of beer stands at eight liters, and it is expected to reach nine or 10 by the end of 2015/16 (Fortune report, 2015).

Looking ahead, beer demand is without doubt expected to continue its rapid growth, in line with population levels, favorable demographics, continued economic growth, and a gradual convergence of national consumption levels towards those of neighboring countries.

The new entrant, Habesha Brewery, has become one of the major competitors in the beer market of Addis Ababa based on the physical observation of the researcher. St. George had over 48% share of the market in 2010 (Access Capital, 2010). Based on recent analysis done on beer preference, even though, walya beer has great share of the market, Habesha Brewery is increasing sale volume. The increase in number of beer brands will have an effect on other brands as more promotion need to be done to have high brand equity. The most famous Meta Beer has to be strong enough to compete with the newly introduce beer brands.

The study assess how customers choose Meta Beer brand, based on Aaker's principle, for their consumption. How one beer brand tops the other need to be understood in order to have large

market share. As the new beer brand like Zemen beer, Bekler beer and Amber beer do not have increasing sale even if they are new entrants.

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 prices, a customer’s willingness to seek out new distribution channels, the effectiveness of marketing communications, and the success of brand extensions and licensing opportunities.” (Keller, 1993). In order to determine the level and strength of a given brand in the Ethiopian beer industry, the concept of customer-based brand equity will be an essential tool. Building brand equity is an important part of brand building (Keller, 2003). There are two set of views concerning brand equity. One is customer-based and focuses on the relationship customers have with the brand. While the other aims at producing measures in monetary value (Kapferer, 2008).

Aaker (1996) conceptualized the determinants of customer-based brand equity as five elements namely Brand Awareness, Perceived Quality, Brand Association, Brand Loyalty and other proprietary brand assets. While, Keller (2003) recognizes Brand Awareness and Brand Image to be the major elements in building brand equity.

This study was based on Aaker’s established determinates of brand equity. The elements drawn by Aaker were applied in determining the magnitude of Meta Beer brand equity in the Ethiopian beer industry. The study guides Meta Brewery Company in which element of brand equity to focus, in order to have favorable image in customer mind.

1.1.1 Company Background

Meta Abo, which was established in 1967 by the government and private individuals is now owned by world's leading premium drinks business giant Diageo. It acquired Meta Brewery S.C. in January 2012 at a historic market share of 50%. Meta was formerly a state-owned beer factory located in Sebeta, in the western outskirts of the capital, Addis Ababa. Meta Brewery is the second largest beer company in Ethiopia with a volume share of approximately 15%. From its brewery near the Ethiopian capital Addis Ababa, it produces and distributes its flagship national lager brands Meta and Meta Premium

The acquisition will give Diageo direct access to the rapidly growing Ethiopian beer market, and will complement Diageo's existing premium spirits business in the country. The beer market in Ethiopia is estimated to continue to grow at more than 10% per annum to 2015, driven by strong GDP growth and increased disposable incomes. Diageo currently markets its international premium spirits brands, including Johnnie Walker Scotch whisky, Smirnoff vodka and Gordon's gin, through its representative office in Addis Ababa. The brewery's current annual production is 500,000hl.

1.2 Statement of the Problem

In least developing nations the practice of advertising is low and difficult to practice with respect to national branding. As most of the population are in rural areas, it's difficult to reach the target market. The scattered population makes it difficult to reach large market at the same time. Infrastructural development also have effect on the advertising of brands. Therefore, building brand equity is difficult for low developed nations compared to developed nations. Ethiopia's branding practice is very low, as most consumers purchased based on the availability of brand in the store. It is difficult to conclude there is brand equity in the beer market. There has been some improvement in the brand equity building of breweries in Ethiopia, because the number of companies are increasing. New breweries try to enter the market through price decrease and free drinks which doesn't make the new or famous brewery easily acceptable.

Brand equity is mandatory in order to have large market share in the beverage industry. Marketing concept starts with consumers' needs and their behavior in meeting their needs. In order to satisfy their needs consumers make buying decisions every day (Bytiqi, 2008). Marketers need to study these consumer purchase decisions in order to find answers to questions about what, why, where and how many consumers buy and align their marketing program to that effect. It is very well understood that information on consumer behavior and brand preference are key factors which create efficiency in business management (Bytiqi, 2008). In recent years the competitiveness in the industry has enormously increased after the privation of government breweries. The privation resulted in new brand development, high standards, quality and wide assortment. How breweries

compete in Addis Ababa beer market remains a challenge as well as a good chance for them to get better position in the beer market.

Consumers are faced with the task of differentiating and choosing among products and brands. Formation of preference represents a fundamental step in understanding consumer. Studies showed that various factors influence the consumer when they are making a choice among alternative brands. The competition between brands is aggressive and marketing managers are struggling to adopt the fast changing market environment characterized by increased market competition. The ultimate goal of marketing managers is to create strong bond between brand and buyer. In doing so, marketers need to understand why consumers prefer one brand over another.

In company context, it is difficult to examine brands and sub-brands within and across brand portfolio in a product category, due to much similarity among them. This makes the customer based brand equity measurement more difficult in a way it leads other sub-brands to be selected as top brands. The study will try to fill this gap by identifying factors affecting Meta Beer brand preference in Addis Ababa beer market, based on the customer based brand equity determinants; namely Brand awareness, perceived quality, Brand association and Brand loyalty. In addition, there is no significant research to the knowledge of the researcher that inform the determinants of beer brand preference in Addis Ababa beer market.

1.3 Research Question

Therefore, the study addressed the following basic research questions.

- What are the brand equity determinants, in beer industry, that create superior value and create customer beer brand preference for Meta Beer?
- How do brand equity determinant(s) affect Meta Beer brand equity?
- Does Meta Beer brand consumption vary across the consumer demographic profile of respondents?
- What are the most significant factors that lead Meta Beer to be more accepted by consumers?

1.4 Objectives of the Study

1.4.1 General Objective

The research aims to measure the determinants of customer based brand equity in the context of Meta Beer.

1.4.2 Specific Objectives

The study addressed the following specific objectives

- To identify the major brand equity determinants that influence Meta Beer brand choice.
- To examine how Aaker determinants affect customers brand preference for Meta Beer.
- To examine whether Meta Beer brand preference and factors affecting their preference vary with consumer profile.
- Identify factors that lead to high brand preference for Meta Beer.

1.5 Scope of the Study

The study aims to understand factors that determine consumer beer brand preference of Meta Beer based on Aaker customer-Based brand equity model. There are five determinants of brand equity namely, Brand awareness, Brand association, Brand loyalty, perceived quality and proprietary assets. The study focuses on the first four determinants as proprietary assets is wide to cover in this research. As the Ethiopian beer market is wide, the study focuses on the market where there are large numbers of consumers. As most of the beer products in Ethiopia are consumed by urban population, the study focus on the capital city Addis Ababa.

There are two types of Meta beer in the market; bottled beer and draft beer. The study covers Meta bottle beer and draft beer. It is difficult to define consumers who use beer in their home and hence the study scope is limited to consumers who use beer in hotel, bar, groceries and restaurants.

1.6 Significance of the Study

It is important for marketers to know how consumers choose between different brands before making their choice, since the brand preference has direct influence on consumer purchase decision.

This study is done to give an insight to major determinates that will have an impact on the brand equity of Meta Beer. Understanding of consumer beer brand preference and what constitute beer brand preference will help Meta Beer in maintaining current customer and attract new ones. Therefore, the study is aimed at helping marketers, management of Meta Beer and other interested parties to understand how consumers prefer a particular beer brand; in order to focus on the appropriate brand equity determinant(s).

1.7 Definition of Terms

Beer: -Alcoholic beverage made from cereal grains, usually barley, but also corn, rice, wheat, and oats.

Brand: - are intangible assets, assets that produce added benefits for the business (Kapferer, 2008).

Brand: - is a name, term, sign, symbol or design, or a combination of these, that identifies the maker or seller of a product or service (Kotler, 2012).

Brand Equity: - is the value of consumers associate with a brand, as reflected in the dimensions of brand awareness, Brand Associations, Perceived quality, Brand loyalty and other proprietor brand assets. Brand equity is set of brand assets or liabilities that add to or subtract from the value provided by a product or service. (Aaker, 1991).

Brand Awareness: - fostering the consumer's ability to recognize or recall the brand within the category, in sufficient detail to make a purchase (Keller, 2012).

Brand Loyalty: - is the enduring relationship between the consumer and the company. The consumer would stay to consume behaviorally and attitudinal loyal to the company even in turbulent times, when competitors bring something unique offering, unique communication and so on (Keller, 2003).

Brand Association: - are more that objectives, rational brand features and include emotional and feelings as well as nonverbal and modality-specific impression (David, 2008).

Customer Based Brand Equity: Often called the five assets Brand Equity Model is one of the most accepted models used to build, maintain, sustain and measure brand equity over time (Aaker, 1990).

Draught beer: - also spelt draft, is beer served from a cask or keg rather than from a bottle or can. Canned draught is beer served from a pressurized container featuring a widget.

Hangover: illness after drinking with a set symptom including headache, nausea, thirst, and sickness that result from drinking too much alcohol.

Hotel: - is an establishment that provides lodging paid on a short-term basis. Facilities provided may range from a basic bed and storage for clothing, to luxury features.

Bar: - is counter in a pub, restaurant, or cafe across which drinks or refreshments are served.

Restaurant: - a place where people pay to sit and eat meals that are cooked and served on the premises.

1.8 Organization of the research report

This research report is organized into five chapters:

The first chapter portrays the introduction that includes the back ground of the study, statement of the problem, research questions, objectives of the study, significance of the study, the scope and limitation of the study, operational definition of terms and potential ethical issues of the study. The second part presents review of related literature incorporating both empirical, theoretical resources and conceptual framework of the study. Part three deals with research methodology that includes

research design, sources of data, study area, study subject, data collection and procedure, sampling techniques and data analysis. The fourth part is presentation, analysis and interpretation of data of the study. The last part contains summary, conclusion and recommendation.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This chapter summarizes work done by previous researchers with respect to customer based brand equity. It also summarizes previous developed models (determinates of brand equity). This chapter has three major parts. The first part discusses the theoretical part of the study and the relevant characteristics of Brand building blocks. In addition, this part includes the behavior of consumers in connection with beer brand choice. The second part includes empirical review of the customer based brand equity determinants which are the base line to measure the customer based brand equity. The last part deals with the conceptual framework of the study.

2.1 Conceptual Definition of Brand

Branding has been around for centuries as a means to distinguish the goods of one producer from those of another. The word *brand* is derived from the Old Norse word *brandr*, which means “to burn,” as brands were and still are the means by which owners of livestock mark their animals to identify them (Keller, 2013). A brand is 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.” (Kevin, 2003). Technically speaking, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand (Keller, 2013). Thus, the key to creating a brand, according to the AMA (American Marketing Association) definition, is to be able to choose a name, logo, symbol, package design, or other characteristic that identifies a product and distinguishes it from others (Keller, 2013).

According to Aaker (1996), brand present many things about a product and give a number of information about it to the customers and also tell the customer or potential buyer what the product means to them. Christopher (1996) has argued that brand represents the customers’ convenient summary like their feelings, knowledge and experiences with the brand. More over customers’ do not spend much time to find out about the product. When customers consider about the purchase

they evaluate the product immediately by reconstructed product form memory and cued by the brand name (Kotler, 2009).

Andreas Buchholz and Wolfram Wordeman (2001) states that successful brands build on the establishment of five portals in the brands of the consumers. The five portals are represented by factors such as product features and promises, norms and values, perceptions and programs, identifies and self-expressions, emotions and love. Some gurus are arguing that as business environments are changed so brands do change.

2.2 Understanding Consumers' Behavior

What we buy, how we buy, where we buy, in how much quantity we buy depends on our perception, self-concept, social and cultural background, family cycle, attitudes, beliefs values, motivation, personality, social class and many other factors that are both internal and external to us (Khan, 2007). While buying, we also consider whether to buy or not to buy and from which source to buy (Khan, 2007). Marketers therefore try to understand the needs to different customers which require and in-depth study of their internal and external environment.

Consumer behavior attempts to understand the buyer decision making process, both individually and in groups (Krishananaik, 1999). Consumer behavior studies the characteristics of individual consumers such as demographic and behavioral variables in an attempt to understand peoples wants (Wayne, 2007). It also tries to assess influences on consumer form group such as family, friends, reference groups and society in general.

Henry (2001) argues that understanding the behavior of consumer before they made purchase decision will help for product manufacturers and service providers to develop strategies in line with customers' action. Particularly knowing what makes customers to prefer between brands will make the manufacturer to adapt strategies based on the influential factors and inability to analyze the antecedents hinder companies from being competitive.

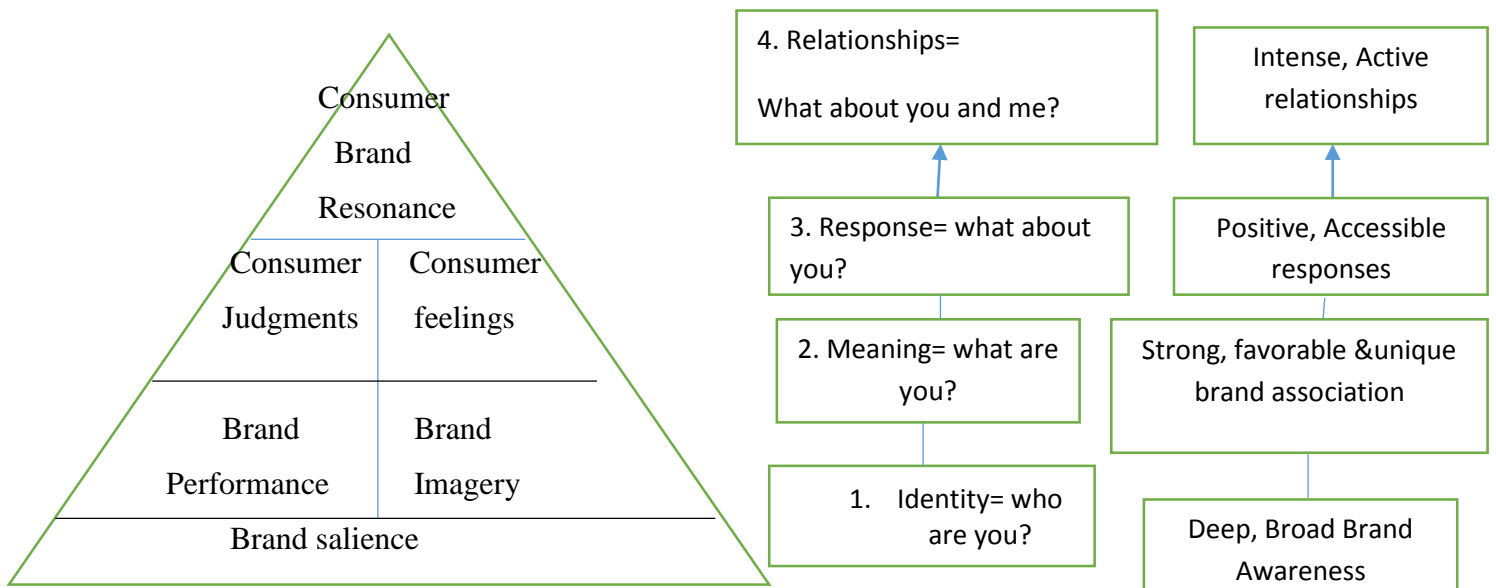
When there are large number of brands in the market, marketers need to understand consumers' behavior. Consumers base their judgment based on their social behavior. In the Ethiopian beer

market, consumers might prefer to drink beer that is located near their home town or which has relation with them, for example Harar Beer and Dashaen Beer. As beer is consumed along with friend or family.

2.3 Brand Building Blocks

Enacting the four steps to create the right brand identity, brand meaning, brand response and brand relationships is a complicated and difficult process. To provide some structure, it is useful to think of six “brand-building blocks”, to accomplish the four steps necessary in creating strong brand. To connote the sequencing involved, these building blocks can be assembled as a brand pyramid. Creating significant brand equity involves reaching the pinnacle of the pyramid and will only occur if the right brand building blocks are in place. The corresponding brand steps represent different levels of the pyramid as illustrated in figure 1 and figure 2 (Keller, 2001).

Figure 2.3.1 customer-based brand equity pyramid (Keller, 2001)



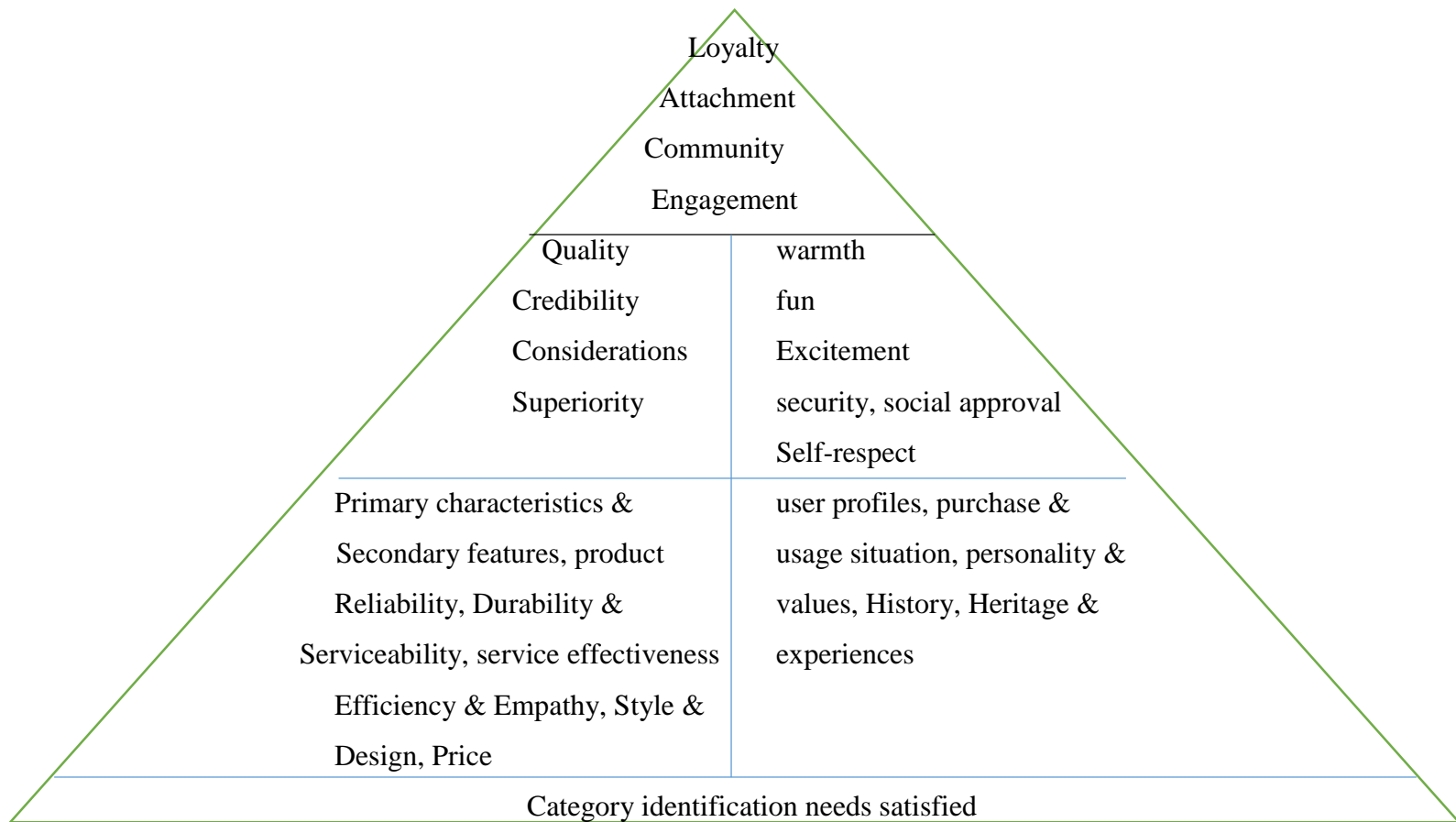
Brand building implications

The CBBE model maintains that building a strong brand involves a series of logical steps:

1. Establishing the proper brand identity
2. Creating the appropriate brand meaning
3. Eliciting the right brand responses
4. Forging appropriate brand relationship with customers.

More specifically, according to this model, building a strong brand involves establishing breadth and depth of brand awareness; creating strong, favorable, and unique brand associations; eliciting positive, accessible brand responses; forging intense, active brand relationship (see figure 2.3.1 above).

Figure 2.3.2 Sub dimensions of Brand-Building Blocks (Keller, 2001)



2.3.1 Brand Identity

Keller (2001), defines brand identity as achieving the right brand identity involves creating brand salience. Brand salience relates to aspects of customer awareness of the brand. How easily and often is the brand evoked under various situations or circumstance? To what extent is the brand top of mind and easily recalled or recognized? What types of cues or reminders are necessary? How pervasive is the brand awareness?

Formally, brand awareness refers to customers' ability to recall and recognize a brand. Brand awareness also involves linking the brand-brand name, logo symbol, and so forth to certain association in memory. Brand awareness can be distinguished in terms of two key dimensions depth and breadth. Depth of brand awareness refers to how easily customers can recall of reorganize the brand. Breadth of brand awareness refers to the range of purchase and consumption situations in which the brand comes to mind. A highly salience brand is one that possesses both depth and breadth of brand awareness, so that customers always make sufficient purchase as well as always think of the brand in a variety of setting in which the brand could be employed to consumed.

2.3.2 Brand Meaning

Brand salience is an important first step in building brand equity, but is usually not sufficient in and of itself. For most customers in most situation, other considerations, such as the meaning or image of the brand, also come into play. Creating brand meaning involves establishing brand image, what the brand is characterized by and should stand for in the minds of customers. Brand meaning is made up of two major categories of brand associations that exist in customers' minds related to performance and imagery, with a set of specific subcategories within each. These brand association can be formed directly form a customer's own experience and contact with the brand or indirectly through the depiction of the brand in advertising or some other source of information. Eg word-of-mouth.

Types of brand meaning

1. Brand performance

The product itself is at the heart of brand equity, as it is the primary influence of what consumers experience with a brand, what they hear about a brand from others, and what the firm can tell customers about the brand in their communications. Designing and delivering a product that fully satisfies consumer needs and wants is a prerequisite for successful marketing, regardless of whether the product is a tangible good, service, or organizations. To create brand loyalty customers experience with the product must at least meet, if not surpass their expectations.

Keller (2001) identified the following attributes and benefits:

- A. *Primary characteristics and secondary features*: customers often hold beliefs about the levels at which the primary characteristics of a product operate and secondary elements of a product that complement these primary characteristics.
- B. *Product reliability, durability, and serviceability*: customers can view the performance of products or services in a broad manner. Reliability refers to the consistency of performance over time and from purchase to purchase. Durability refers to the expected economic life of the product. Serviceability refers to the ease of servicing the product if it needs repair. Thus, perceptions of product performance are impacted by factors such as the speed, accuracy, and care of product delivery.
- C. *Service effectiveness, efficiency and empathy*: customers often have performance related associations with the service interactions they have with brands. Service effectiveness refers to how completely the brand satisfies customers' service requirements. Service efficiency refers to the manner in which these services are delivered in terms of speed, responsiveness and so forth. Finally service empathy refers to the extent to which service providers are seen as trusting, caring and having the customers' interests in mind.
- D. *Style and design*: consumers may have associations with a product that go beyond its functional aspects to more aesthetic consideration such as its size, shape, materials and color.

- E. *Price*: pricing policy for the brand can create associations in consumers' minds to the relevant price tier or level for the brand in the category, as well as to its corresponding price volatility or variance.

2. ***Brand Imagery***

Brand imagery deals with the extrinsic properties of the product or services, including the ways in which the brand attempts to meet customers' psychological or social needs. Brand imagery is how people think about a brand abstractly rather than what they think the brand actually does. Thus, imagery refers to more intangible aspects of the brand.

- A. *User profiles*: one set of brand imagery association involves the type of person or organization who uses the brand. This imagery may result in a profile or mental image by customers of actual user or more aspirational, idealized users. Associations of a typical or idealized brand user may be based on descriptive demographic factor or psychographic factors. Demographic factors might include gender, age, race, income and marital status. Psychographic factors might include attitude toward life, careers, possessions, social issues, or political institutions.
- B. *Purchase and usage situations*: a second set of associations concerns the conditions under which the brand could or should be bought and used.
- C. *Personality and values*: brand may also takes on personality traits and values similar to those of people. There are five dimensions of brand: personality sincerity, excitement, competence, sophistication and ruggedness.
- D. *History, Heritage and experience*: brand may take on associations with their past and with certain noteworthy events in the brand history. This type of associations may be fairly idiosyncratic, although they sometimes exhibit certain commonalties. The association may be more public and broad-based and therefore will be shared to a large degree. Association with history, heritage, and experiences involves more specific concrete examples that transcend the generalizations that make up the usage imagery.

2.4 Brand Equity

According to Farquhar (1989), brand equity is the added value endowed by the brand to the product. This definition stood at the basis of several further instruments measuring brand equity (Park and Srinivasan 1994 & 2005). Aaker (1991) defines brand equity as a set of brand assets or liabilities that add to or subtract from the value provided by a product or service. Kapferer (2008) defined brand equity for three perspectives: Brand assets, Brand strength and Brand Value. The first brand assets are the sources of influence on the brand and patent. Brand strength is the second perspective of defining brand equity. It is at specific point in time as a result of brand assets within a specific market and competitive environments. They are the brand equity outcomes if one restricts the use of the purchase brand equity to brand assets alone. Brand strength is captured by behavioral competitive indicators: market share, market leadership, loyalty rates and price premium. The third stand point is how the ability of the brands to deliver profits is called brand value.

In Keller's interpretation (1993), brand equity is "the differential effect of brand knowledge on consumer response to the marketing of the brand", given by the difference between consumer response to the marketing of the branded and unbranded products. Consumers give a more favorable response to marketing mix in the case of brands with high brand equity, than in those with low equity. As a consequence, relative marketing costs decrease as the efficiency of marketing activities increase.

2.5 Consumer-Based Brand Equity

Measuring brand equity is one of the key tasks in brand management. Because brand decay overtime and need to be revitalized. Failure is as unbearable for a brand because the financial loss is too severe. But, a dozen of conducted researchers were and still unable to arrive at one conclusion about the dimensions and how to measure brand equity (Keller, 2003; Kotler and Keller, 2012; and Aaker, 1991).

Aaker (1991) identified the conceptual dimensions of brand equity as brand awareness, brand associations, perceived quality, brand loyalty, and other proprietary brand assets such as patents,

trademarks and channel relationships. The former four dimensions of brand equity represent consumer perceptions and reactions to the brand, while proprietary brand assets are not pertinent to consumer based brand equity. Keller (1993) looked at consumer based brand equity strictly from a consumer psychology perspective and defined it as “the differential effect of brand knowledge on consumer response to the marketing of the brand”. The conceptualizations of consumer-based brand equity have mainly derived from cognitive psychology and information economics. The dominant stream of research has been grounded in cognitive psychology, focusing on memory structure (Aaker 1991; Keller 1993).

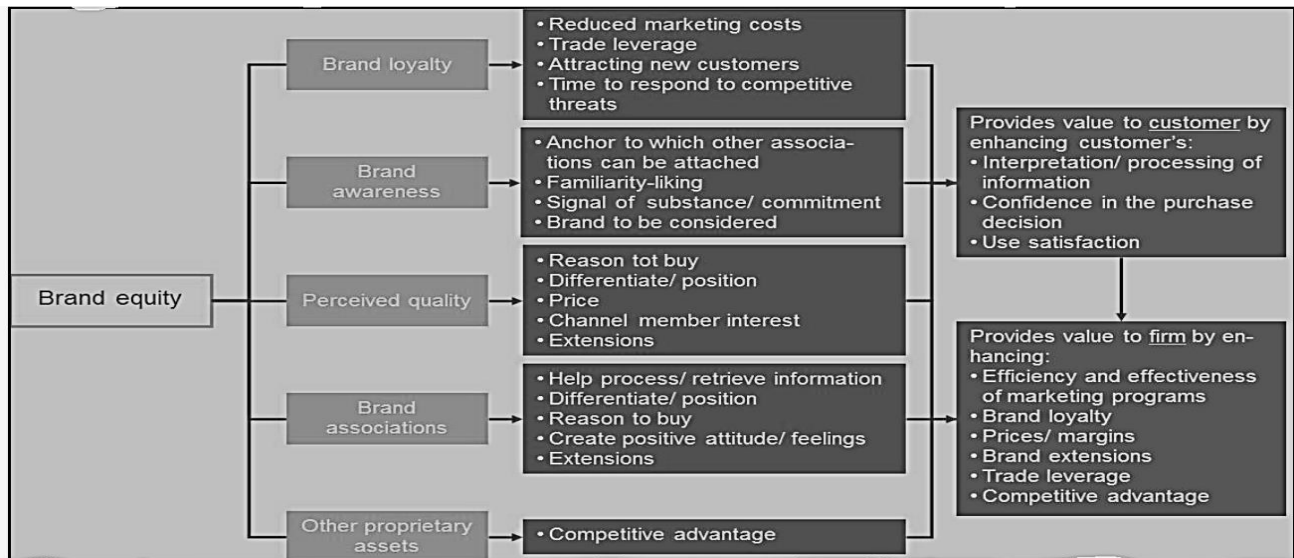
According to this conceptualization, a brand has a positive (or negative) value if the consumer reacts more (or less) favorably to the marketing mix of a product of which he/she knows the brand name than to the marketing mix of an identical yet unbranded product. Favorable consumer response and positive customer-based brand equity, in turn, can lead to enhanced revenue, lower costs and greater profits. Consumer response to the marketing mix of a brand can be translated at various stages of the purchase decision making sequence such as preference, choice intentions and actual choice. According to Keller (1993), brand knowledge is a key antecedent of consumer based brand equity and is in turn conceptualized as a brand node in memory to which a variety of associations have been linked. Brand knowledge is then decomposed into two separate constructs, brand awareness and brand image (associations).

Aaker (1996) argued that brand equity should be measured from the perspective of the consumer. The stronger the brand awareness, brand loyalty and brand association the higher the financial value will be. In other words, the value of the brand equity dimensions (i.e. brand awareness, brand loyalty, brand association and perceived quality) are the bases on which the financial values of the firm will depend. The CBBE model of Aaker, often called the “five assets Brand Equity Model is one of the most accepted models used to build, maintain, sustain, and measure brand equity over time.

The determinants of Customer Based Brand Equity

Aaker brand equity model will be discussed in this topic. Even though, there are five brand equity determinates proposed by Aaker, only four determinates relevant to the study namely Brand Loyalty, Brand Awareness, Perceived Quality and Brand Association will be discussed.

Figure 2.5 Aakers' Brand Equity Model:



2.5.1 Brand Awareness

The first dimension distinguishing brand knowledge is brand awareness. Aaker (1991, p. 61) defines brand awareness as “the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category”. According to Keller, brand recall refers to consumers’ ability to retrieve the brand from memory, for example, when the product category or the needs fulfilled by the category are mentioned. Keller (1993, p. 3) argued that “brand recognition may be more important to the extent that product decisions are made in the store” .It is related to the strength of the brand node or trace in memory, as reflected by consumers’ ability to identify the brand under different conditions (Percy 1987). In other words, how well do the brand identities serve their functions? In particular, brand name awareness relates to the likelihood that a brand

name will come to mind and the ease with which it does so. Keller (2003) defines awareness as “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”.

Brand awareness consists of brand recognition and brand recall performance. Brand recognition relates to consumers ability to confirm prior exposure to the brand when given the brand as a cue. In other words, brand recognition requires that consumers correctly discriminate the brand as having been seen or heard previously. Brand recall relates to consumers’ ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe as a cue. In other words, brand recall requires that consumers correctly generate the brand from memory, the relative importance of brand recall and recognition depends on the extent to which consumers make decisions in the store versus outside the store, among other factors (Percy 1989). Brand recognition may be more important to the extent that product decisions are made in the store.

According to Aaker (1996), for new or niche brands, recognition can be important. For well-known brands recall and top-of-mind are more sensitive and meaningful. Brand knowledge and brand opinion can be used in part to enhance the measurement of brand recall. Brand awareness plays an important role in consumer decision making for three major reasons. First, it is important that consumers think of the brand when they think about the product category. Raising brand awareness increases the likelihood that the brand will be a member of the consideration set (Baker 1986; Nedungadi 1990) the handful of brands that receive serious consideration for purchase. Second, brand awareness can affect decision about brand in the consideration set, even if there are essentially no other brand associations.

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 (Bettman and Park 1980; Hoyer and Brown 1990; Park and Lessig 1981). The elaboration likelihood method suggest that consumer may base choices on brand awareness consideration when they have low involvement, which could

result from either a lack of consumer motivation or a lack of consumer ability (Petty and Cacioppo, 1986).

Brand awareness according to Aaker (1991), creates value in different aspects. It creates value via anchoring to which other associations can be attached, familiarity then liking can be obtained, signals of substance commitment and brand to be considered in purchase decision.

Finally, brand awareness affects consumer decision making by influencing the formation and strength of brand association in the brand image. A necessary condition for the creation of a brand image is that a brand node has been established in memory, and the nature of that brand node should affect how easily different kinds of information can become attached to the brand in memory.

2.5.2 Brand Associations

A brand association is the most accepted aspect of brand equity. A brand association is “anything linked in memory to a brand” (Aaker, 1991). Aaker (1991) argued that a brand association has a level of strength, and that the link to a brand (from the association) will be stronger when it is based on many experiences or exposures to communications, and when a network of other links supports it. Associations represent the basis for purchase decision and for brand loyalty (Aaker 1991). The favorability, strength and uniqueness of brand association are the dimensions distinguishing brand knowledge that play an important role in determining the differential response that makes up brand equity, especially in high involvement decision settings. Before considering those dimensions, it is useful to examine the different types of brand associations that may be present in consumers’ memory.

Brand associations consist of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes and is anything linked in memory to a brand (Kotler and Keller, 2006). Chen (2001) categorized two types of brand associations - product associations and organizational associations.

I. Product Associations

Product associations include functional attribute associations and non-functional associations (Chen, 2001). Functional attributes are the tangible features of a product (Keller 1993, Hankinson and Cowking 1993, de Chernatony and McWilliam, 1989). While evaluating a brand, consumers link the performance of the functional attributes to the brand (Pitta and Katsanis 1995, Lassar 1995). If a brand does not perform the functions for which it is designed, the brand will have low level of brand equity. Performance is defined as a consumer's judgment about a brand's fault-free and long-lasting physical operation and flawlessness in the product's physical construction (Lassar, 1995). Non-functional attributes include symbolic attributes (Aaker 1991, Keller 1993, Farquhar & Herr 1993, Chen 1996, Park 1986) which are the intangible features that meet consumers' needs for social approval, personal expression or self-esteem (Keller 1993, Hankinson and Cowking 1993, de Chernatony and McWilliam 1989, Pitta & Katsanis 1995). Consumers linked social image of a brand, trust worthiness, perceived value, differentiation and country of origin to a brand.

Social Image

Lassar (1995) limit the reference of the image dimension to the social dimension, calling it social image as social image contributes more to brand equity. Social image is defined as the consumer's perception of the esteem in which the consumer's social group holds the brand. It includes the attributions a consumer makes and a consumer thinks that others make to the typical user of the brand.

Perceived Value

Value appeared in several brand equity models (Feldwick 1996, Martin and Brown 1991, Lassar 1995, Lassar 1995) define perceived value as the perceived brand utility relative to its costs, assessed by the consumer and based on simultaneous considerations of what is received and what is given up to receive it. Consumer choice of a brand depends on a perceived balance between the price of a product and all its utilities (Lassar, 1995). A consumer is willing to pay premium prices due to the higher brand equity.

Trustworthiness

Brand equity models (Martin and Brown 1991, Lassar 1995) regard trustworthiness of a product as an important attribute in assessing the strengths of a brand. Lassar (1995) define trustworthiness as the confidence a consumer places in the firm and the firm's communications and as to whether the firm's actions would be in the consumer's interest. Consumers place high value in the brands that they trust.

Differentiation/Distinctiveness

The Marketing Science Institute (Leuthesser 1988) states that the underlying determinants of consumer-based brand equity are that brands provide benefits to consumers by differentiating products, as they facilitate the processing and retrieval of information (Hoyer and Brown 1990). Other marketing literatures (Ries and Trout 1985; Kapferer 1991) also stress the importance of the distinctive character of brand positioning in contributing to the success of a brand. Distinctiveness is defined as the degree to which the consumer perceives that a brand is distinct from its competitors (Kapferer 1991). A brand can have a price premium if it is perceived as being different from its competitors.

Country of origin

Thakor and Kohli (1996) argue that brand country of origin must also be considered. They defined brand origin as "the place, region or country to which the brand is perceived to belong by its customers" (Thakor and Kohli, 1996). Country of origin is known to lead to associations in the minds of consumers (Aaker, 1991, Keller, 1993). The country of origin of a product is an extrinsic cue (Thorelli, 1989), which, similar to brand name, is known to influence consumers' perceptions. Country of origin refers to the country of origin of a firm or a product (Johansson 1985, Ozsomer and Cavusgil 1991), or the country where the product is manufactured or assembled (Bilkey and Nes 1982, Han and Terpstra 1988). Thakor and Kohli (2003) state that less concern should be given to the place where brands manufacture their products, and more to the place where people perceive the brand's country of origin to be. Therefore, country of origin in the proposed framework referred to the brand's country of origin.

II. Organizational Associations

Organizational associations include corporate ability associations, which are those associations related to the company's expertise in producing and delivering its outputs and corporate social responsibility associations, which include organization's activities with respect to its perceived societal obligations (Chen 2001). According to Aaker (1996), consumers consider the organization that is the people, values, and programs that lies behind the brand. Brand-as-organization can be particularly helpful when brands are similar with respect to attributes, when the organization is visible (as in a durable goods or service business), or when a corporate brand is involved.

Corporate social responsibility (CSR) must be mentioned as another concept that is influencing the development of brands nowadays, especially corporate brands as the public wants to know what, where, and how much brands are giving back to society. Both branding and corporate social responsibility (CSR) have become crucially important now that the organizations have recognized how these strategies can add or detract from their value (Blumenthal and Bergstrom 2003). Corporate social responsibility can be defined in terms of legitimate ethics or from an instrumentalist perspective where corporate image is the prime concern (McAdam and Leonard 2003).

2.5.3 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. Grembler and Brown (1996) describe different levels of loyalty. Javalgi and Moberg (1997) defined brand loyalty according to behavioral, attitudinal, and choice perspectives. Behavioral loyalty is linked to consumer behavior in the marketplace that can be indicated by number of repeated purchases (Keller 1998) or commitment to re-buy the brand as a primary choice (Oliver, 1999). Cognitive loyalty which means that a brand comes up first in a consumers' mind, when the need to make a purchase decision arises, that is the consumers' first choice.

The cognitive loyalty is closely linked to the highest level of awareness (top-of-mind), where the matter of interest also is the brand, in a given category, which the consumers recall first. Thus, a brand should be able to become the respondents' first choices (cognitive loyalty) and is therefore purchased repeatedly (behavioral loyalty) (Keller 1998). Chaudhuri & Holbrook (2001) mention that brand loyalty is directly related to brand price. Aaker (1996) identify price premium as the basic indicator of loyalty. Price premium is defined as the amount a customer will pay for the brand in comparison with another brand offering similar benefits and it may be high or low and positive or negative depending on the two brands involved in the comparison.

According to Aaker (1992) brand loyalty reduce marketing costs, boost trade leverage, attract new customers and offer time to respond to competitive threats. Lancaster (2009) believed that trade leverage is another value obtained from loyal customers. Strong loyalty will create a pressure up on trader to display or avail the brands that the loyal customers are intended to purchase. Aaker (1991) described loyal customers as a base also create value for the brand via attracting new customers. New customers perceived risk will be minimized because their colleague or other customer already experienced or bought the idea, services or products. On top of this, personal observation, the loyal customer may act as an opinion leader and able to influence other in their sphere to buy the brand that they consume.

Kotler and Keller (2012) classified loyal customers in to four. Namely hardcore customer, consumers who buy only one brand all the time. Second, split loyal, consumers who are loyal to two or three brands. Third, shifting loyal are consumers who shift loyalty form one brand to another. Finally, switchers are consumers who show no loyalty to any brand.

2.5.4 Perceived Quality

Perceived quality is viewed as a dimension of brand equity (Aaker 1991; Kapferer 1991; Kamakura and Russell 1991; Martin and Brown 1991; Feldwick 1996) rather than as a part of the overall brand association (Keller 1992; Gordon, di Benedetto and Calantone 1994). Perceived quality is the customer's judgment about a product's overall excellence or superiority that is different from objective quality (Zeithaml, 2008). Objective quality refers to the technical,

measurable and verifiable nature of products/services, processes and quality controls. High objective quality does not necessarily contribute to brand equity (Anselmsson, 2007). 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 (Acebro'n and Dopico 2000). Perceived quality is hence formed to judge the overall quality of a product/service.

Researchers argued that quality is directly influenced by perceptions. Consumers use the quality attributes to 'infer' quality of an unfamiliar product. It is therefore important to understand the relevant quality attributes are with regard to brand equity Zeithaml (1988) and Steenkamp (1997) classify the concept of perceived quality in two groups of factors that are intrinsic attributes and extrinsic attributes. The intrinsic attributes are related to the physical aspects of a product (e.g. color, flavor, form and appearance); on the other hand, extrinsic attributes are related to the product, but not in the physical part of this one (e.g. brand name, stamp of quality, price, store, packaging and production information (Bernue's, 2003). It's difficult to generalize attributes as they are specific to product categories (Olson and Jacoby 1972, Anselmsson, 2007).

Lancaster (2009), Aaker (1991) state the product quality dimensions may include the performance, durability, conformance to specifications, feature, the name, reliability and serviceability. The service quality dimensions on the other hand include tangibles, reliability, responsiveness, competence and empathy. The quality of any brand is a key to build, sustain measure and revitalize the brand equity over time (Aaker, 1991). The fighting of maintaining brand loyalty, store versus manufacturer depends on the perceived quality of the brand. Different authors agree that perceived quality will help to create positive and strong brand image. Strong brand image in turn plays a significant role in creating brand loyalty (Lancaster, 2009).

2.6 Conceptual framework of the study and Research Hypothesis

The research used Aaker brand equity measurement model as a conceptual framework of the study to test the hypothesis. Aakers (1996) four assets CBBE model namely brand awareness, brand loyalty, brand association and perceived quality will be used for measurement of the beer brand equity. Based on the literature review the conceptual frame work for the study is developed.

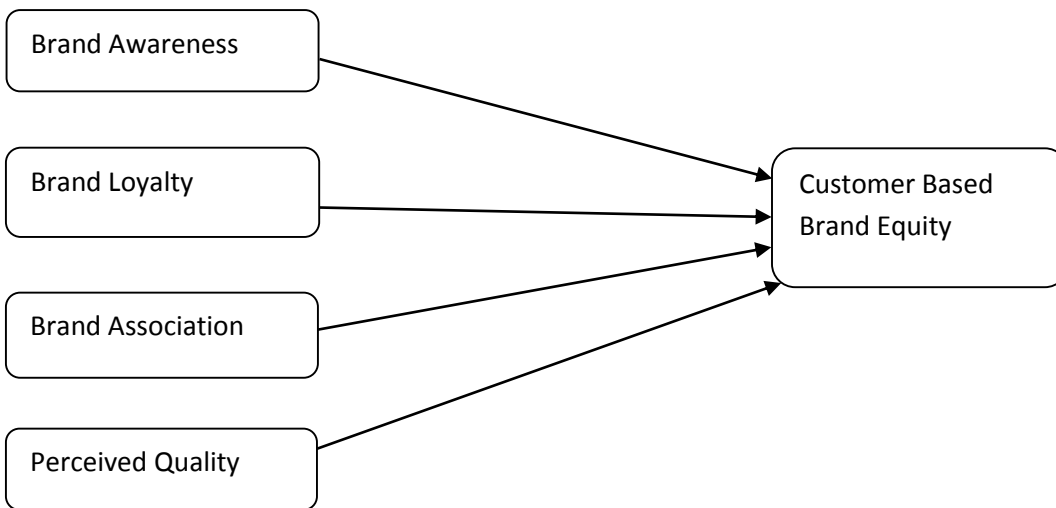


Figure 2.6 conceptual framework of the study. (Source: Aaker, 1991)

Research hypothesis

The following hypothesis were proposed for the research study.

Brand Loyalty and brand equity

Brand loyalty means the extent of the faithfulness of consumers to a particular brand, expressed through their repeat purchases, irrespective of the marketing pressure generated by the competing brands (Oliver, 1999). The following hypothesis is formulated based on brand loyalty in Ethiopian beer industry.

H1: Brand loyalty has a significant positive effect on brand equity.

Perceived Quality and brand equity

Perceived quality is the customer's judgment about a product's overall excellence or superiority that is different from objective quality (Zeithaml, 1988). Objective quality refers to the technical, measurable and verifiable nature of products/services, processes and quality controls. The following hypothesis is formulated based on perceived quality in Ethiopian beer industry.

H2: Perceived quality has significant positive effect on brand equity.

Brand Awareness and brand equity

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 (Keller, 2003). The following hypothesis is formulated based on Brand Awareness in Ethiopian beer industry.

H3: Brand awareness has a significant positive impact on brand equity.

Brand Association and brand equity

Brand associations consist of all brand-related thoughts, feelings, perceptions, images, experiences, beliefs, attitudes and is anything linked in memory to a brand (Kotler and Keller, 2006). The following hypothesis is formulated based on brand association in the context of Meta Beer.

H4: Brand association has a significant positive impact on Meta Beer brand equity.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

This chapter covers the research design and methodology part of the study. The research type, the approach used, the source of data, method of collection, the sample design and other topics which has to be included in the methodology part are discussed. The research was conducted at the capital city of Ethiopia, Addis Ababa.

3.1 Research Approach

According to Singh (2006), research design is essentially a statement of the object of the inquiry and the strategies for collecting the evidence, analyzing the evidences and reporting the findings. It explains and justifies the type and method of data collection, source of information, sampling strategy and time-cost constraints (Saunders, 2012). This research tries to identify factors that determine higher customer based beer brand preference in relation to the determinants of customer based brand equity proposed by Aaker (1996).

3.2 Research Design

The study employs quantitative approach to analyze and infer the findings with statistical analysis. Quantitative research design examines the relationship between variables and tests the hypothesis. It places greater emphasis on the numerical data and statistical test to achieve conclusion that can be generalized (Sanuders, 2012). The reason that this research used quantitative approach is that it aims to examine the relationship between customer based brand equity determinants and to test the hypothesis presented. The brand equity determinants will be quantitatively analyzed using SPSS (Statistical Package for the Social Science). The study will be cross-section study for the target population.

3.3 Source of Data

There are two kinds of sources for data collection namely primary and secondary sources of data. In this study both Primary and secondary sources are used as source of information for the study. Primary data is obtained from structured self-administered questionnaire. The questionnaire was developed based on the hypothesis developed, which is dependent on Aakers' customer based brand equity determinants. The beer consumers' judgments is used as the source of data for analysis which is gathered in the form of questionnaire. The secondary data is retrieved from literatures of past study.

3.4 Methods of Data Collection

Questionnaire was the main instrument for primary data collection and is based on the determinants of customer based brand equity namely Brand awareness, perceived quality, Brand association and Brand loyalty. Beer consumers' judgments is used as the source of data for analysis which is gathered in the form of questionnaire.

The questionnaire uses five point Likert scale with a probable response alternatives of strongly disagree to strongly agree to collect respondents' response. The questioner is distributed to Bars, Kiosks and restaurants which serve different brands of beer. As most of the bars, Kiosks and Restaurants are full at the evening time, the questionnaire is distributed after 06:00 in the afternoon. A pilot survey was conducted on 38 respondents, which is 10% of the total population, prior to administrating the questionnaire to the selected sample size. It is conducted to check if the questionnaire is clear, easy to understand and straight forward to ensure that the respondents can reply easily.

3.5 Population of the Study

The population of the study consists of all eligible persons who are above eighteen years of age who consume Meta beer in bars, restaurants and Kiosks. The target population are persons who drink beer at least once a week. As the research questionnaire limit the response of consumption

rate one times in a week and more. Individual consumers of beer is taken from sampled bars and restaurants in Addis Ababa form the three sub-cities selected.

3.5.1 Sampling Technique

The researcher used probability sampling techniques. As the number of Bars, Kiosks and Restaurants are known in number, probability sampling is appropriate way of selecting the sample. Stratified random sampling was drawn from each stratum in proportion to the population size of the stratum. The study was conducted in three sub cities in Addis Ababa based on large number of Kiosk, Restaurants and Hotels.

3.5.2 Sample Size

Since the total population is more than five thousand, the study used sample size recommendation by corbetta (2003). According to Field (2005), whenever it is possible to access the entire population, it is possible to collect data from sample and use the behavior within the sample to infer things about the behavior of the population. Field also states that the bigger the sample size, the likely it reflect the whole population. Topman formula, the most widely used sample size determination, is used for determining the study sample size. When the size of the population is unknown and previous researches are unavailable to determine the variability of an estimate over all possible samples, the sample size is calculated for the list favorable case $p=q=0.5$ (Corbetta, 2003). P and Q are the probability of positive and negative respondents respectively and their sum cannot be greater that one. In determining the standard deviation, 95% confidence interval and 5% sampling error will be used in calculating the sample size.

Topman formula as presented below (Dillon, 1993).

$$n = \frac{Z^2 p \cdot q}{e^2}$$

Where:

n= required sample size

z= Degree of confidence (i.e. 1.96)²

p= Probability of positive respondents (0.5)

q= Probability of negative respondents (0.5)

e= Tolerable error (0.05)

$$n = \frac{(1.96)^2 * 0.5 * 0.5}{(0.005)^2}$$

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

n= 384.16 approximately 384 respondents

So from the above calculation we can determine our sample size. The sample sizes of the study will 384 people who are above eighteen and consume beer. Based on corbetta (2003), for unknown population size with 95% confidence interval and 5% sampling error, 384.16 is representative of the sample population.

The target population are selected form three sub cities based on the number of bars, kiosks and restaurants available. The three sub cities are selected based on the large number of restaurants, kiosk and bars available. Based on Addis Ababa Trade and Industry office (2015); Bole, Arada and Kirkos sub cities had the most number. Based on the below table there are six thousand six hundred fifty six hotels, kiosks and restaurants. The sample size of three hundred eighty four respondents are divided based on the number of the Bars, Restaurants and Kiosks.

Source: Addis Ababa Trade and Industry office, 2015

Sub City	Number of hotels, Kiosks and restaurants
Bole	2825
Arada	1668
Kirkos	2163
Total	6656

Total population of the sample is 384 respondents.

Total hotels, Restaurants and kiosk for selected sub cities is 6656

Population selection for sub cities is acquired through dividing the sub cities total population with the overall total population of the three populations.

$$\text{Sample population} = \frac{\text{Sub city population}}{\text{Total population}} * \text{sample population}$$

Sample population Bole Sub city = $(2825/6656)*384 = 163$ **target population**

Sample population Arada Sub city = $(1668/6656)*384 = 96$ **target population**

Sample population Kirkos Sub city = $(2163/6656)*384 = 125$ **target population**

Therefore the questionnaire is distributed randomly to each Target population in Bole, Arada and Kirkos sub cities 163, 96 and 125 respectively who are consuming meta beer.

3.5.3 Research Instrument

The study used structured data collection instruments. The questionnaire was self-administered in order to make the question easily understandable by the respondents. Self-administered questionnaires was distributed to 384 final beer consumers in order to find out the beer consumers' brand preference. The questionnaire was distributed personally by the data collectors to respondents, this will decrease unfilled questions.

Five point likert scale questionnaire is used to get a more reliable output regarding their personal attitude about Meta Beer. To ensure the practical applicability of the instrument in the study area, the researcher made some few wording modification for simplicity of understanding of term of the adapted instrument.

Overall, the designed instrumental questionnaire includes three main parts;

- Part one is aimed to collect data on demographic variables
- Part two is aimed to collect data on independent variables and,
- Part three is aimed to collect data on the dependent variable

In the first part of the questionnaire, 5 items with different label are included and they are dealing about different demographic characteristics of the respondents such as gender, age, marital status, level of education, and frequency of consumption are included.

The second part of the questionnaire consists of question statement aimed to measure the determinants of the study using five-point Likert Scale (1=strongly disagree, 2= Disagree, 3= Neutral, 4= agree and 5= strongly agree). Thus, the respondents were requested to select their own choice of the five point Likert scale alternatives in order to specify their level of agreement or disagreement on each statement. Specifically, the second part of the questionnaire includes 18 closed- ended items aimed to measure the customer's perception of Meta Beer Brand Equity.

3.5.4 Data Collection Procedure

In order to reach large number of respondents at the same time questionnaire was developed. The questionnaire was distributed to each target population, to be filled and returned back. The questionnaire was simple and not time consuming as the respondents are at their leisure time. The questionnaire was distributed at the evening time where most people consume beer. After collecting all the questioner, the researcher tries to see what is properly filled and then go for further analysis.

3.5.5 Data Analysis Method

The Data analysis include: ***descriptive statistics***-to count the frequency of response, ***Reliability analysis***-to test the internal consistency of the instrument, ***correlation analysis***-to assess the relationship between variables of the study and ***multiple regression analysis*** –to assess the extent of influence of independent variables on dependent variables.

After collecting and sorting the questionnaires, the researcher checked completed questionnaires for analysis. The researcher coded and inserted data into a computer for electronic processing using the SPSS (Statistical Package for the Social Sciences) software as soon as the completed questionnaires were returned. SPSS was the main data analysis method as it will provide percentage based on the determinants. The data analysis is presented using tables.

3.6 Reliability

Reliability is one of the measures of the representativeness of the data collection instruments used for a research study. As cited from Ellen (2011) reliability is consistency of measurement (Bollen, 1989), or stability of measurement over a variety of conditions in which basically the same results should be obtained (Nunnally, 1978). According to Bhattacharjee (2012) there are many ways of estimating reliability, which are Inter-rater reliability, test retest reliability, split half reliability and internal consistency reliability. Inter-rater reliability, also called inter-observer reliability, is a measure of consistency between two or more independent raters (observers) of the same construct.

Test-retest reliability is a measure of consistency between two measurements (tests) of the same construct administered to the same sample at two different points in time. Split-half reliability is a measure of consistency between two halves of construct measure. Internal consistency reliability is a measure of consistency between different items of the same construct. If a multiple-item construct measure is administered to respondents, the extent to which respondents rate those items in a similar manner is a reflection of internal consistency.

As cited from (Dejene, 2012) coefficient alpha ranges in value from 0 meaning no consistency to 1 meaning complete consistency (all items yield corresponding values). Generally speaking, scales with a coefficient between 0.80 and 0.95 are considered to have very good reliability. Scales with a coefficient between 0.70 and 0.80 are considered to have good reliability, and value with a coefficient between 0.60 and 0.70 indicates fair reliability. When the coefficient is below 0.6, the scale has poor reliability (Zikmund, 2010). To conduct the test in this study, SPSS 16 was used to calculate Cronbach alpha.

Table 3.1 Reliability statistics of Customer Based Brand Equity

Reliability Statistics		
Brand Equity Determinants	Cronbach's Alpha	NO. of Item
Brand Awareness	0.740	4
Brand Loyalty	0.753	4
Perceived Quality	0.804	4
Brand Association	0.689	3
Overall Brand Equity	0.746	3
All Brand Equity dimensions	0.893	18

Source: own survey, 2016

The alpha coefficient for Brand Awareness dimension for Meta Beer brand Equity is 0.740. All the four dimensions have good degree of reliability. The alpha coefficient for Brand loyalty dimension is good with 0.753. The alpha coefficient for Perceived Quality dimension is 0.804 which shows that it's very reliable. The alpha coefficients for Brand Association dimensions show a very good reliability which is 0.689. Checking the reliability test by taking all the Brand Equity dimensions together gives us the more reliable alpha coefficient which is 0.893. This means that the dimensions used to measure the Customer Based Brand Equity for this study are very consistent.

3.7 Validity

Validity often called construct validity refers to the extent to which a measure adequately represents the underlying construct that it is supposed to measure Bhattacharjee (2012). Validity is concerned with how well the concept is defined by the measure. According to Bhattacharjee (2012) there are two assessments of validity theoretical or translational validity and empirical or criterion-related validity which includes Content validity, Predictive Validity, Convergent validity and Concurrent validity. Content validity is an assessment of how well a set of scale items matches with the relevant content domain of the construct that it is trying to measure. Convergent validity

refers to the closeness with which a measure relates to (or converges on) the construct that it is purported to measure, Predictive validity is the degree to which a measure successfully predicts a future outcome that it is theoretically expected to predict. Concurrent validity examines how well one measure relates to other concrete criterion that is presumed to occur simultaneously.

The most common method of assessing the content-validity is the applied method for the pre-test of questionnaire, guided by the list of definitions of each construct (Saunders, 2012). The questionnaire was sent to subject expert for comments and based on the review the questionnaire was developed for the study.

3.8 Ethical Consideration

Ethics is the moral distinction between right and wrong, and what is unethical may not necessarily be illegal Bhattacharjee (2012). According to Bhattacharjee (2012) in order to be ethical a researcher should consider voluntary participation and harmlessness. Subjects in a research project must be aware that their participation in the study is voluntary, that they have the freedom to withdraw from the study at any time without any unfavorable consequences, and they are not harmed as a result of their participation or non-participation in the project. In this research respondents response were kept secret and were asked to complete the questionnaire through their willingness to be part of the research.

CHAPTER FOUR

DATA ANALYSIS AND DISCUSSION

Introduction

This chapter emphasizes on the analysis of data and discuss on the findings of the study in relation to the dimension of customer based brand equity in Ethiopian beer industry: The case of Meta Beer. The findings of the study are analyzed based on the specific objectives and hypotheses of the study. In this chapter respondent's profile, descriptive analysis, correlation analysis and regression analysis are discussed.

4.1 Demographic profile of Respondents

A total of 384 questionnaires were distributed to selected bars, restaurants and kiosk in Addis Ababa; of which 358 were collected. After checking all the collected data 16 questionnaires were not valid since they were not fully completed. Therefore the study took 342 questionnaire results for the analysis. The questionnaire was presented in Amharic in order to meet all Meta beer consumers and comparatively very small questionnaire in English. Amharic questionnaire was translated by experts in the field. Translation offices around stadium were selected for translation.

As presented in Table 4.1, the demographic characters, include sex, age, marital status and educational background. It is limited to personal status of the respondents. Based on the analysis the respondents have the following demographic makeup. When we consider sex, it shows 264 or 77.2 % of the respondents were male and the remaining 78 or 22.8 % of the respondents were female, which indicate the dominancy of male in Meta beer consumption.

Table 4.1 Demographic profile of Respondents

Table 4.1a Sex of respondents

Sex of Respondents			
		Frequency	Percent
	MALE	264	77.2
	FEMALE	78	22.8
	Total	342	100

Source: Survey Result (2016)

As far as the age of respondents is concerned 9.4 % of the respondents were in the age range of 18-25 years, 34.8 % of the respondents were in the range of 26-40 years, 42.1 % of the respondents were in the age range of 41-50 years, and 13.7 % of the respondents were 51 and above years. This shows that Meta beer is consumed by adult people than young persons.

Table 4.1b Age of respondents

Age of Respondents			
		Frequency	Percent
	18-25	32	9.4
	26-40	119	34.8
	41-50	144	42.1
	ABOVE 50	47	13.7
	Total	342	100

Source: Survey Result (2016)

As far as marital status is concerned, 41.5 % of the respondents are single, 51.5 % of the respondents are married and 7 % of the respondents are divorced. Which indicate that as most consumer are married with influential power to their spouses.

Table 4.1c Marital status of respondents

Marital Status			
		Frequency	Percent
	SINGLE	142	41.5
	MARRIED	176	51.5
	DIVORCED	24	7

	Total	342	100
--	-------	-----	-----

Source: Survey Result (2016)

With regard to educational background, 1.2 % of the respondents were less than 12th grade educational level, 14.9 % of respondents were 12th complete, 43 % of the respondents were diploma holders, 38.6 % of the respondents were degree holders and 2 % of the respondents were having MA degree holders and 0.3 % of the respondents are PHD and above degree holders. This means that majority of the respondents are diploma and degree holders stating they are educated.

Table 4.1d Educational status of respondents

Education Status			
		Frequency	Percent
	<12TH GRADE	4	1.2
	12TH COMPLETE	51	14.9
	DIPLOMA	147	43
	BACHELOR DEGREE	132	38.6
	MASTERS DEGREE	7	2
	PHD AND ABOVE	1	0.3
	Total	342	100

Source: Survey Result (2016)

4.2 Consumption rate of Meta Beer

Table 4.2 shows the consumption rate of respondents with regard to gender and age. Result showed that out of the total respondents 1.8 % of the respondents consume Meta beer every day, 17.5 % of the respondents consumer Meta beer once a week, 45 % of the respondents drink more than two times a week and 35.7 % of the respondents drink Meta beer only on weekends. This indicates most respondents consume beer more than two times a week following only on weekends.

Table 4.2 Frequency of Meta Beer consumption

Table 4.2a Overall frequency of Meta beer consumption

How often do you consume Meta Beer			
		Frequency	Percent
	EVERYDAY	6	1.8
	ONCE A WEEK	60	17.5
	MORE THAN TWO TIMES IN A WEEK	154	45.0
	ONLY ON WEEKENDS	122	35.7
	Total	342	100

Source: Survey Result (2016)

When consumption rate is evaluated with respect to male gender, 1.9 % of the respondent's consumer Meta beer every day, 18.2 % of respondents drink Meta once a week, 43.9 % of the respondents more than two times a week and 36 % of the respondents drink Meta only on weekends. When evaluating female, 1.3 % of the respondents consumer Meta every day, 15.4 % of the respondents consume once a week, 48.7 % of the respondents consume Meta more than two times a week and 34.6 % of respondents consume Meta only on weekends. This shows that most respondents' consumer beer more than two times a week for both female and male. More advertising need to be done to meet this demand through creating Brand Equity for the consumers.

Table 4.2b consumption rate of respondents based on sex

How often do you consume Meta Beer * Sex of Respondents Crosstabulation						
Count						
		Sex of Respondents				Total
		MALE	Percent	FEMALE	Percent	
How often do you consume Meta Beer	EVERYDAY	5	1.9	1	1.3	6
	ONCE A WEEK	48	18.2	12	15.4	60
	MORE THAN TWO TIMES IN A WEEK	116	43.9	38	48.7	154
	ONLY ON WEEKENDS	95	36.0	27	34.6	122
Total		264	100.0	78	100.0	342

Source: Survey Result (2016)

When age group is considered in analyzing consumption rate 18-25 age group have more tendency to drink once a week, 26-40 and 41-50 age group consume more than two time a week, above 50 age group consume beer only on weekends. This will show that Meta Beer need to give more attention to age group 41-50 as they consumer higher that other stated age group.

Table 4.2c consumption rate of respondents based on age

How often do you consume Meta Beer * Age of Respondents Crosstabulation										
Count		Age of Respondents								Total
		18-25	Percent	26-40	Percent	41-50	Percent	ABOVE 50	Percent	
How often do you consume Meta Beer	EVERYDAY	2	6.3	3	2.5	1	0.7	0	0.0	6
	ONCE A WEEK	17	53.1	29	24.4	9	6.3	5	10.6	60
	MORE THAN TWO TIMES IN A WEEK	3	9.4	51	42.9	81	56.3	19	40.4	154
	ONLY ON WEEKENDS	10	31.3	36	30.3	53	36.8	23	48.9	122
Total		32	100.0	119	100.0	144	100.0	47	100.0	342

Source: Survey Result (2016)

4.3 Determinants of Customer Based Brand Equity

To analyze the overall Customer Based Brand Equity for Meta Beer, 18 questions were developed. These questions were grouped in to four dimensions of Customer Based Brand Equity namely Brand Awareness, Brand Loyalty, Perceived Quality and Brand Association.

The mean value represents the average of all customer response on certain dimensions while, standard deviation shows how diverse the responses of the respondents are that means if the standard deviation shows smaller number, it indicates that the response of the respondents shows close opinions and when the standard deviation is high, it indicates the response of the respondents shows high variation (Zaidatol & Bagheri, 2009).

Mean Score	Description
<3.39	Low
3.40 -3.79	Moderate
>3.80	High

4.3.1 Brand Awareness

Aaker (1991) defines brand awareness as “the ability of the potential buyer to recognize and recall that a brand is a member of a certain product category”. Respondents were asked four questions related to Brand Awareness. Table 4.3.1 shows respondents response result on Brand Awareness of Meta Beer with mean and standard deviation of value of each variable.

Table 4.3 Brand Awareness analysis

	Mean	Std. Deviation	N
I know the symbol or logo of Meta Beer	3.88	0.709	342
The features of Meta Beer come to my mind easily	3.78	0.727	342
I can recognize Meta Beer quickly among other different beer brands	3.79	0.783	342
I am familiar with Meta Beer	3.58	0.788	342
Brand Awareness	3.76	0.564	342

Source: survey result, 2016

As per table 4.3, the average mean for Brand Awareness dimension question that states “I know the symbol or logo of Meta Beer” is 3.88 with a standard deviation of 0.709. This shows most respondents know the symbol or logo of Meta beer. The second and third question that states “The features of Meta Beer come to my mind easily” and “I can recognize Meta Beer quickly among other different beer brands” shows a mean score of 3.78 and 3.79 with standard deviation of 0.727

and 0.783 respectively. The last question on Brand Association states that “I am familiar with Meta Beer” shows a mean score of 3.58 and standard deviation of 0.788, which is the lowest compared to the other three dimensions. The overall mean score for the Brand Awareness question is 3.76 which indicates respondents are familiar with the Brand.

4.3.2 Brand Loyalty

Loyalty is a core dimension of brand equity. Respondents were asked four questions with respect to Brand Loyalty. Table 4.4 shows respondents response to the proposed questionnaire with mean score and standard deviation.

Table 4.4 Brand Loyalty analysis

	Mean	Std. Deviation	N
I consider myself to be loyal to Meat Beer	3.86	0.761	342
When having a beer, Meta Beer would be my choice	3.85	0.833	342
I prefer bars which have Meta Beer	3.61	0.765	342
I am willing to buy Meta Beer even if the price is higher than other beer brands	3.22	0.803	342
Brand Loyalty	3.64	0.676	

Source: survey result, (2016)

As per table 4.4, the average mean for Brand Loyalty dimension question that states “I consider myself to be loyal to Meta Beer” scored the highest form the other list of questionnaires with mean score of 3.86 and standard deviation of 0.761 while respondents gave the least response to “I am willing to buy Meta Beer even if the price is higher than other beer brands with mean score of 3.22 and standard deviation of 0.803. This indicates that consumers are sensitive when it comes to price even if they consider themselves loyal.

4.3.3 Perceived Quality

Perceived quality is the customer's judgment about a product's overall excellence or superiority that is different from objective quality (Zeithaml, 1988). Four questions were developed and presented to respondents. Table 4.5 shows the analysis respondents result.

Table 4.5 Perceived Quality analysis

	Mean	Std. Deviation	N
Quality of Meta Beer is higher than other brands available	3.69	0.773	342
Meta Beer offers excellent taste and flavor	3.78	0.685	342
Meta Beer meets my requirement of Beer than any brand	3.75	0.710	342
Meta Beer gives me Pleasure	3.63	0.742	342
Perceived Quality	3.71	0.578	

Source: Survey result, 2016

Regarding Perceived quality as shown in Table 4.3.3, the respondents gave the highest to "Meta Beer offers excellent taste and flavor" with mean score of 3.78 and standard deviation of 0.685 whereas they gave low mean score of 3.63 to the item "Meta Beer gives me pleasure". The result shows that respondents believe that Meta Beer has a good quality.

4.3.4 Brand Association

A brand association is "anything linked in memory to a brand" (Aaker, 1991, p. 109). A brand association is the most accepted aspect of brand equity (Aaker 1992). Three questions were three questions presented to respondents with respect to Brand Association. Table 4.6 shows the analysis of respondents' response.

Table 4.6 Brand Association analysis

	Mean	Std. Deviation	N
Meta Beer has a very unique brand image, compared to competing brands	3.65	0.680	342
I associate and admire people who drink Meta Beer	3.66	0.610	342
I trust the company which produces Meta Beer	3.80	0.646	342
Brand Association	3.70	0.507	

Source: survey result, 2016

As shown in table 4.6 respondents score the highest to the question “I trust the company which produces Meta Beer” with mean score of 3.80 and standard deviation of 0.646. This shows that the company is trust worthy. The lowest mean respondents gave to “Meta Beer has a very unique brand image, compared to competing brands” scored the lowest with mean score of 3.65. This shows that even if respondents have good level of association with Meta Beer, the association doesn’t go beyond personal attachment.

4.3.5 Overall Brand Equity

To test the overall Brand Equity of Meta beer three questions were presented to respondents. Table 4.7 shows analysis of respondents’ response.

Table 4.7 Overall Brand Equity analysis

	Mean	Std. Deviation	N
Even if another brand has the same feature and quality as Meta Beer, I still prefer Meta Beer	3.57	0.799	342
New brand beer introduction will not affect my selection of Meta beer	3.47	0.885	342
Meta Beer is more than a brand to me	3.08	0.804	342
Overall Brand Equity	3.37	0.676	

Source, survey result 2016

Form table 4.7 can be seen that high mean was given to “Even if another brand has the same feature and quality as Meta Beer, I still prefer Meta Beer” with mean score of 3.57. This shows that they will not change their brand choice if the other beer brand have the same quality or feature. The lowers mean score was given to the question “Meta Beer is more than a brand to me” with mean score of 3.08 which shows that Meta Beer need to work in building personal connection with customers such as charity work.

Table 4.8 Summary of overall Brand Equity Determinants

CBBE determinants	Mean	Std. Deviation
Brand Awareness	3.76	0.563
Brand Loyalty	3.63	0.560
Perceived Quality	3.71	0.578
Brand Association	3.70	0.507
Overall Brand Equity	3.37	0.676

Source: survey result, 2016

4.4 Inferential Statistics

4.4.1 Correlation Analysis

Correlation refers to synonym for association or the relationship between variables and it measures the degree to which two sets of data are related. As we can see from Table 4.9 Higher correlation value indicates stronger relationship between both sets of data. When the correlation is 1 or -1, a perfectly linear positive or negative relationship exists; when the correlation is 0, there is no relationship between the two sets of data (Vignaswaran, 2005).

Table 4.9 correlation value of coefficient

Value of coefficient	Relation between variables
0.70-0.90	Very strong association
0.50-0.69	Substantial association
0.30-0.49	Moderate association

0.10- 0.29	Low association
0.01-0.09	Negligible association

Table 4.10 Correlation analysis

		Brand Awareness	Brand Loyalty	Perceived Quality	Brand Association	Overall Brand Equity
Brand Awareness	Pearson Correlation	1				
	Sig. (2-tailed)	0.000				
	N	342				
Brand Loyalty	Pearson Correlation	0.524**	1			
	Sig. (2-tailed)	0.000	0.000			
	N	342	342			
Perceived Quality	Pearson Correlation	0.484**	0.365**	1		
	Sig. (2-tailed)	0.000	0.000	0.000		
	N	342	342	342		
Brand Association	Pearson Correlation	0.353**	0.284	0.540**	1	
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	342	342	342	342	
Overall Brand Equity	Pearson Correlation	0.508**	0.483**	0.702**	0.586**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000
	N	342	342	342	342	342

(Note: significant at 0.000 level)

Source: survey result, 2016

As per Table 4.10 above, shows positive relationship between the four Customer Based Brand Equity for Meta Beer with in the range of 0.483 to 0.702, all are significant at $p < 0.01$ level. Perceived quality shows very strong level of positive relation, 0.702, with Overall Brand Equity, while Brand Awareness and Brand Association show Sustainable association with Overall Brand

Equity, 0.508 and 0.586 respectively. Brand Loyalty shows significant association with Overall Brand Equity with 0.483.

Table 4.10 also shows the correlation of the independent variables within themselves. It can be seen that all variables are positively correlated with each other. The strong correlation goes to Brand Association and Perceived quality ($p= 0.540$) while the correlation is low between Brand Association and Brand Loyalty ($P=0.284$).

4.4.2 Multiple Regression

4.4.2.1 Test for Linear regression model assumptions

4.4.2.1.1 Normality Assumption

Screening data for assessing the normalization of variables is a critical step in multivariate analysis (Hair, 2010). Normality refers to the shape of a normal distribution of the matrix variable (Robert, 2006). For variables with normal distribution the values of skewness and kurtosis are zero, and any value other than zero indicated deviation from normality (Hair, 2010). According to Hair (2010), the most commonly acceptable criteria value for (kurtosis/skewness) distribution is ± 2.58 . For this study, based on the below graphs, the variables fall within the range.

Table 4.11 Skewness/Kurtosis presentation

	Skewness/Kurtosis				
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Brand Awareness	342	-1.878	.132	6.402	.263
Brand Loyalty	342	-2.182	.132	6.647	.263
Perceived Quality	342	-1.396	.132	3.053	.263
Brand Association	342	-2.187	.132	7.109	.263
Overall BrandEqui	342	-.972	.132	1.410	.263
Valid N (listwise)	342				

4.4.2.1.2 Homoscedasticity Assumption

It is the test of equal variance between pairs of variables (Robert, 2006). In order to ensure the fulfilment of this relationship between independent variables and dependent variable, the variance of dependent variable values must be equal at each value of independent variables (Hair, 2010). For this study all constructs have insignificant level of $p > 0.05$ of levene's test for equality of variance. Thus the assumption is reasonably supported in this study.

4.4.2.1.3 Multicollinearity Assumption

Multicollinearity refers to the situation in which the independent variables are highly correlated. When independent variables are Multicollinearity, there is “overlap” or sharing of predictive power (Dillon, 1993). This may lead to the paradoxical effect, whereby the regression model fits the data well, but none of the predictor variables has a significant impact in predicting the dependent variable (Robert, 2006).

The Multicollinearity in this study was checked using the Tolerance and VIF value. As it is showed in the table 4.11 all independent variables have a Tolerance value greater than 0.01 and VIF value less than 10. The VIF, Variance inflation factor, is computed as “1/Tolerance”, and it is suggested that predictor variables whose VIF values are greater than 10 may merit further investigation (Robert, 2006).

Table 4.12 Result for Multicollinearity test

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.072	0.207		-5.178	0.000		
	Brand Awareness	0.119	0.052	0.099	2.295	0.022	0.622	1.609
	Brand Loyalty	0.221	0.046	0.196	4.834	0.000	0.706	1.416
	Perceived Quality	0.520	0.051	0.445	10.122	0.000	0.603	1.657
	Brand Association	0.341	0.055	0.256	6.245	0.000	0.695	1.439

a. Dependent Variable: Overall Brand Equity

Source: survey result, 2016

4.4.2.2 Multiple Regression Analysis Result

In order to indicate how well a set of independent variables are able to predict the dependent variable and to analyze the conceptual framework, in this study four dependent variables were entered to the multiple regression equation and one independent variable. The four determinants were the dependent variables and the Overall Brand Equity was the independent variable. Linear regression estimates the coefficient of the linear equation, involving one or more dependent variables that best predict the value of the independent variable (Robert, 2006). The multiple regression equation is:

$$Y' = A + B_1X_1 + B_2X_2 + \dots + B_nX_n$$

Where Y' = the predicted independent variable

A = constant

B = unstandardized regression coefficient

X = value of the predicted coefficient

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

$$OBE = A + B_1BA + B_2BL + B_3PQ + B_4BAS$$

$$Y = 0.207 + 0.099BA + 0.196BL + 0.445PQ + 0.256BAS$$

Where: OBE is Overall Brand Equity

BA is Brand Awareness

BL is Brand Loyalty

PQ is Perceived Quality

BAS is Brand Association

Referring to Appendix A, model summary, shows how much of the variance in the measurement of brand preference is explained by the model. Based on this model coefficient of determination

or R square obtained indicates that 60.8% of the variation in the measurement can be explained by the four determinates of Customer Based Brand Equity. The remaining 39.2% of variation are explained by other variables out of this model or variables which are not incorporated in this study.

To test the hypothesis of no liner relationship between the predictor and dependent variables, i.e. R-square=0, the Analysis of Variance (ANOVA) is used (Robert, 2006). Appendix A (ANOVA) presents the F statistics to test how well the regression model fits the data. If the f-statistics is big and the significance level less than 0.05 then the hypothesis of no linear relationship between the independent and dependent variable is rejected. Thus in this study f-statistics with 130.44 and significance value of 0.00, the regression model fits the data. In conclusion all the independent variables are linked to the dependent variable.

4.4.2.3 Regression Analysis

Among the four independent variables, multiple regression analysis revealed that all were a significant predictor of Customer Based Brand Equity by the p-value ($p > 0.05$). The nature of relationship was positive for all independent variables.

Table 4.13 Regression result for Customer Based Brand Equity

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.072	0.207		-5.178	0.000
	Brand Awareness	0.119	0.052	0.099	2.295	0.022
	Brand Loyalty	0.221	0.046	0.196	4.834	0.000
	Perceived Quality	0.52	0.051	0.445	10.122	0.000
	Brand Association	0.341	0.055	0.256	6.245	0.000

a. Dependent Variable: OverallBrandEquity

Source: survey result, 2016

Based on Table 4.14 perceived quality shows the highest beta coefficient stating that perceived quality has high effect on the overall brand equity while Brand awareness has the lowest, even though it has positive effect on overall brand equity.

Overall outcome of the Research Hypothesis:

Table 4.14 Research Hypothesis summary

Hypothesis	Result	Reason
H1: Brand loyalty will have a significant positive effect on Meta Beer brand equity.	Accepted	$\beta=0.099, p<0.05$
H2: Perceived quality will have significant on Meta Beer brand equity.	Accepted	$\beta=0.196, p<0.05$
H3: Brand awareness will have a significant positive importance on Meta Beer brand equity.	Accepted	$\beta=0.445, p<0.05$
H4: Brand association will have a significant positive impact on Meta Beer brand equity.	Accepted	$\beta=0.256, p<0.05$

4.5 Discussion of Findings

Beer is the most popular beverage consumed both at home and in public with potentially significant implication for the desire benefits (Orth, 2005). Brand Awareness and Perceived Quality have been shown to have considerable importance in preference and purchase decisions of Beer (Schaefer, 1995).

The first parameter asked to respondents was demographic profile. Based on the data collection analysis 77.2% of the respondents were male and 22.8% of the respondents were female. This shows that male is the dominant consumer of Meta Beer. As observed by previous research done on Beer Brand Equity, female are not major consumers of beer in general.

The second parameter in demographic profile of respondents showed that most Meta Beer consumers are above 40 years of age with 55.8% of the total respondents. The two age group 18-25 and 26-40 constitute the small percentage with 9.4% and 34.8% respectively. This indicates that the young are not main consumers of Meta Beer.

The third parameter was marital status of respondents, where the highest 51.5% of the respondents were married and lowest 7% were divorced. When considering educational status 43% of the respondents were diploma holders followed by bachelor degree holders.

The fourth Parameter tried to assess the consumption rate of respondents. The result showed that, the 45% of respondents consume beer more than two times a week followed by 35.7% only on weekends. This shows that Meta Beer need to have large share of the market to reach this demand.

Based on the analysis of respondent on Customer Based Brand Equity dimensions, the study found out that Perceived Quality is important factor considered by consumers in setting their preference. This supports the theory proposed by Aaker (1996), perceived quality is the core/primary face across the Customer Based Brand Equity framework. Referring table 4.8, when considering the respondents mean response; Brand Awareness has the highest mean with 3.76 followed by Perceived Quality with mean 3.71. The third determinant is Brand association followed by Brand Loyalty with average mean score of 3.70 and 3.63 respectively. This indicated that most

respondents have awareness of Meta Beer but their response falls down when Perceived quality, Brand Awareness and Brand Association is considered.

Based on the above observation Perceived Quality is the first determinant in considering customer Meta Beer brand choice. Without awareness no consumer can choose a product, implying that there should be awareness in consumer Beer Brand Preference of Meta. Following Brand Awareness Perceived Quality is major factor for choosing Meta Beer. Even though most of beer in Ethiopia exhibits similar product attributes (taste, alcohol content, color and packaging) most respondents give due attention to product quality. This result supports the finding of (Orth, 2005) that beer brands that have high perceived quality are significantly associated with beer brand choice.

After Quality of Meta Beer is accepted by consumers then Brand Association will follow. When consumers are satisfied with the product they will tell friends about Meta Beer; which people will associate their satisfaction of Beer with Meta Beer. The last determinant but not least is Brand loyalty. Even though Meta Beer respondents choose Loyalty as last determinant, it needs all the above three to achieve Meta Beer loyalty.

This study identified that the four dimensions: Brand Awareness, Brand Loyalty, Perceived Quality and Brand Association have positive influence on overall brand equity. The influence of Brand Awareness and Perceived Quality found to be the most important in Overall Brand Equity. The findings of this research agree with that Abad (2012) and Hossien (2012) who found out that Perceived Quality had a positive effect on the overall brand equity.

The finding also showed that Brand Loyalty with the lowest effect on Overall Brand Equity, implying that consumers have high switching behavior. This implies that Meta beer needs to work in maintaining current customers to have major market share.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

Based on the results of the study obtained through the questionnaire distributed to Meta Beer consumers, the following summary, conclusions and recommendations were made. In addition, this chapter also covers limitation of the study and future research to be conducted.

5.1 Summary of Findings

The aim of the study was to assess Aaker's Customer Based Brand Equity model in Ethiopian Beer Industry; the case of Meta Beer. On the review of theoretical, conceptual and empirical related literature of the study, the four determinants of Customer Based Brand Equity have a significant impact on Overall Brand Equity. The privatized government brewery companies and new international beer companies have made the competition of beer market hard. This study tried to identify which determinant have the highest influence on the Overall Brand Equity in Meta Beer. In addition, the study answers the questions how brand equity determinants affect Meta Beer Brand Equity, if Meta Beer consumption vary across different profile of respondents and factors that lead Meta Beer to be more preferred by consumers.

The four determinants of Customer Based Brand Equity model proposed by Aaker were used to measure Customer Based Brand Equity in Ethiopian Beer market, the case of Meta Beer. Using convenience sampling, a sample size of 384 respondents were selected based on the proportion of the selected sub-cities. Only 342 response were complete to be analyzed in the study from the three sub-cities in total. Considering the frame work and objective of the study 18 questioners were provided in a 5 point Likert scale to the respondents. The gathered data was analyzed by descriptive analysis, reliability analysis, correlation analysis and simple regression analysis.

The finding indicated that male were the dominant consumers of Meta Beer with age group greater than 40 and above. Most of the respondents stated they consumer Meta Beer more than two times a week. The result showed that all the four CBBE determinants have positive effect on

Overall Brand Equity Perceived quality and Brand association were the top influential factors of brand equity.

5.2 Conclusion

The current study involves an attempt to provide important findings to marketing managers of Meta Beer as they develop their business strategies. The introduction of new beer brands in Ethiopian market makes it important to analyze Aakers Customer Based Brand Equity model to have large market share. The conclusions reached and proposed managerial implications as a result of the data analysis are discussed as follows:

- The fact that most of the beer are consumed by male, this gives an opportunity for Meta Beer to introduce new Beer which will attract female population.
- The study showed that most consumer of Meta Beer is by age group 40 and above. This shows that the brand is not well familiarized by young ones.
- One of the objective of the study was to find out which brand equity determinant create superior value. Even though the result showed all the determinants can create superior value, Perceived Quality have the highest positive effect of Overall Brand Equity.
- Brand Association, Brand Loyalty and Brand Awareness have a significant impact on the beer brand choice in chronological order next to Perceived quality.
- Aaker's Brand Equity determinants: Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty have positive effect on the Overall Brand Equity. As a result all brand equity determinants have to be given attention for brand equity building.

5.3 Recommendations

On the basis of the findings and conclusions reached, the following recommendations are made in order to improve the overall Brand Equity.

- More awareness have to be done to attract the young generation for them to know about the brand as the young take considerable amount of the total population. In addition, new beer brand that is suitable for female is also advised as the number of female beer consumers is very low.
- Marketing managers of Meta beer need to consider all the determinants seriously to have large market share in the market. They have to work on the image to have high association and on promoting the product to have high Brand Awareness in parties, sport events holidays etc.
- Based on the observation of respondents' perceived quality was the major factor for their choice in Meta beer. Meta Beer managers need to work on the Quality of the product in order to maintain the customers and attract new ones.
- The increasing number of beer brand in the market should be a wakeup call for the breweries in the country. Meta Beer need to strive to meet and pass their customers' expectation.
- Meta beer need to update itself with the technology in as way it is modern age beer, rather than keeping the same logo, appearance stating that is the same as old times.

5.4 Limitations and directives for future research

The study has some limitations. Even though the study was limited to Addis Ababa Meta Beer consumers, the study can have more reliable outcome considering other parts of Ethiopia. Samples need to be collected in major cities of the country, since there might be different consumption patterns because of price, habit, association etc. When considering the sample selection, it only took three sub-cities with the highest Bar, Restaurants, and Kiosks. The study can be more conclusive if it includes more variables that are specific to the Ethiopian Beer consumption.

Reference:

Aaker, DA. (1991) *Managing Brand Equity: Capitalizing on the value of a Brand Name*, Free Press New York.

Aaker, DA. (1996) *Building Strong Brands*. New York: The Free Press, a Division of Simon & Schuster Inc.

Access capital, (may,2010). Investment in Ethiopia: Sector report Beer. *Assess capital Research* available at http://www.ethiopianinvestor.com/index.php?option=com_docman (accessed on 10/12/15).

American Marketing Association, Brand Definition, Retrieved on December 24, 2015 from http://www.marketingpower.com/_layout/Dictionary.aspx.

Arnold, John P (2005), *Origin and History of Beer and Brewing: for Prehistoric times to the beginning of brewing science and technology*. Cleveland, Ohio.

Beidemariam Amare. (2014) *Customer Based Brand Equity in Ethiopia*, Thesis paper, marketing management graduate program AAUSC.

Bewket Abebe Fortune Published On September 29, 2013 [Vol 14 ,No 700].

Blythe, J. (2005). *Essential of marketing*. 3rd edition, Pearson Education Limited, Prentice Hall.

Bhattacharjee, A. (2012). *Social science research: principles, methods, and practices 2nd ed, A free textbook published under the Creative Commons Attribution 3.0 License The Global Text Project is funded by the Jacobs Foundation, Zurich, Switzerland*.

Biel, A. L. (1992). *How Brand images drives brand equity*. Journal of Advertising Research.

Blumberg, B.C. (2008). *Business Research method* (2nd European Edition ed.) McGraw-Hill.

Chen H. H. and Liu Y. m. (2009). *The impact of brand equity on brand preference and purchase intentions in the service industry*, service industry journal.

Chirchil, G. (1995). *Marketing Research Methodological Foundation (6th ed.)* the Dryden Press.

Christopher, M. (1996). *From brand value to customer value*. Journal of Marketing Practice. Applied Marketing science.

Creswell W. (2009) *Research Design: Qualitative, Quantitative and Mixed Method Approach*. California: SAGE publication Inc.

Cristina, Normand and Domingo, (2013). *Brewing the Recipe for Beer Brand Equity*. European research study volume XVI.

David Aaker. (1996)*Building Strong Brands*. United States of America, The Free Press New York, NY.

David J. a (1987) *Marketing Research*. Boston: Von Hoffmann Press.

DeChernatony L. and Riley. (1998) *Defining a brand: Beyond the literature with experts' interpretations*, Journal of Marketing Management.

Dillon, R. M. (1993). *Essentials of Marketing Research Boston*: Von Hoffmann Press.

Ebrahim, R. S. (2013). *A Study of Brand Preference: An Experiential View*. London: Brunel University of London.

Farquhar, P. H., Han, J. Y., & Ijiri, Y. (1991). *Recognizing and Measuring Brand Assets*. Cambridge, MA: Marketing Science Institute Working Paper Series.

Goi Chai Lee and Fayrene Chieng Yew Leh, (2011). *Dimensions of Customer-Based Brand Equity: A Study on Malaysian Brands*. Curtin University, Miri, Malaysia.

George Christodoulides, (2009). *Consumer Based Brand Equity Conceptualization & Measurement: A Literature Review*, Birmingham Business School, United Kingdom.

Grambler W.D and Brown S. P. (1996) *Effects of brand awareness on choice for a common, repeat-purchase product*, journal of consumer research.

Henry, A. (2001). *Consumer Behavior and Marketing Action*. Ohio: South-West College

Hair, J.B. (2010). *Multivariate Data Analysis*. PEARSON.

Kassahun Hailesilassie. (2014)*Determinants of Beer Brand Preference; the case of Addis Ababa Beer Market*, Thesis paper, marketing management graduate program AAUSC

Kevin L. K. (1993). *Conceptualizing, Measuring, and Managing Customer-Based Brand Equity*. Journal of marketing.

Keller K. (1993). *Conceptualizing, Measuring and Managing Customer Brand Equity*. Journal of Marketing.

Keller K.L. (2003) *Strategic Brand Management*. New delhi, Prentice-Hall of India.

Khan, M/ (2007). *Consumer Behavior*. New Delhi: New Age International.

Kotler P. and Keller K.L. (2006) *Marketing management*, 12th edition. Upper Saddle River, NJ: Prentice Hall.

Kotler P. and Keller K.L. (2012) *Marketing management*, 14th edition, Pearson Prentice Hall.

Kotler, P. J., & Armstrong, G. (2010). *Principles of marketing*. Englewood Cliffs, NJ: Prentice Hall.

Kristjansson, S. (2011). *Icelandic beer Market: Exploring consumer preference in the Icelandic beer market applying the best-worst scaling method*. Aarhus School of Business.

Matiwos E. Abdurazak M. and Berhanu D. (2014) *Research module*, Addis Ababa University School of Commerce Graduate program, Addis Ababa.

Orth, U. R. (2005). *Dimension of Wine region equality and their impact on customer preference*. Journal of Product and Brand Management.

Robert, D. (2006). *Handbook of Univariate and Multivariate Data Analysis and Interpretation with study on College students and Beer*. Thesis (MBA). Florida, U.S.A.: University of Florida.

Saunders, M. L. (2012). *Research Methods for business students*. London. Prentice hall.

Sudhir Voleti, Paul Nelson & Sanjog Misra (2003). *Brand Equity as a Revenue Multiplier*. University of Rochester, Rochester.

Tom Blackett, L.H. (2004). *Brand and Branding*. New York: Inter branding.

Wayne, D. H. (2007) *Consumer behavior*. Mason: South-West.

Xiaon T. & Fana M. (2009). *Measuring Customer Based Brand Equity: empirical evidence form the sports ware market in china*. Journal of Product and Brand Management

Zeithaml, V. (2008). *Consumer perception of price, quality and value. A meta-analysis: A means-end model and synthesis of evidence*. Journal of Marketing: USA.

APPENDICES

APPENDIX A: - frequency distribution of the independent variables and dependent variable.

Frequency distribution of Brand Awareness

I know the symbol or logo of Meta Beer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	4	1.2	1.2	1.2
	DISAGREE	9	2.6	2.6	3.8
	NEUTRAL	57	16.7	16.7	20.5
	AGREE	225	65.8	65.8	86.3
	STRONGLY AGREE	47	13.7	13.7	100
	Total	342	100	100	
The features of Meta Beer come to my mind easily					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	6	1.8	1.8	1.8
	DISAGREE	12	3.5	3.5	5.3
	NEUTRAL	63	18.4	18.4	23.7
	AGREE	230	67.3	67.3	90.0
	STRONGLY AGREE	31	9.1	9.1	100.0
	Total	342	100	100	
I can recognize Meta Beer quickly among other different beer brands					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	7	2.0	2.0	1.0
	DISAGREE	17	5.0	5.0	7.0
	NEUTRAL	55	16.1	16.1	23.1
	AGREE	225	65.8	65.8	88.9
	STRONGLY AGREE	38	11.1	11.1	100.0
	Total	342	100	100	

I am familiar with Meta Beer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	8	2.3	2.3	2.3
	DISAGREE	17	5.0	5.0	7.3
	NEUTRAL	110	32.2	32.2	39.5
	AGREE	184	53.8	53.8	93.3
	STRONGLY AGREE	23	6.7	6.7	100.0
	Total	342	100	100	

Source: survey result, 2016

Frequency distribution of brand loyalty

I consider myself to be loyal to Meat Beer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	9	2.6	2.6	2.6
	DISAGREE	11	3.2	3.2	5.8
	NEUTRAL	39	11.4	11.4	17.3
	AGREE	243	71.1	71.1	88.3
	STRONGLY AGREE	40	11.7	11.7	100
	Total	342	100	100	
When having a beer, Meta Beer would be my choice					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	10	2.9	2.9	2.9
	DISAGREE	19	5.6	5.6	8.5
	NEUTRAL	30	8.8	8.8	17.3
	AGREE	235	68.7	68.7	86
	STRONGLY AGREE	48	14.0	14.0	100
	Total	342	100	100	
I prefer bars which have Meta Beer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	9	2.6	2.6	2.6

	DISAGREE	17	5.0	5.0	7.6
	NEUTRAL	89	26.0	26.0	33.6
	AGREE	212	62.0	62.0	100
	STRONGLY AGREE	15	4.4	4.4	
	Total	342	100	100	
I am willing to buy Meta Beer even if the price is higher than other beer brands					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	10	2.9	2.9	2.9
	DISAGREE	49	14.3	14.3	17.3
	NEUTRAL	142	41.5	41.5	58.8
	AGREE	139	40.6	40.6	99.4
	STRONGLY AGREE	2	0.6	0.6	100
	Total	342	100	100	

Frequency distribution for Perceived Quality

Quality of Meta Beer is higher than other brands available					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	7	2.0	2.0	2
	DISAGREE	19	5.6	5.6	7.6
	NEUTRAL	73	21.3	21.3	28.9
	AGREE	218	63.7	63.7	92.7
	STRONGLY AGREE	25	7.3	7.3	100
	Total	342	100	100	
Meta Beer offers excellent taste and flavor					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	4	1.2	1.2	1.2
	DISAGREE	11	3.2	3.2	4.4
	NEUTRAL	68	19.9	19.9	24.3
	AGREE	231	67.5	67.5	91.8
	STRONGLY AGREE	28	8.2	8.2	100
	Total	342	100	100	

Meta Beer meets my requirement of Beer than any brand					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	2	0.6	0.6	0.6
	DISAGREE	15	4.4	4.4	5
	NEUTRAL	82	24.0	24.0	28.9
	AGREE	210	61.4	61.4	90.4
	STRONGLY AGREE	33	9.6	9.6	100
	Total	342	100	100	
Meta Beer gives me pleasure					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	5	1.5	1.5	1.5
	DISAGREE	19	5.6	5.6	7
	NEUTRAL	93	27.2	27.2	34.2
	AGREE	205	59.9	59.9	94.2
	STRONGLY AGREE	20	5.8	5.8	100
	Total	342	100	100	

Frequency distribution for Brand Association

Meta Beer has a very unique brand image, compared to competing brands					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	4	1.2	1.2	1.2
	DISAGREE	21	6.1	6.1	7.3
	NEUTRAL	72	21.1	21.1	28.4
	AGREE	238	69.6	69.6	98
	STRONGLY AGREE	7	2.0	2.0	100
	Total	342	100	100	
I associate and admire people who drink Meta Beer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	3	0.9	0.9	0.9

	DISAGREE	13	3.8	3.8	4.7
	NEUTRAL	85	24.9	24.9	29.5
	AGREE	238	69.6	69.6	99.1
	STRONGLY AGREE	3	0.9	0.9	100
	Total	342	100	100	
I trust the company which produces Meta Beer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	3	0.9	0.9	0.9
	DISAGREE	10	2.9	2.9	3.8
	NEUTRAL	64	18.7	18.7	22.5
	AGREE	240	70.2	70.2	92.7
	STRONGLY AGREE	25	7.3	7.3	100
	Total	342	100	100	

Frequency distribution for Overall Brand Equity

Even if another brand has the same feature and quality as Meta Beer, I still prefer Meta Beer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	9	2.6	2.6	2.6
	DISAGREE	24	7.0	7.0	9.6
	NEUTRAL	88	25.7	25.7	35.4
	AGREE	205	59.9	59.9	95.3
	STRONGLY AGREE	16	4.7	4.7	100
	Total	342	100	100	
New brand beer introduction will not affect my selection of Meta beer					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	10	2.9	2.9	2.9
	DISAGREE	38	11.1	11.1	14
	NEUTRAL	99	28.9	28.9	43
	AGREE	172	50.3	50.3	93.3
	STRONGLY AGREE	23	6.7	6.7	100
	Total	342	100	100	

Meta Beer is more than a brand to me					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	STRONGLY DISAGREE	12	3.5	3.5	3.5
	DISAGREE	53	15.5	15.5	19
	NEUTRAL	179	52.3	52.3	71.3
	AGREE	90	26.3	26.3	97.7
	STRONGLY AGREE	8	2.3	2.3	100
	Total	342	100	100	

Source: survey result, 2016

Model summary:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.779 ^a	.608	.603	.42604	1.651

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

b. Dependent Variable: Overall Brand Equity

Source: Survey result, 2016

ANOVA table for Customer Based Brand Equity

ANOVA^b

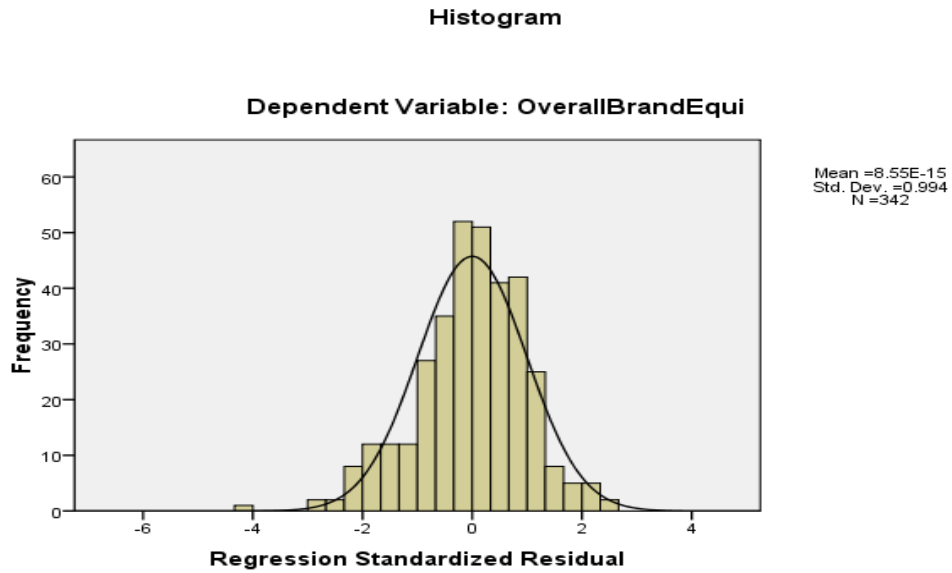
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	94.703	4	23.676	130.440	.000 ^a
	Residual	61.168	337	.182		
	Total	155.871	341			

a. Predictors: (Constant), BrandAssociation, BrandLoyalty, BrandAwareness, PerceivedQuality

b. Dependent Variable: OverallBrandEqui

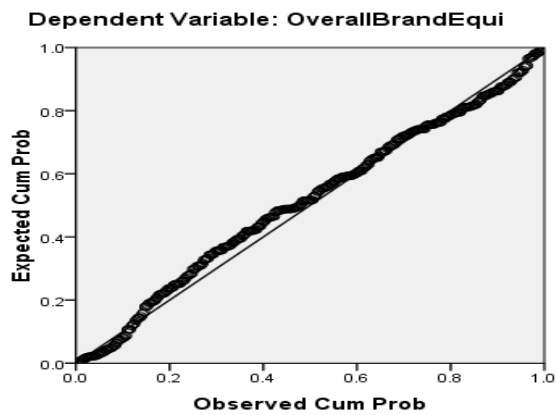
Source: survey result, 2016

Normality assumption



Normality assumption

Normal P-P Plot of Regression Standardized Residual



APPENDIX B: - Questioner distributed for Meta Beer customers in English and Amharic

**Addis Ababa University School of Commerce
Department of Marketing Management**

Dear respondents;

I am a graduate student at Addis Ababa University School of Commerce and currently conducting a research for the completion of my Masters degree in marketing management. This questionnaire is designed to collect data on Measuring Customer Based Brand Equity in Ethiopian beer industry the case of Meta Beer. The questionnaire aim is to collect Meta Beer customers view on its brand equity. Please take a few minutes of your time to answer this questionnaire about your experience with regards to the Ethiopian beer industry. Your willingness and cooperation in giving genuine information is well appreciated and the information you provide will be used for academic purpose and will be kept in strict confidentiality.

Thank you for your cooperation!

Part One: Demographic profile of respondents

Put “√” mark on the space provided

1. Gender: Male Female

2. Age: 18-25 26-40 41-50 Above 50

3. Marital status
 Single Married Divorced Widow

4. Educational Background
 <12th grade Diploma Masters Degree

12th Complete Bachelor's Degree PHD and above

5. How often do you consume Meta Beer

Everyday More than two times in a week
 Once a week Only on weekends

Part Two: Customer based brand equity

Put “√”mark on your choice

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
BA1	I know the symbol or logo of the Meta Beer					
BA2	The features of Meta Beer come to my mind easily					
BA3	I can recognize Meta Beer quickly among other different beer brands					
BA4	I am familiar with Meta Beer					
BL1	I consider myself to be loyal to Meta Beer					
BL2	When having a beer, Meta Beer would be by choice					
BL3	I prefer bars which have Meta Beer					

BL4	I am willing to buy Meta Beer even if the price is higher than other beer brands					
PQ1	Quality of Meta Beer is higher than other brands available					
PQ2	Meta Beer offers excellent taste and flavor					
PQ3	Meta Beer meets my requirement of beer than any brand.					
PQ4	Meta Beer gives me pleasure.					
BAS1	Meta Beer has a very unique brand image, compared to competing brands.					
BAS2	I associate and admire people who drink Meta Beer.					
BAS3	I trust the company which produces Meta Beer.					
	Overall Brand Equity	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
OBE1	Even if another brand has the same feature and quality as Meta Beer, I still prefer Meta Beer					
OBE2	New brand beer introduction will not affect my selection of Meta Beer					
OBE3	Meta Beer is more than a brand to me.					

Questionnaire in Amharic

አዲስ አበባ ዩንቨርሲቲ ንግድ ሥራ ትምህርት ቤት

ማርኬቲንግ ማናጅመንት ድህረ ምረቃ ፕሮግራም

የተከበሩ ምላሽ ሰጪዎ

በአዲስ አበባ ዩንቨርሲቲ ንግድ ሥራ ትምህርት ቤት የሁለተኛ ዲግሪ ተማሪ ስሆን ይህ መጠይቅ ለማስተርስ ዲግሪ ለማሟላት የሚውል ነው። ይህ መጠይቅ የሜታ ቢራ ብራንድ ወጋ በተጠቃሚዎች ላይ በመመስረት ለመለካት ነው። የዚህ መጠይቅ አላማ በኢትዮጵያ ቢራ ኢንዱስትሪ ውስጥ የሜታ ቢራ ብራንድ ዋጋ አስተዋፅዖ ምክንያቶችን ማግኘት ይሆናል። መጠይቁ አጭር በመሆኑ አጭር ጊዜ ብቻ የሚወስድ ነው። የእርስዎ የተሳትፎ ፈቃደኝነትና ቀና መልስ ለጥናቱ ወሳኝ ነው። በዚህ መጠይቅ የሚሰበሰበው መረጃ ከላይ እንደተጠቀሰው ለጥናት አላማ ብቻ የሚውል ሲሆን የመረጃው ሚስጥራዊነት የተጠበቀ ነው።

ለትብብርዎ በቅድሚያ አመሰግናለሁ።

ክፍል አንድ፡- የመላሽ ጠቅላላ መረጃ

እባክዎ ምላሹ ነው ብላው በሚያምኑበት ባዶ ቦታ ላይ የ “ ✓ ” ምልክት ያስቀምጡ።

- | | | | | | | | |
|---------------|--------------|--------------------------|-------|--------------------------|-----------------|--------------------------|--------------------------------------|
| 1. ጾታ፡- | ወንድ | <input type="checkbox"/> | ሴት | <input type="checkbox"/> | | | |
| 2. እድሜ፡- | 18-25 | <input type="checkbox"/> | 26-40 | <input type="checkbox"/> | 41-50 | <input type="checkbox"/> | ከ50 በላይ <input type="checkbox"/> |
| 3. የጋብቻ ሁኔታ | ያላገባ | <input type="checkbox"/> | ያገባ | <input type="checkbox"/> | የፈታ | <input type="checkbox"/> | በሞት የተለየ(ች) <input type="checkbox"/> |
| 4. የትምህርት ደረጃ | 12ተኛ ክፍል በታች | <input type="checkbox"/> | ዲፕሎማ | <input type="checkbox"/> | 2ተኛ ዲግሪ | <input type="checkbox"/> | |
| | 12ተኛ የጨረሰ | <input type="checkbox"/> | ዲግሪ | <input type="checkbox"/> | ዶክትሬት እና ከዛ በላይ | <input type="checkbox"/> | |

5. ሜታ ቢራ ምን ያህል ጊዜ ይጠቀማሉ

በየቀኑ

ባሳምንት ሁለት ጊዜ በላይ

በሳምንት አንዴ ጊዜ

ቅዳሜ እና እሁድ

ክፍል ሁለት:- ከዚህ በታች የተቀመጡት ሥለ ሜታ ቢራ ምርጫዎ የሚገልጽ ነው

በተጠቀሰው ክፍት ቦታ ላይ የእርስዎን ሃሳብ በትክክል የሚገልጸው ሳጥን ውስጥ የ“ √ ” ምልክት ያስቀምጡ።

		በጣም አልስማማም (1)	አልስማማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
BA1	የሜታ ቢራ የንግድ ምልክት አውቃለው።					
BA2	ሜታ ቢራ ከሌሎች የቢራ አይነቶች በአእምሮዬ ውስጥ ወዲያው ይመጣል።					
BA3	ሜታ ቢራ ከሌሎች ቢራዎች ወዲያውኑ ማስታወስ እችላለሁ።					
BA4	ስለ ሜታ ቢራ በደንብ አውቃለው።					
BL1	የሜታ ቢራ ቋሚ ደንበኛ ነኝ።					
BL2	ቢራ ስጠጣ ሜታ ቢራ የመጀመሪያ ምርጫዬ ነው።					
BL3	ሜታ ቢራ የሚሸጡ መጠጥ ቤቶች እመርጣለሁ።					

BL4	ከሌሎች ቢራዎች የዋጋ ጭማሪ ቢኖረውም ሜታ ቢራ ምርጫዬ ነው።					
PQ1	የሜታ ቢራ ጥራት ከሌሎች የቢራ አይነቶች ይበልጣል።					
PQ2	ሜታ ቢራ አርኪ ጣዕም አለው።					
PQ3	ቢራ ሊያሟላ የሚገባውን ሁሉ ሜታ ቢራ ያሟላ ነው።					
PQ4	ሜታ ቢራ የቢራ አምራችን ያርካኛል።					
BAS1	ሜታ ቢራ ከሌሎች የቢራ አይነቶች የተለየ ቀረቤታ አለኝ።					
BAS2	ሜታ ቢራ ከሚጠጡ ሠዎች ጋር የተለየ ቀረቤታ አለኝ።					
BAS3	የሜታ ቢራ አምራች ድርጅት ጥሩ ምርት እንደሚያቀርብ አምናለሁ።					
OBE1	ከሌሎች ቢራዎች ጋር ተመሳሳይ ጥራትና አይነት ቢኖረውም ሜታ ቢራ ምርጫዬ ነው።					
OBE2	የአዳዲስ ቢራዎት መመረት ለሜታ ቢራ ያለኝን ታማኝነት አይቀንስም።					
OBE3	ሜታ ቢራ ለኔ ከቢራ በላይ ነው።					