



**ADDIS ABABA UNIVERSITY**  
**COLLEGE OF BUSINESS AND ECONOMICS**  
**SCHOOL OF COMMERCE MARKETING MANAGEMENT**  
**GRADUATE PROGRAM UNIT**

**THE EFFECT OF BRAND EQUITY ON CUSTOMER SATISFACTION IN MAJOR  
SUPERMARKETS IN ADDIS ABABA**

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**June, 2020.**

**Addis Ababa, Ethiopia**

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

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SUPERMARKETS IN ADDIS ABABA**

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

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Ababa”**

**By**  
**Habtewold G/Meskel**

**Approved by Board of Examiners**

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**Declaration**

I, **Habtewold G/Meskel**, declare that the study entitled “**The effect of brand equity on customer satisfaction in major supermarkets in Addis Ababa**” is my original work and has not been used by others for any other requirements in any other university and all sources of the materials used for this thesis have been properly acknowledged.

Name: Habtewold G/Meskel

\_\_\_\_\_  
Signature

### **Statement of Certification**

This is to certify that Habtewold G/Meskel has carried out his research work on the topic of **“The effect of brand equity on customer satisfaction in major supermarkets in Addis Ababa”** for the partial fulfillment of Masters 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 it is suitable for submission of Master’s Degree in Marketing Management.

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Thesis Advisor: - Andinet Worku (PhD)

### **DEDICATION**

I dedicate this research work to my wife W/o Eyarusalem Melese, and daughter Soliyana Habtewold, who sacrificed so much to make it possible for me to complete my Master's studies.

## **ACKNOWLEDGEMENTS**

The successful completion of this thesis would not have been possible without the tremendous assistance and support of the following people and I would like to sincerely thank them. First and foremost, I would like to express my sincere gratitude to my Advisor Dr. Andinet Worku, whose encouragement, critique, guidance and support as well as his valuable comments that enabled me to develop and accomplish this research. I also would like to thank my friends Henok and Weldekiros for their support and contributions throughout my study and the research. Your continual guidance and your sacrifice were beyond measure.

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**Thank You!**

**Habtewold Gebremeskel**

## **ABSTRACT**

The Supermarkets environment has become increasingly competitive and therefore building brand equity enhance the value of the brand in the marketplace. The objective of the study was to examine the effect of brand equity on customer satisfaction in the major supermarkets in Addis Ababa. A quantitative research methodology was used and data was collected from 333 customers of the selected five supermarkets in the capital city with the aid of a self-administered questionnaire survey using a convenience sampling technique. The questionnaire comprised questions on the following constructs: independent variable brand equity (its dimensions brand loyalty, perceived quality, brand awareness and brand associations) with dependent variable customer satisfaction. Hypotheses formulated were tested using multiple regression analysis and confirmed a significant relationship between the dimensions of brand equity and customer satisfaction. Cronbach Alpha for reliability, descriptive statistics and inferential statistics techniques were applied to analyze the data using SPSS application. The study found R square of the results of the regression all together explain 85.2% of variation on customer satisfaction; whereas, the remaining 14.8% explained by other extraneous variables such as price fairness, service quality etc. study concludes that to improve their supermarket brand Equity as well as to measure customer satisfaction in order to analyze their brand equity and see whether their satisfied customers are willing to recommend their branded product and service to others as well as having these satisfied customers loyal to their product/services in the future by maintaining and strengthening its brand equity as their branding strategy that will hopefully position it positively in the minds of consumers.

**Key words:** brand equity, brand awareness, perceived quality, brand association, brand loyalty, customer satisfaction, Supermarket.



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## CHAPTER ONE

### 1. INTRODUCTION

#### 1.1 BACKGROUND OF THE STUDY

One of the most popular places for shopping basic goods is a supermarket. This is because supermarkets offer different types of goods e.g. food, cleaning products, all kinds of electronics and care products. As a result, consumers prefer the supermarkets than other retail stores like tack shops of customer nearby villages, because all items, varieties and choices are available in the supermarkets. Supermarkets offer variety to customers by introducing their own brands as well as introducing luxury products. Supermarkets play an important role between manufacturers and consumers.

Supermarkets could rely on differentiation of products and services to retain their customers as well as to satisfy them. They could do this by branding that creates a unique name and image for themselves in the minds of consumers. Branding plays an important role by increasing brand equity, brand loyalty and brand image. Starting from the definition brand, Brand is defined as a 'name, term, sign, symbol, or design, or a combination of them intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition'. American Marketing Association (AMA). Brand equity is a core concept in marketing. Although extensive research has been conducted on brand equity, the literature on this subject is largely fragmented and inconclusive. There are numerous definitions of brand equity; some take the financial perspective by considering brand in terms of its monetary value to the firm (Buil, Martinez, Chernatony, 2013). But the monetary value of the brand to the firm is the result of consumer's response to the brand (Buil, Martinez, Chernatony, 2013). As a consequence many previous researches consider brand equity from customer's perspective. From cognitive psychology perspective, brand equity think as "a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm or to that firm's customers.(Aaker, 1991) Besides, "These assets include brand loyalty, brand awareness, perceived quality, brand associations, and other proprietary assets (Buil, Martinez, Chernatony, 2013). Taking the customers perspective of brand equity, Keller(1993), defines brand equity as "the differential effect of brand knowledge on consumer response to the marketing of the brand". Rust et al. (2004) consider brand equity to be "the customer's subjective and intangible assessment of the brand, above and beyond its objectively-perceived value".

According to the Signaling Theory (Erdem & Swait, 2004), brand equity acts as an effective signal of quality and credibility as it significantly reduces the risk perceived by consumers.

Brand equity also refers to a value of best offer that a company generates from a product with a recognizable name when compared to a generic equivalent. Companies can create brand equity for their products by making them memorable, easily recognizable, and superior in quality and reliability (Adam Hayes, 2019).

A trusted and recognized brand identity plus awareness provides confidence for customers to use the products offered by that brand (Egan, 2014). Therefore, the successful organizations always work hard to build strong brand and represent it in a consistent and clear way. Building a strong brand in the market is the current goal of many retailers in the industry. This is due to the fact that brand equity has been found to lead to higher prices, greater market share, more responsive advertising and promotions, earlier market penetration and more efficient product line extensions (Keller, 1992). This is because of the fact that the customers always seek for branded products or services in this current competitive market environment. Therefore, companies are facing intense challenges in maintaining and enhancing customer satisfaction through Brand Equity.

According to American Marketing Association (AMA) customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is also ‘the number of customers or percentage of total customers, whose reported experience with a firm’s products or services exceeds specified satisfaction goals’ (Farris, Bendle, Pfeifer, Phillip, Reibstein, 2010). Indeed, (Hill, Roche & Allen 2007), state that customer satisfaction is a measure of how your organization’s total product performs in relation to a set of customer requirements and a barometer that predicts the future customer behavior.

From the discussions thus far, it is clear that through improving their Brand Equity organizations such as supermarkets can build relationships with their customers.

Though there are studies that examined the relationship between Brand Equity and customer satisfaction in the context of supermarkets (e.g. the impact of Brand Equity on customer satisfaction in major supermarkets in Nairobi country). As far as I know no study has examined the effect of Brand Equity on customer satisfaction in the context of supermarkets in Ethiopia. This is important in view of the need to establish the generalizability of findings that show that Brand Equity has an effect on customer satisfaction in the Ethiopian context. This is because of research that shows that in some contexts building Brand Equity is of less relevance to companies operating in cultures that rely less on brand names as a signal of quality (Dawar & Parker, 1994). To this effect, I have selected retailers such as Shoa,

Safeway, Lomayad, Abader and Fantu to examine the relationship between satisfaction and Brand Equity. I try to examine this relationship to emphasize the importance of customer oriented marketing by establishing the importance of Brand Equity in affecting customer satisfaction. The main aim of this study is to analyze the impact of Brand Equity on customer satisfaction in the context of retail supermarket in Addis Ababa and a subsidiary aim of this research is to enhance knowledge and understanding on the relationship between Brand Equity and customer satisfaction. Further, the research also measured level of satisfaction of the selected supermarkets.

## 1.2 Statement of the problem

The service industry and in particular, the retail market has been vital to the world economy and has undergone the ever-intensified competition under recent crisis and economic turn-down period. The modern retail industry is booming across the world. Therefore, it is essential for retailers to use strategies which focus on satisfying current customers. Supermarkets and Hypermarkets have played an important role in food distribution since they appeared. For modern life, the existence of traditional markets has been gradually replaced by their descendent supermarkets and people depend on supermarkets for their basic grocery needs. Shopping at the grocery store has become a big deal and it is one of the most important food sources for many households.

Building brand equity is an important strategic issue for retailers, generating multiple benefits such as ability to leverage ones name by launching private label brands and increase revenue and profitability by insulating them from competitors (Ailawadi and Keller, 2004). In recent years, retailers have been facing a challenging marketing environment in the form of more demanding consumers, intensified competition and slow-growth markets (Bloemer and Odekerken-Schroder, 2000; Sirohi et al., 1998). Retail sales now represent a declining share of consumer expenditures in several western economies because of such factors as aging population, changing consumer patterns and saturation in demand (Webb, 2000). As a result, building brand equity has become increasingly important for retailers in order to maintain or improve their economic performance.

Despite the increased focus on the retail branding, there is very little insight into the concept of retail branding. Relatively fewer studies have investigated the outcome of retail brand equity especially in relation to customer loyalty (Szymanski and Henard, 2001). The linkages between retail brand equity and customer loyalty are not satisfactorily explained (Pappu et al., 2005). Most studies assume that brand equity has a positive effect on consumer responses



(Cobb-Walgreen et al., 1995). Taylor et al., (2004), studied the importance of brand equity on customer loyalty using various determinants of customer loyalty (satisfaction, value, resistance to change, affect and trust). They find that taken individually these antecedents do not create Loyalty. Buil et al.,(2013), have studied the influence of brand equity on consumer responses (premium pricing, brand extensions, brand preferences and purchase intentions). They find that overall brand equity has a positive effect on customer loyalty. However, their study used data from two European countries (Spain and UK). Similar studies have also been done in USA and Asia (Buil et al., (2013), this study seeks to examine the relationship between retail brand equity and customer satisfaction within the Ethiopia environment and in particular using retail supermarkets in Addis Ababa town because customers should satisfy first in order to be loyal. Most of the studies done in the context of supermarkets have paid less attention to the effect of brand equity on customer satisfaction in our country, Ethiopia. Based on the rationale of the previous paragraph this study will seek to examine the effect of brand equity on customer satisfaction in the context of supermarkets. Additionally, this thesis sought to identify and analyze the elements of customer satisfaction while focusing on their shopping experiences at five different supermarkets stores Shoa, Safeway, Lomayad, Abader and Fantu. The research focused on these stores since they are the most popular food distribution channels in Addis Ababa. The results of this study while adding to existing literature also provide insight into the use of different elements of brand equity in examining the relationship between brand equity and customer satisfaction.

### 1.3 Research Questions

**To achieve the objective of the study, the thesis will expect to address the following key Research Questions.**

- ❖ Does Brand Equity affect customer satisfaction of the supermarkets in Addis Ababa?
- ❖ What is the satisfaction level of customers at the five supermarkets?

The study also will expect to address the following sub Research Questions

1. Does brand awareness affect customer satisfaction of the supermarkets in Addis Ababa?
2. Does brand association affect customer satisfaction of the supermarkets in Addis Ababa?
3. Does perceived quality affect customer satisfaction of the supermarkets in Addis Ababa?
4. Does brand loyalty influence customer satisfaction of the supermarkets in Addis Ababa?

## **1.4 Research objectives**

### **1.4.1 General objective**

The main purpose of this research is to analyze the Effect of Brand Equity on customers' satisfaction in major supermarkets in Addis Ababa.

### **1.4.2 Specific objectives**

- To assess the relationships between Brand Equity and customer satisfaction.
- To identify the factors in Brand Equity which influence customer satisfaction
- To find out which of the Brand Equity factor are important in influencing customer satisfaction in supermarkets; and provide recommendations
- To improve customer satisfaction through showing the importance of Brand Equity in supermarket businesses in Addis Ababa.

## **1.5. Significance of the study**

The result of this study will contribute to various stakeholders of the supermarket industry such as the owners through offering insight on how to deal with the challenges facing supermarkets. This study will provide the justification to the insight offered via empirical support on the importance of Brand Equity for the successes of supermarkets. Policy makers will also obtain knowledge of the retail service industry dynamics and the appropriate strategies. As a result, they will obtain guidance from this study in designing appropriate policies that will regulate the retail industry. For academicians, this study will offer further empirical support for the contention that Brand Equity is positively related to customer satisfaction in the context of supermarkets in Addis Ababa. Investors will gain an insight on the business and its strategic position within the environment, which can assist them in determining the viability of their investments.

### **1.6. Scope of the study**

The scope of this research will focus on examining the Effect of Brand Equity on customer satisfaction in major supermarkets. It will also consider both service users and providers, in which the information will collect through primary and secondary sources in using quantitative approach by applying the explanatory research design. Finally, Due to manageability and accessibility difficulty and other constraints the scope of the study will limited to customers which are in the selected branch.

### **1.7. Limitation of the study**

The student researcher will probably come across a number of challenges which will due impact on the study. First, some of customers that will choose as a sample for this study may not corporate to respond to the questions made for them. Second, there may be difficulty of covering all the area of the population, more over the student researcher may probably face time limitation as well as budget constraint on transport to cover the selected supermarkets branches up on conducting the study.

### **1.8 Organization of the study**

This study will assume organize into five chapters. Chapter one deals with the introduction, background, statement of the problem, objectives, significant, research question, the scope of the study, limitation of the study, organization of the study, and definition of technical terms. Chapter two discusses about the related literature reviews of the study. Chapter three examines about the research methodology and methods of data collection for which it consists of the methods data collection, sample design and procedure, tools of data collection and methods of data analysis. Chapter four presents about the discussion, analysis, interpretation and findings of the study. Finally, chapter five will deals with the conclusions, recommendations and policy implications drawn from the findings.

## 1.9 Definition of terms

**Brand:** it 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 competition” Keller (2003:3).

**Brand Equity:** the value that consumers associate with the brand

**Customer:** it refers to a party that receives or consumes products (goods or services) and has the ability to choose between different products and suppliers.

**Satisfaction:** it refers to an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire.

**Customer satisfaction:** it refers to the reliable expression of the status of satisfaction will differ from person to person and product/service to product/service and is an appraisal of how products and services of a company meet up or exceed customer anticipation.

**Service:** it refers to an intangible good, appeal differently to each customer and certain extent of service should be achieved in order to satisfy the customer and that the resulting commitment, loyalty and retention are critical indicators of customer satisfaction.

**Customer service:** it refers to the provision of service to customers before, during and after a purchase.

**Supermarket:** it is a self-service store or independent retail market offering a wide variety of food and household merchandise, organized into departments. It is larger in size and has a wider selection than a traditional grocery store and it is smaller than a hypermarket or superstore. Webster International dictionary (1993)

**Brand awareness:** it is that when the customer show willingness to purchase a product/brand than how he/she memorizes the brand effortlessly.

**Perceived Quality:** it refers to the perceptions of customers of the superiority or overall quality of the service or product.

**Brand association:** it is defined as the particular connection between the brand and the memory.

**Brand loyalty:** it refers that an individual purchases products or services from the same brand frequently rather than from other brands.

## CHAPTER 2

### LITERATURE REVIEW

This chapter is a literature overview of the effect of brand equity on customer satisfaction in major supermarkets. Accordingly, this chapter consists of six sections. The first section considers brand equity and how it is measured. Then the next section considers the three interlocking models that can be used in brand planning (which ultimately aims at building strong brand equity). Then the third section considers signaling theory as a theory which explains the relationship between brand equity and customer satisfaction. The fourth section outlines the concept of customer satisfaction and its measurement. The fifth section presents the empirical review on the effect of Brand equity on customer satisfaction. The sixth section considers the hypothesis development and the final section presents the conceptual framework of the study. But first we will discuss about signaling theory as a theory that could be used to explain the relationship between brand equity and customer satisfaction

#### 2.1. Brand Equity.

Although brand equity can be defined from different perspective, usually three perspectives are adopted: the value of the brand to the firm, employee's knowledge to their work place brand and the value of the brand to the customer's. The study tries to discuss brand equity from three perspectives to and their measures taken as well as among these what will be important will be selected for the further study of this paper.

#### Measurement of brand Equity

Brand equity can be viewed in line with three perspectives as follows below:-

##### 1. Financial

Brand equity seen from the financial perspective, was viewed as a method that gave managers guidance in understanding brand enhancement and effective brand management. (Myers, 2003) Also Wood (2000) discussed, brand equity is possible to give a monetary value to the brand that can be useful for managers in case of merger, acquisition or divestiture. Estimating a financial value for the brand is certainly useful but it does not help marketers to understand the process of building brand equity. More over Doyale (2012), describes brand equity as the ability of the brand to create values by accelerating prices.

The former view brand equity from *financial perspective* on the other hand brand equity may also be viewed in the context of marketing decision making. This concerns how product or service brands are perceived by consumers.

## 2. Employee

Employee-based brand equity is defined from the employee perspective and is based on the differential effect that brand knowledge has on an employee's response to his or her work environments and cultures (King and Grace, 2009). Youngbum Kwon (2013) presented a three dimension model based on King and Grace (2009, 2010) and Aaker (1991) research.

Employee-based brand equity assumes that brand equity does not only relate to the consumer but also relates to the employee. (Keller, 1998)

The last view of brand equity will be from *Customer perspective*. Customer based brand equity, which will have more important view with the research paper will discuss in detail next.

## 3. Customer-based brand equity

According to Aaker (1991), customer perspectives the conceptual dimensions of brand equity that are brand awareness, brand association, perceived quality, and brand loyalty are considered important. Each of these dimensions contributes towards the establishment of brand equity in their own unique way (Fleur, 2005). (Yoo and donthu, 2001) have referred to the term customer based brand equity as the set of the previously mentioned four brand equity dimensions. The antecedents of brand equity-brand awareness, perceived quality, brand associations and brand loyalty represent the consumer's perceptions and reactions to brands, while proprietary brand assets are firm-based and not applicable when measuring consumer-based brand equity (Veloutsou et al., 2013). Therefore, only the four dimensions, which are: brand awareness, perceived quality, brand associations; and brand loyalty are adopted when measuring consumer-based brand equity (Tong & Hawley, 2009).

Both Aaker (1991) and Keller (1993) also developed the foundation to consumer-based brand equity research. This thesis focuses on consumer-based brand equity measures which consist of four constructs: brand awareness, perceived quality, brand loyalty, and brand associations. And those four constructs are discussed later at section 2.5.1.

The measurement of brand equity can be with the help of figure see below:-

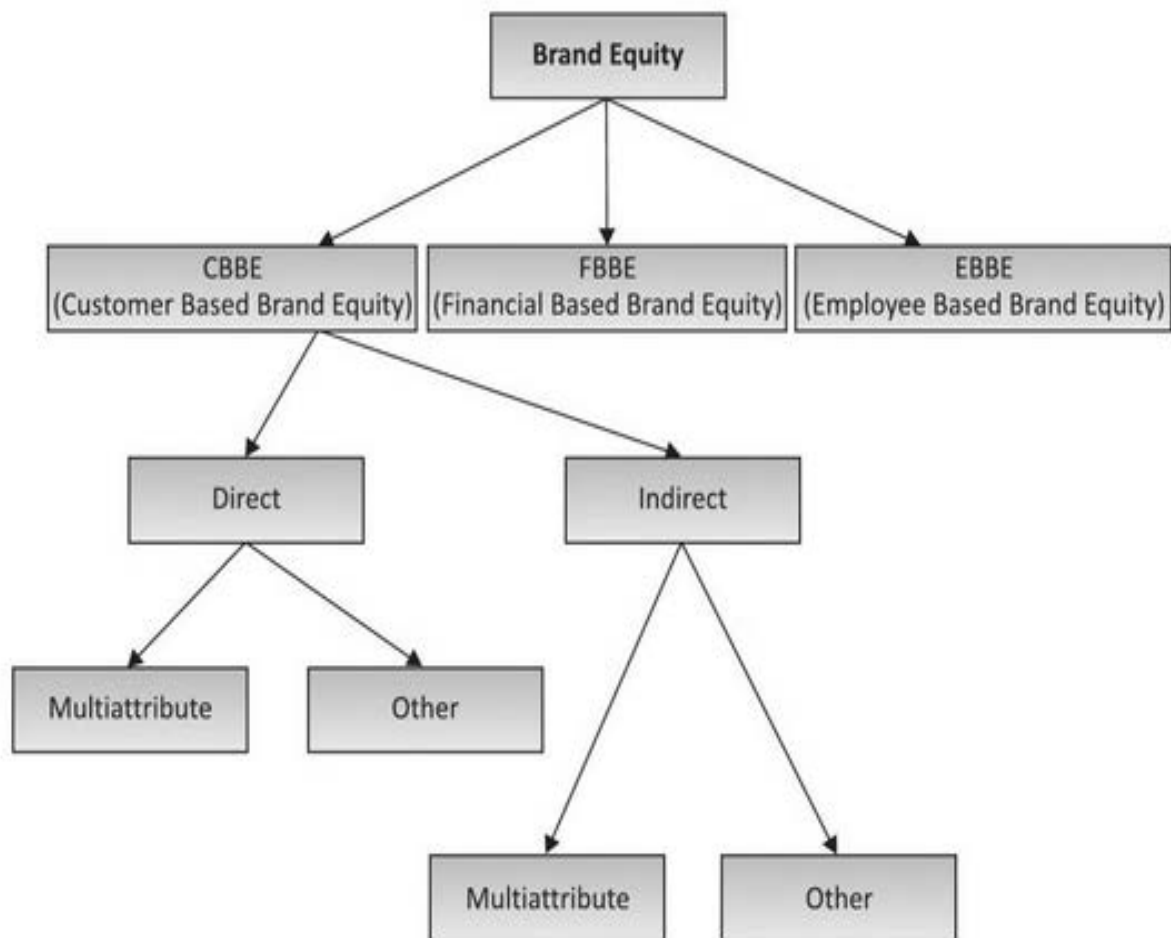


Figure 2.1. Various techniques to measure different types of brand equity

Source: Adopted from, Sangeeta Trott and Vinod V. Sople (2016)

**The following are explanations of what brand equity refers to in the literature:-**

- *Brand equity refers to the value of a brand, and also from a consumer perspective they say brand equity to be based on consumers' attitudes about positive brand, favorable consequences of using the brand and its attributes. (American Marketing Association).*
- *American Society of Interior Designers (ASID) has another definition says brand equity to stand for all the gained value or worth of a brand. They also agree that brand's name has a set of advantages linked into it and it adds the general value of the product or service. In brief, ASID says brand equity to consist of four different parts: brand awareness, brand associations, perceived quality and brand loyalty. Brand awareness is defined as the level of brand's existence in the consumer's mind, whereas brand association is called to be anything that is linked in the memory to a brand. Perceived quality stands for consumers' beliefs and attitudes about the*

*brand's ability to satisfy their expectations. Finally, the brand loyalty measures customer's attachment to a brand.*

- *Aaker (1991) confirms this by saying that brand equity is a collection of brand assets and liabilities which are in connection to a brand, brand's name and brand's symbol. These elements add to or withdraw the provided value from the product or service to a firm, or to firm's customers.*
- *Faircloth, Capella and Alford (2001) add that the main benefit that derives from brand equity is being an instrument for finding out the differential consumer behavior effect of firms' marketing mix activities.*
- *Aaker argues that brand equity creates value for both the customer and the firm. (1991)*
- *Keller (1993) takes the consumer-based brand strength concept to brand equity, signifying that brand equity represent a circumstance in which the customer is well-known with the brand name and recalls some favorable, strong and exclusive brand relations. Therefore, there is a discrepancy effect of brand knowledge on customer response to the promotion of a brand, where brand strength is a function of brand description.*
- *Winters (1991) relate brand equity to further value by signifying that brand equity involves the worth added to a product by customer's relations and perception of a exacting brand name. It is uncertain in what way added value is being used, but brand equity fits the categories of product explanation and brand strength. Brand equity is a positive attitude that the customer's shows to goods and services (Mark Byrne et al., 2005).*
- *According to Bern Mark definition (2005) brand equity perceived from the perspective of the consumer or brand equity based on customer occurs when the consumer is familiar with the brand and has unique, strong and favorable reminder of brand in his mind.*
- *According to Lassar, Mittal and Arun (1995), the existing extent literature has evaluated the brand equity from two different point of view; financial perspective and customer perspective. Financial perspective is usually referred to the company's brand value.*
- *Simon and Sullivan (1993) emphasized macro and micro approaches as an estimation technique extracting the value of brand equity from the value of the firm's other*



assets. While, the customer perspective appraises brand equity based on the customers' perceived brand value from the anchor of marketing decision making (Kim, Kim, & An, 2003).

- Kotler & Keller (2009: 263) defines brand equity as an added value that given on the product or service. Brand equity can be reflected in the way customers think, feel and action in conjunction with the brand.
- Keegan, Moriarty and Duncan (1995) defines, brand equity as the value attached to a brand because of the powerful relationship that has been developed between the brand and customers and other stakeholders over time.
- According to Duncan and Moriarty (1998) defines brand equity as a product of the total net brand support of customers and other stakeholders that is determined by all communication interactions of the company.
- According to Kotler and Armstrong definition, brand equity is a positive attitude that the customer's shows to goods and services (Mark Byrne et al., 2005).
- **Yasin et al., (2007) defines brand equity as Consumers' favoritism towards the focal brand in terms of their preference, purchase intention and choice among brands in a product category, that offers the same level of product benefits as perceived by the consumers.**

Since, in this proposal the effect of Brand Equity on customer satisfaction will be examined through four of its core components (e.g., brand awareness) (See the conceptual framework on page 19), in the next section we will consider the effect of measuring Brand Equity using its dimensions mentioned earlier in the introduction on customer satisfaction. Before it the brand equity building aid three tools or models which are helpful we will discuss as follows.

## **2.2 Three interlocking models in brand planning**

Brand planning is supported by three interlocking models. Which are inter-connected and become larger and increasing in scope: The first model is a component into the second model; the second model, in turn, is a component into the third model. Combined, the three models provide crucial micro and macro perspectives to successful brand building. Specially the models to be described in more detail given below:-

### **2.2.1 The brand positioning model**

It describes how to establish a competitive advantage in the minds of customers in the market place as well as it guides also integrated marketing to maximize competitive advantage.

According to the customer-based brand equity model, deciding on a positioning requires determining a frame of reference (by identifying the target market and the nature of competition) and the ideal points-of-parity and points-of-difference brand associations. Determining the proper competitive frame of reference depends on understanding consumer behavior and the consideration sets that consumers adopt in making brand choices. Points-of-difference are those associations that are unique to the brand that are also strongly held and favorably evaluated by consumers. Determining points-of-difference associations that are strong, favorable, and unique is based on desirability, deliverability, and differentiability considerations, which are combined to determine the resulting anticipated levels of sales and costs that might be expected with the positioning. Points-of-parity, on the other hand, are those associations that are not necessarily unique to the brand but may in fact be shared with other brands. Category point-of-parity associations are those associations that consumers view as being necessary to be a legitimate and credible product offering within a certain category. Competitive point-of-parity associations are those associations designed to negate competitor's points-of differences. Deciding on these three components will then determine the brand positioning and dictate the desired brand knowledge structures. A brand mantra is an articulation of the "heart and soul" of the brand. Brand mantras are short, three- to five-word phrases that capture the irrefutable essence or spirit of the brand positioning and brand values. Their purpose is to ensure that all employees within the organization as well as all external marketing partners understand what the brand most fundamentally is to represent with consumers so that they can adjust their actions accordingly (Keller, 2008).

### **2.2.2 The brand resonance model**

It describes how to create intense active loyalty relationships with customers; and Building a strong brand can be thought of in terms of a sequence of steps, in which each step is contingent on successfully achieving the previous step (Keller, 2008).

All the steps involve accomplishing certain objectives with customers – both existing and potential. The steps are as follows:

- 1) Ensure identification of the brand with customers and an association of the brand in customers' minds with a specific product class or customer need.

- 2) Firmly establish the totality of brand meaning in the minds of customers by strategically linking a host of tangible and intangible brand associations with certain properties.
- 3) Elicit the proper customer responses to this brand identification and brand meaning.
- 4) Convert brand response to create an intense, active loyalty relationship between customers and the brand (Kotler, 2012).

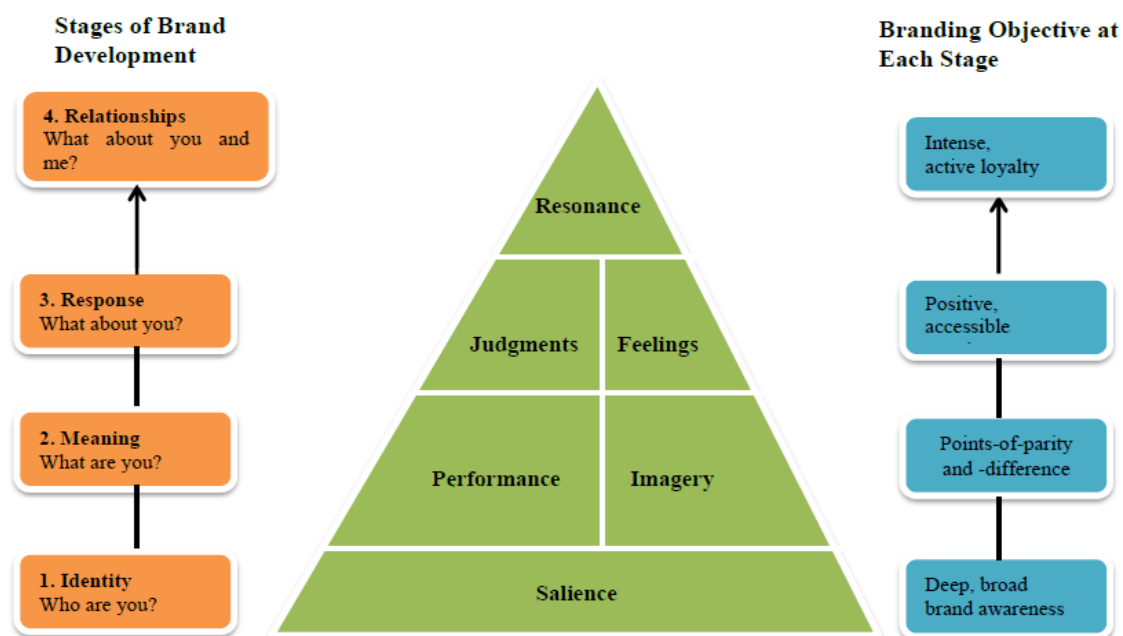


Figure 2.2: Brand resonance pyramid  
Source: Adopted from, Keller (2013)

### 2.2.3 The brand value chain model

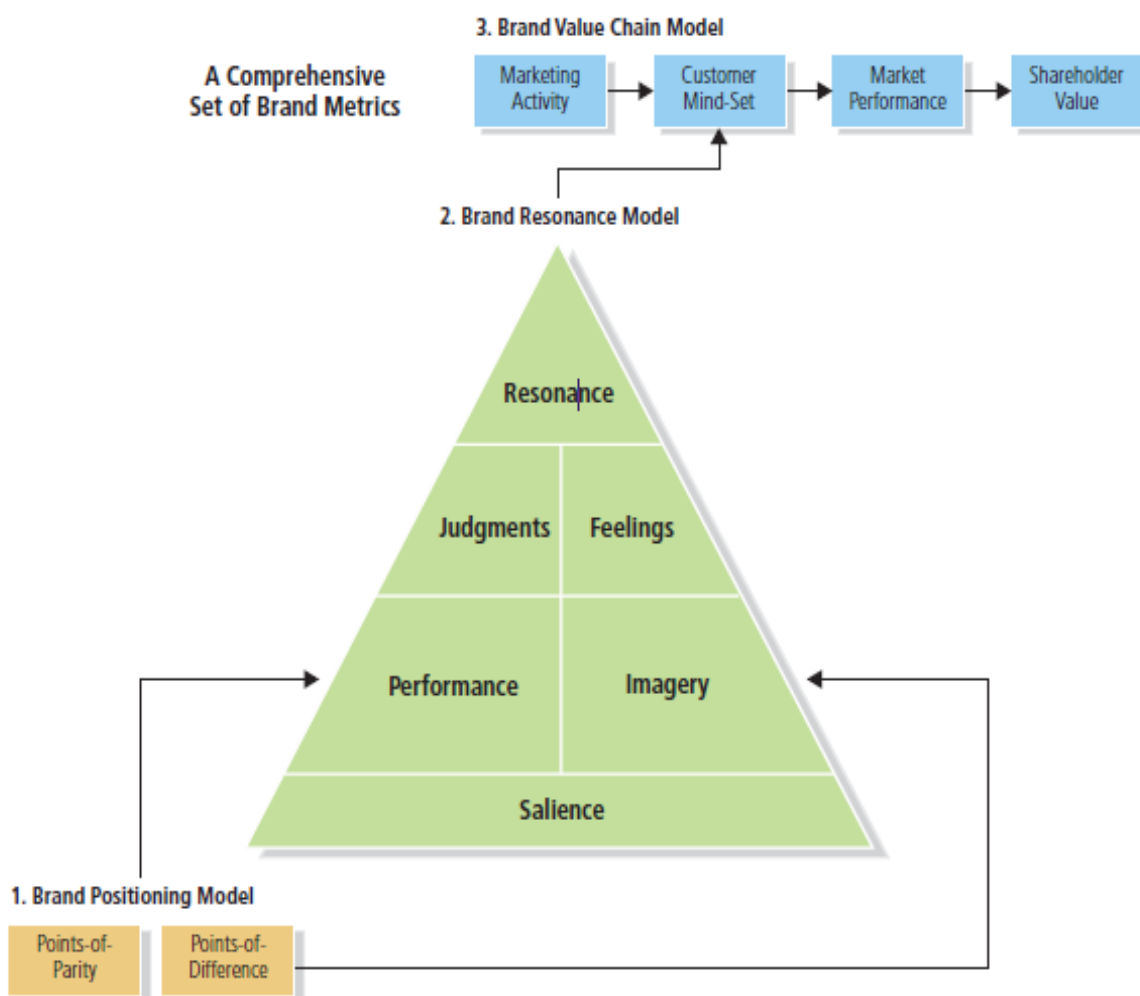
It describes how to trace the value creation process to better understand the financial impact of marketing expenditure and investments. The brand value chain is a structured approach to assessing the sources and outcomes of brand equity and the manner by which marketing activities create brand value (Keller and Lehmann, 2003). The brand value chain recognizes that numerous individuals within an organization can potentially affect brand equity and must be cognizant of relevant branding effects. Different individuals, however, make different brand-related decisions and need different types of information. Accordingly, the brand value chain provides insights to support brand managers, chief marketing officers, and managing directors and chief executive officers. Any marketing program investment that potentially can be attributed to brand value development falls into this category, for example, product research, development, and design; trade or intermediary support; and marketing communications. The marketing activity associated with the program then affects the customer mindset with respect to the brand – what customers know and feel

about the brand. The customer mindset includes everything that exists in the minds of customers with respect to a brand: thoughts, feelings, experiences, images, perceptions, beliefs, attitudes, and so forth. Consistent with the brand resonance model, five key dimensions that are particularly important measures of the customer mindset are brand awareness, brand associations, brand attitudes, brand attachment, and brand activity or experience.

The customer mindset affects how customers react or respond in the marketplace in a variety of ways. Six key outcomes of that response are price premiums, price elasticity, market share, brand expansion, cost structure, and brand profitability. Based on all available current and forecasted information about a brand, as well as many other considerations, the financial marketplace then formulates opinions and makes various assessments that have direct financial implications for the value of the brand. Three particularly important indicators are the stock price, the price/earnings multiple, and overall market capitalization for the firm.

The model also assumes that a number of linking factors intervene between these stages. These linking factors determine the extent to which value created at one stage transfers or “multiplies” to the next stage. Thus, there are three sets of multipliers that moderate the transfer between the marketing program and the subsequent three value stages: the program quality multiplier, the marketplace conditions multiplier, and the investor sentiment multiplier. Combined, the three models offer a number of valuable benefits for marketers. Two benefits in particular are that, qualitatively, they help to guide and assess possible marketing actions and, quantitatively, they help to measure actual marketing effects. As is often the case in marketing, however, successful brand planning will ultimately depend on the ability of marketers to be analytical and systematic, as well as creative and inspired at the same time. These three models will hopefully assist marketers in both of those pursuits. Keller, Kevin Lane (2008)

Collectively, these three models help marketers devise branding strategies and tactics to maximize profits and long-term brand equity and track their progress along the way. The figure below shows their interlocking relationship among them.



**Figure 2.3: The Brand Planning Models**

Source: Adopted from, Keller (2013)

## 2.3 Signaling theory

In marketing signaling theory can be applied in different areas. For example, it can be applied in advertising. The level of advertising repetition could signal the quality of the product being advertised (Kirmani, 1997). Since the expenditure in advertising could only be recovered if customers make repeat purchase, a firm's expenditure in advertising is a cue to customers that the firm believes in the product and is confident to stand by it (Kirmani & Wright, 1989). Similarly, customers may depend on other marketing elements to estimate the quality of an offer. These marketing elements may include: price (Dawar & Parker, 1994; Alhabeeb, 2007), product warranty (Boulding & Kirmani, 1993; Cooper & Ross, 1985), retail reputation (Dawar & Parker, 1994), product appearance (Dawar & Parker, 1994) and brand name (Dawar & Parker, 1994; Ross, 1988). In a world of imperfect information and market

asymmetry, buyers and sellers do not have equal information, and the quality of some products is difficult to know before purchase and consumption (e.g., products which are high in experience quality). In such scenarios buyers may depend on the above mentioned marketing elements as cue of quality.

With regard to brand names, buyers depend on the signaling role of this marketing element because buyers are aware that only firms that believe in the quality of their offer are willing to make significant investment in building brand equity. In case of a low quality offer, because there would not be a repeat purchase all brands building costs and future profits would be forfeited. Super markets could signal quality using their brand name as cues to simplify the choice process for the consumer. In this research, quality signaled with a good brand name is assumed to be related to customer satisfaction. Great brands are a result of thoughtful and imaginative planning. Anyone building or managing a brand must carefully develop and implement creative brand strategies. Before we proceed to show their relationships, next customer satisfaction concept and measure will be discussed.

## **2.4 Customer Satisfaction**

### **2.4.1 Defining Customer Satisfaction**

Kotler and Keller (2009) defined customer satisfaction as a person's feelings of pleasure or disappointment that result from comparing a product's perceived performance or outcome to expectations. Customers are having their own standard of expectation, and if the performance does not meet their standard, it will make the customer disappointed. On the other hand if it's more than they expect, it will definitely make the customer satisfied (Kotler & Keller, 2009). Indeed, satisfaction means the contentment one feels when one has fulfilled a desire, need or expectation. Furthermore, customer satisfaction can be a measure of how happy customers are with the services and products of a supermarket. Keeping customers happy is of tremendous benefit to companies. Satisfied customers are more likely to stay loyal, consume more and are more likely to recommend the business to their friends (Kotler and Keller, 2009).

According to Hokanson (1995), satisfaction is affected by many factors which the company could control such as friendly employees, courteous employees, knowledgeable employees, and helpful employees, accuracy of billing, service quality, good value and quick service.

For purposes of this study, we concentrate on nine dimensions of customer satisfaction which are location, additional services, product quality, service quality, facilities, reliability, process, value for money, staff and personnel service.

## **2.4.2 Measuring customer satisfaction**

Measuring satisfaction is generally linked to the so-called confirmation/disconfirmation process that comes about when customers believe that their expectations have been met (Simpson, 2006). Similarly, the expectations and perceptions of customers and the actual experiences of the customer, which in turn produces a level of perceived quality that is influenced by expectations (Lau et al, 2013).

Besides, according to Cengiz (2010), measuring customer satisfactions provide a comprehensive insight to the customer pre and post purchase behavior. Without this approach understanding, improving and developing better customer services could not be possible. Customer satisfaction measures allow business to know how well the business process is working, to know where to make changes to create improvement if changes are needed, and to determine if the changes led to improvement.

Satisfaction can be determined by subjective (e.g. customer needs, emotions) and objective factors (e.g. product and service features). One of the tools that help to satisfy customer in retail sectors is using the right marketing tools in the right place at right time of service delivery. Accordingly, an organizations success is influenced by the level of consumer's satisfaction of their demand in practicing the. It is great challenge for any organization to achieve highest possible level of customers' satisfaction and retention (Faris, Thaer & Mahir, 2016).

## **2.5. The Elements of Brand Equity**

### **2.5.1 Brand Awareness and Brand Equity**

This section explains an important part of Brand Equity, which is brand awareness. Brand awareness is the ability of potential customers to recognize or to recall a brand when deciding in a specific product category whether to buy the product or not (Aaker, 1991). In other words, brand awareness relates to the ability of a customer to identify the brand, link the brand to the brand name, logo, or symbol (Keller, 2003). Thus, brand awareness makes it easier for the consumers to identify the brand in a specific product category (De Chernatony, 1998). In accordance with Business Dictionary.com, brand awareness measures how well and how correctly a brand is recognized by potential customers with a specific product. It is also the primary goal of advertising at the introduction stage of the product.

High brand awareness implies that the brand is known and enjoys a high profile, whereas low brand awareness signifies that consumers do not know the brand. High brand awareness is an



important component of high Brand Equity. High Brand Equity implies that the brand possesses a good reputation, whereas low Brand Equity signifies that the brand has a weak reputation. Next we will discuss another component of Brand Equity, which is brand Association.

### **2.5.2 Brand Associations and Brand Equity**

In the beginning a brand may be just a name, symbol or design. But when customers begin to experience the products, they start forming positive or negative associations towards the products and the brands. Keller (1993) defines brand associations as the information in the consumer's mind linked to the brand. Brand association is also defined as the particular connection between the brand and the memory (Aakar, 1991). Brand associations consist of all brand related thoughts, feelings, perceptions, images, experiences, beliefs and attitudes (Kotler & Keller, 2006)

If consumers believe the brand can satisfy their needs, they form a positive association with the brand. These customers are more likely to make positive inference and accept any information conveyed through the brand. Hence, the company can even use this advantage to launch new products and attain quicker adoption rates of new products. As a result, when having positive associations in the minds of customers, a brand can add value to products. Next, we will see other component of Brand Equity which is perceived quality.

### **2.5.3 Perceived Quality and Brand Equity**

Brand awareness can create the basis for brand name recognition. But brand awareness does not necessarily result in consumer bonding with the brand. Brand bonding occurs after customers experience superb quality delivered by the company. Thus, brands are not only built by awareness, but also by quality of the product. Perceived quality is the customer's judgment about a product's overall excellence or superiority that is different from objective quality and relates to customer's perception (Tang & Hawley, 2009). According to Fayrene & Lee (2011) Perceived quality is one of the antecedents of customer satisfaction and has a positive effect on customers purchase intention.

Service quality is central to the development of strong service brands because it enhances perceived superiority of the brands and helps to differentiate brands in markets (Low and Lamb, 2000; Yoo et al., 2000). Perceived quality is made up of five components; tangibility, reliability, responsiveness, assurance and empathy. When consumers perceive a brand to be of high quality, they are more likely to purchase the brand over competing brands, pay a



premium price, and choose the brand (Netemeyer, et al., 2004). Information relevant to perceived quality can be obtained via promotions where the general quality of the brand is stressed or where quality is inferred from providing information about intrinsic or extrinsic brand attributes. Quality judgments may also be inferred via direct experience with a brand, and judgments from direct experience are stronger and are more easily “accessed” from memory. In the next section, the final component of Brand Equity, brand Loyalty is discussed.

#### **2.5.4 Brand Loyalty and Brand Equity**

Brand loyalty is also one of the key factors of Brand Equity. It refers to the fact that an individual purchases products or services from the same brand frequently rather than from other brands. Brand loyalty includes customers’ commitment to repurchase the product or continue to use the same brand and can be confirmed by frequent purchase of services or products as well as other positive attitudes like positive words of mouth to others (Dick and Basu, 1994).

The brand loyalty measures customer’s attachment to a brand. A real brand loyalty could exist when consumers have high relative behaviors towards the brand which can be seen through their repurchase intention. The factors considered for the present study is elements of brand equity effect on customer satisfaction will discuss next

#### **2.6 Empirical review**

In the branding literature, there is a general view that a favorable Brand Equity has a positive effect on customer satisfaction. For example, Davies et al. (2003) suggested that Brand Equity correlates with customer satisfaction. As well as Zekarias Yohannes (2016) who showed that brand equity has an effect on customer satisfaction in the context of the Commercial Bank of Ethiopia.

Brand Equity has been recognized as an important antecedent of customer satisfaction. Hence, a positive supermarket Brand Equity will tend to generate high customer satisfaction in the outlet. Kandampully, and Suhartanto (2010) posit that corporate image is positively associated to customer loyalty. In addition, they added that customer satisfaction and corporate image with the organizational performance significantly illustrate the variance of customer loyalty. In addition, Da Silva and Alwi (2006) noted that if the customers are satisfied with the services or products offered by a brand then they have more willingness to

recommend the services or products to others; have less probability to switch other brands, and more likely to repurchase from the same brand.

Brand Equity has a significant impact on customer satisfaction especially across the E-banking, landline, mobile phone, bank industries. Kapferer (2011) identified store infrastructure, convenience, store service and sales activities as the four components of store image, and they all impact customer satisfaction directly as shown some researched article below.

### 2.6.1 Effect of Brand Equity on customer satisfaction

Name of authors	Title of Article	Country where the study was conducted	Variables Examined	Methodology	Finding
Farah Ahmad1 & Najeeb (2015)	An Empirical Study on the effect of Brand Equity of Mobile Phones on Customer Satisfaction	UK	perceived quality, brand loyalty, brand association, brand awareness, brand equity, customer satisfaction	Descriptive research design Scale Development Sample and Data Collection	the dimensions of brand equity have positive impact on the overall brand equity
Janghyeon Nam & Yuksel Ekinci	Brand equity, brand loyalty and consumer satisfaction	UK	brand equity, customer satisfaction, brand loyalty	Data Collection and Sample Measurement	all the brand equity dimensions are positively correlated with consumer satisfaction and Brand loyalty.
Hamed Mohammadi Shahroodi, Hossein Kaviani, Mohammad Reza Abasian	Evaluating the Effect of Brand Equity on Consumer Satisfaction and Brand Loyalty in Large Retails of the Mazandaran Province (Case Study: Food Products Industry)	Iran	brand equity, customer satisfaction, brand loyalty	structural equation modeling technique	Dimensions of Brand equity are to an acceptable extent have a significant and direct impact on customer satisfaction,
Shadi RazaviSatvati, Mahnaz Rabie, Karim Rasoli	Studying the relationship between brand equity and consumer behavior	Iran	brand equity, purchase intention, brand preferences, willingness to pay extra cost	descriptive correlational. Structural equations and descriptive and inferential statistics and factor analysis	there is a relationship between brand equity and consumer behavior including paying extra cost, brand preference and purchase intention.
Farbod Sour	To investigate the relationship between brand equity, brand loyalty and customer satisfaction	Refah	brand equity, brand loyalty and customer satisfaction	descriptive statistics and inferential statistics	The results of the analysis showing the existence of a significant and positive relationship of brand equity on customer

					satisfaction and loyalty
Zoyia Tanveer and Rab Nawaz Lodhi	The Effect of Brand Equity on Customer Satisfaction: An Empirical Study Based on David Aaker's Brand Equity Model	Pakistan	brand loyalty, brand awareness, brand association and perceived quality and customer satisfaction	multiple regression analysis	The results establish significant association between three dimensions of brand equity, customer satisfaction and overall brand equity
Marvelous Mudanganyi	The influence of consumer based brand equity on customer satisfaction and brand loyalty in mobile cellular services	South Africa	Brand awareness, perceived quality and brand image	Correlation analysis hypothesis testing and regression analysis	Brand awareness, perceived quality and brand image exhibits a significant positive influence on customer satisfaction.
Zekarias Yohannes	The effect of customer based brand equity on customer satisfaction: the case of Commercial Bank of Ethiopia	Ethiopia	Brand awareness, perceived quality, brand association, and brand loyalty, customer satisfaction).	descriptive statistics, inferential statistics	Give a good picture of how customer based brand equity contributed positively for maintaining and building customer satisfaction
Arun Kumar G	Brand equity and customer satisfaction-A study of LG television in my sore district	India	Brand equity (brand awareness, brand loyalty, brand association and perceived quality), customer satisfaction	SPSS application and the statistical technique used was Anova	The results show all the dimensions have a significant association with Customer satisfaction.
Atif Bilal, Faiza Majid Malik	Impact of Brand Equity and Brand Awareness on Customer's Satisfaction	Islamabad	Brand Equity, Brand Awareness, Customer Satisfaction	SPSS Cronbach Alpha, Correlation and regression tests	The results indicated that there is a strong association between Brand Equity and Customer Satisfaction

Table 2.1: Effect of Brand Equity on customer satisfaction

*Having saw the effect of brand equity on customer satisfaction some factors of supermarket brand equity and its poor studies done on the retail sector this paper wants to fill that gap.*

Various study conducted by many scholars over time found relatively consistent key factors for supermarket strategy that underlie in building successful brand of the store outlet. In his research paper, Shamsheer (2014) described that Ghosh (1990) identified nine characteristics

of supermarkets including *location, commodities, store-environment, customer service, price, advertising, personal selling, and sales incentive* programs which are positively interconnected to building store-loyalty. Ailawadi and Keller (2004) recognized five main factors of store image (access, in-store impression, price and promotion, cross-category assortment, and within category assortment) that determines procedures of consumer-based retail brand equity.

Around sixty years ago, combination of both functional attributes and psychological attributes of the store represented the shoppers' feelings towards the store. At present, few concepts related to the important of brand equity building in supermarkets effort include brand awareness, brand association, perceived quality, brand loyalty and customer satisfaction.

## 2.7 Conceptual Framework

The conceptual framework indicates the crucial process, which is useful to show the direction of the study. The study uses a conceptual model, which represents the effect of Brand Equity on customers' satisfaction toward the service offered in the supermarkets. The conceptual framework (Figure 2.4) also outlines the relationship between independent (the Brand Equity) and dependent variable (Customer satisfaction). The study also shows the direction of the relationship between Brand Equity and customer satisfaction in the case of the retail sector.

**Independent Variable**

**Dependent Variable**

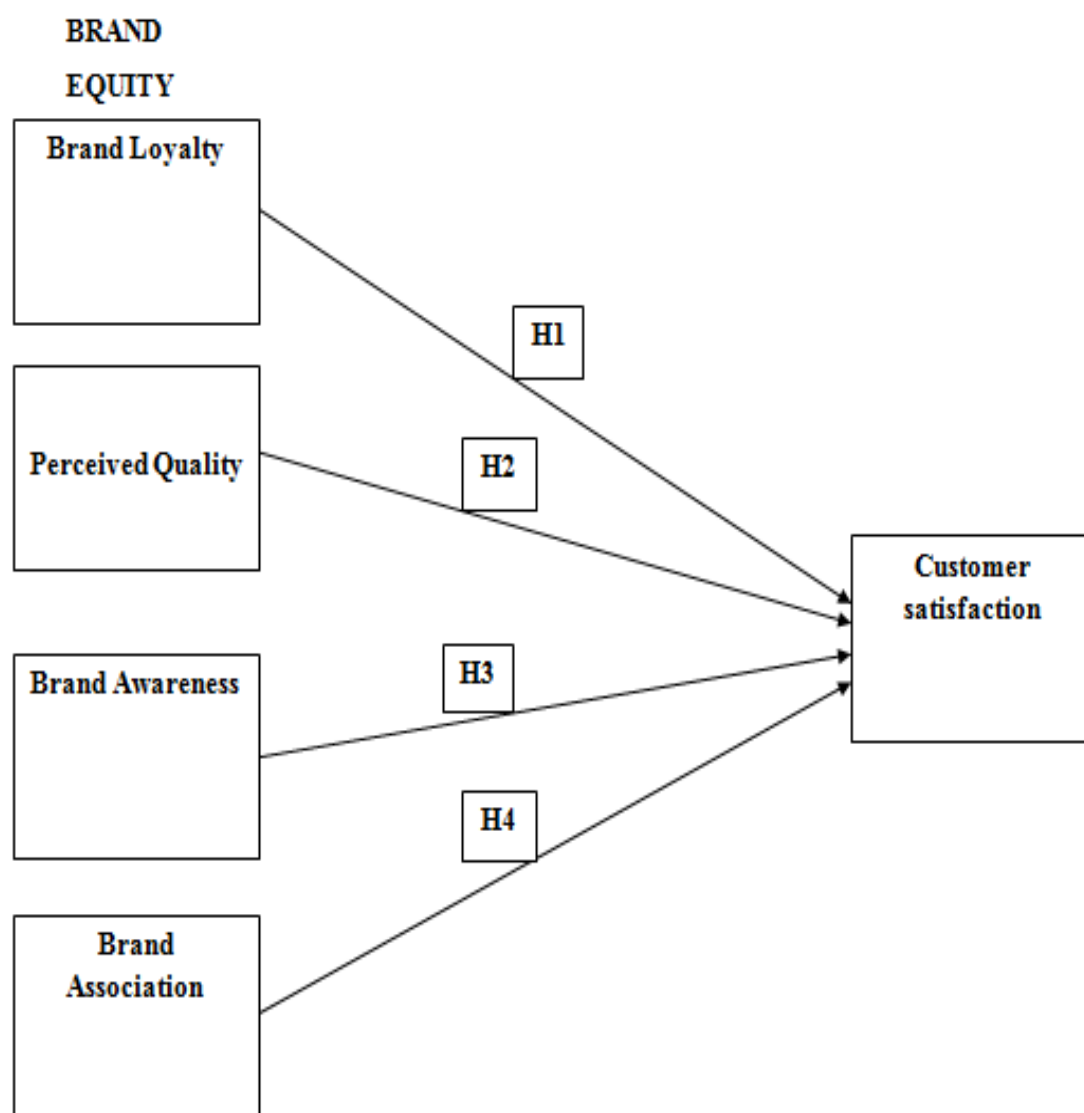


Figure 2.4: Conceptual Model between Brand Equity and customer satisfaction  
(Source: Adopted from Aaker's well known model)

## 2.8 Hypothesis Development

### 2.8.1 Brand Loyalty and Brand Equity

Brand loyalty has been considered as the core dimension of brand equity by Aaker (1991) mainly because of the value of a brand to an organization depends on the loyalty of the customers which in turn can generate profit. Keller (2003) referred to it as the relationship between customer and a brand, and the relatedness of customer with the brand. Aaker (1991) defined brand loyalty as symbolizes a constructive mind set toward brand that leading to constant purchasing of the brand over time According to Yoo (2000), brand loyalty has the power to impact on customer decision to purchase the same product or brand and decline to shift to competitors' brands. Thus, if loyal customer exists that customer will always get a satisfaction in the product and service of the supermarket due to the above definitions and approaches, the following hypothesis is formulated:

**H1: There is a significant relationship between brand loyalty and customer satisfaction**

### 2.8.2 Perceived Quality and Brand Equity

Aaker (1991) defined Quality as “*consumer’s perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives*”. Quality from a consumer’s perspective is referred to as ‘perceived quality’. Quality, in the customer’s context, is not technical but perceptions about the products, tangible and intangible, that the consumer observes. This creates customer satisfaction and value by consistently and profitably meeting customer’s needs and preferences for quality, and influences its purchase decision (Ha, Janda, & Muthaly, 2010). It is difficult for customers to make a rational judgment of the quality. Boulding et al. (1993) argued that quality is directly influenced by perceptions. Zeithaml (1988) asserts that perceived quality can act as a key influencing factor in determining consumer’s choices. It is therefore important to understand the relevant quality attributes are with regard to brand equity. Thus, the following hypothesis is formulated:

**H2: There is a significant relationship between perceived quality and customer satisfaction.**

### **2.8.3 Brand Awareness and Brand Equity**

Brand awareness validated as one of the dimensions of brand equity. Tongand & Hawley (2009) Brands vary in the amount of power and value they have in the market place. At one extreme are brands that are not known by most users. While on the other, there are brands for which buyers have a fairly high degree of brand awareness. Aaker (1996) defines brand awareness as the durability of a brand that is embedded in the customer memory. Therefore, brand awareness will be created by ongoing visibility, enhancing familiarity and powerful associations with related offerings and buying experiences (Keller, 1998). Thus, the following hypothesis is formulated:

**H3: There is a significant relationship between brand awareness and customer satisfaction**

### **2.8.4 Brand Association and Brand Equity**

Brand association refers to “anything linked to a brand” and is considered as a dimension of brand equity (Aaker, 1991) and That is where a consumer must first be aware of the brand in order to develop a set of associations (Washburn & Plank, 2002).

According to Keller (1998), brand association can be created via the association with attitudes, attributes and benefits respectively. Aaker (1991) proposed brand association as a dimension of brand equity, which is tested by researchers (Yoo et al., 2000; Ye & van Raaij, 2004; Tong & Hawley, 2009; Kumar et al., 2013). Bridges et al. (2000) argued that strong, positive associations help to strengthen brand and the equity that is carried into a leverage situation if affected by the types association made with the brand. In addition, High brand equity implies that consumers have strong positive associations with respect to the brand. Thus, the following hypothesis is formulated:

**H4: There is a significant relationship between brand association and customer satisfaction.**

## CHAPTER 3

### METHODOLOGY

In this chapter, methodology is explained in order to relate literature review (chapter 2) and the analysis of the data to be done for this research (chapter 4 and 5). In section 3.1 research approach is defined. Section 3.2 explained design, strategy and data collection methods. Section 3.3 is about research related questionnaire design. Theoretical framework for analysis is given in section 3.4. Sampling procedure for service quality related questionnaire is given in section 3.5.

#### 3.1 Research Approach

To have the information needed to answer the research hypotheses quantitative data will be collected. The quantitative approach is used to test whether Brand Equity contributes to customer satisfaction or not.

Quantitative research essentially refers to the application of systematic steps of scientific research, while utilizing quantitative properties in the study (Edmonds & Kennedy, 2013). Quantitative data will be used in order to do more through statistical analyses (both descriptive and inferential) from the sample respondents. The present study is based on collection of primary as well as secondary data. The primary data will be collected from a sample of respondents that will be chosen from five selected supermarkets in different branches of Addis Ababa. The selected supermarket is based on convenience on location with parking, product and service quality as well as additional service. The primary data will be collected through questionnaires directly from respondents in the field and it will be analyzed using SPSS. The secondary data will be collected from known websites, books, journals and published articles.

#### 3.2 Research Design

A research design is the set of methods and procedures used in collecting and analyzing measures of the variables specified in the research problem. The research design adopted for this study will be a cross sectional explanatory research design. A cross-sectional study is used to analyse data of variables collected at one given point in time across a sample population. Explanatory (also known as analytical research) is a type of cross-sectional research and it is used to identify any causal links between the factors or variables that pertain



to the research problem. For the research, survey plus observation were the suitable ways to capture the phenomenon at the moment. The selected approach was based on personal observation and shopping experiences from the perspectives of customers when they do their shopping experiences at Shoa, Safeway, Lomayad, Abader and Fantu supermarkets through the eyes of the customer and to measure satisfaction levels for the respective supermarkets.

### 3.3 Population and Sample

#### Target population

The population to be taken for sampling will be limited to the geographical location of Addis Ababa due to time limitation, resource constraints, and convenience. The target populations of this research will be customers of the selected branch (Shoa supermarket of Megenagna, Abadir Supermarket of 4-kilo, Lomyad Supermarket at Hayat, Fantu Supermarket in old airport and Safeway supermarket at CMC Branches). These supermarkets are selected because the researcher had made a contact with the supervisors of the respective branches and had obtained permission to collect data. According to their Z-report the number of customers who shop at Shoa, Safeway, Lomyad, Abadir and Fantu is (15,300, 13,100, 11,050, 10,850 and 8,240 per month respectively). From the total of 58,540 customers (calculated based on the preceding numbers), a sample of 399 customers will be contacted for this study.

#### Sample size

The above sample size is calculated using the ideas that are explained next. As Krejcie & Morgan (1970) shows that for 20,000 population size the sample size will be 377; for 30,000 the sample size will be 379. And McDaniel & Roger, (1999) provides a simplified formula:- 
$$z^2 * p (1 - p) / e^2$$
; where z= z-score is the confidence level of which 95% ; e= margin of error, which is  $\pm 5\%$  of the precision level used; and p= standard of deviation, the value of which is based on the very conservative estimate of 0.5. And also the researcher guesses that some questionnaire will not be returned due to unknown reason. The researcher added 5% extra questionnaire for incomplete or missing questionnaire. Therefore, the sample size was 399 respondents and the questionnaires will be distributed through **convenience sampling methods**. According to Kothari (2004:174)" technically, the sample size should be large enough to give a confidence interval of desired width".

### **3.4 Data source and types**

The study used both primary data and secondary sources that were gathered on issues related to the Effect of Brand Equity on customer satisfaction. To achieve the objective of the research, the study will collect primary data from service users and providers of the retail through questionnaire. Besides, secondary sources of data will collect from the retail's annual report, journals articles and other materials related to Effect of Brand Equity on customer satisfaction.

### **3.5 Data collection Procedures**

#### **3.5.1 Tools Data Collection**

To collect the primary data for testing the research hypotheses, the researcher will use a questionnaire.

#### **3.5.2 Questionnaire Design**

For an easy understanding and reading, the questionnaire will be designed into two parts and one language: English. The first part of the questionnaire will take the consideration of the respondents and some general information about the Brand Equity on customer satisfaction. The questions will be designed with multiple choice selections for convenience. The second part of the questionnaire will require the respondent to rate the satisfaction level of the retail they have chosen. The last part states on the demographic question. The aim will be to collect the opinions of the respondents in response to the service delivery of the selected branch. The source of the questions will be self-designed and other source as needed.

### **3.6 Tests of reliability and validity**

The integrity of research findings depends on the reliability and validity measures employed in the study (Murthy & Bhojanna, 2010). Reliability is the degree to which research instruments are free of error and yield consistent results (Gupta, 2011). Validity is the ability of a measuring instrument to measure what is intended to be measured (Gupta, 2011). To assess the reliability of the survey instrument, Cronbach's alpha coefficients and, the item-to-

total values were computed. Content and construct validity was established through the pilot-testing of the questionnaire.

The reliability of the data collection instrument regarding the dependent variable (customer satisfaction) and independent variable (Brand Equity) would be ascertained using Cronbach Alpha.

### 3.7 Covariates

In order to do cause and affect analysis between Brand Equity and customer satisfaction it is important to control other extraneous variables that affect the dependent variable customer satisfaction. Past research shows that price fairness and customer service have an influence on customer satisfaction, as a result these variables were included as covariates when examining the effect of Brand Equity on customer satisfaction (e.g., Hanif, Hafeez, Riaz&Iqbal , 2010).

#### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized items	No of Items
.732	.733	3

**Table 3.1: Covariates Item reliability analysis**

**Source: Own questionnaire survey (May, 2020)**

### 3.8 Data Analysis

In this research the data will be analyzed using the software – Statistical Package for Social Scientists (SPSSversion.24). The findings will be presented in the form of charts, tables and graphs based on their types and appropriateness for presentation. Besides, the researcher will use descriptive, Pearson’s correlation and linear regression analysis to analyze the collected information. Ultimately, using the appropriate statistical analysis the study will examine if Brand Equity has an impact on customer satisfaction.

## Chapter Four

### 4. Results and discussion/Data presentation, analysis and interpretation

In this chapter, the data collected from respondents result has been presented, analyzed and interpreted were carried out based on the data collected through questionnaire were designed and distributed to a total of 379 customers from sample customers of the selected supermarkets. This section of the study deals with the statistical testing of hypothesis and interpretation of the result making use of SPSS software (version 24).

#### 4.1 Results and discussion

##### 4.1.1 SAMPLE RESPONSE RATE

The researcher aimed to collect data from 399 respondents from customers of the selected supermarkets using the convenience sampling method. Out of the 379 respondents approached, 333 returned completed questionnaires which could be used for further analysis while 46 questionnaires were found to be unfit and unsuitable for analysis and had to be discarded due to the covid-19 situation.

Questionnaires	Number	Percent
Total distributed	379	1
Unusable	46	0.12
Total usable	333	0.88

Table 4.1 response rate of questionnaires

Source: Own survey (May, 2020)

##### 4.1.2 THE CODING PROCESS

Numerical values were assigned to each response in the questionnaire as on the attached questionnaire in Appendix I. The questionnaire consisted of four parts: Part one (Dimensions of Brand equity: Brand awareness (BA), Perceived Quality (PQ), Brand Associations (BASS) and Brand Loyalty (BL)) plus an overall Brand Equity; Part Two (Customer satisfaction); and Part Three (Overall Customer satisfaction) the next Appendix II part focus on the Covariates (price fairness, service quality) finally Appendix III holds the Demographic or personal profile. All Appendixes utilized measurement items on a seven-point Likert scale ranging

from 1 to 7 as follows: 1 (Disagree very Strongly), 2 (strongly disagree), 3 (disagree), 4 (Indifferent), 5 (agree), 6 (strongly agree) and 7 (Very strongly Agree).

#### 4.1.3 Demographic Profile Analysis

The demographic statistics is provided in table 4.2. Respondents response rate refers to the proportion of questionnaires that were returned and filled during the study in relation to total number of questionnaires expected to be filled. In this paper, it required administration of questionnaires to 399 respondents, who were customers of shoa, safeway, abadir, Lomiyad and Fantu supermarkets in the selected branches of Addis Ababa.

<i>Variable</i>	<i>Category</i>	<i>Respondents</i>	<i>Frequency</i>	<i>%</i>
<b>Gender</b>	<b>Female</b>	<b>333</b>	<b>214</b>	<b>64.3</b>
	<b>Male</b>	<b>333</b>	<b>119</b>	<b>35.7</b>
	<b>Total</b>	<b>333</b>	<b>333</b>	<b>100</b>
<b>Age Category</b>	<b>18 to 25 years</b>	<b>333</b>	<b>97</b>	<b>29.1</b>
	<b>26 to 50 years</b>	<b>333</b>	<b>181</b>	<b>54.4</b>
	<b>51 to 65 years</b>	<b>333</b>	<b>46</b>	<b>13.8</b>
	<b>Greater than 65</b>	<b>333</b>	<b>9</b>	<b>2.7</b>
	<b>Total</b>	<b>333</b>	<b>333</b>	<b>100</b>
<b>Occupation</b>	<b>Government</b>	<b>333</b>	<b>125</b>	<b>37.5</b>
	<b>Private</b>	<b>333</b>	<b>208</b>	<b>62.5</b>
<b>Monthly Income</b>	<b>4,000 or Less</b>	<b>333</b>	<b>89</b>	<b>26.7</b>
	<b>From 4,000-12,000</b>	<b>333</b>	<b>189</b>	<b>56.8</b>
	<b>From 12,001-20,000</b>	<b>333</b>	<b>41</b>	<b>12.3</b>
	<b>Above 20,000</b>	<b>333</b>	<b>14</b>	<b>4.2</b>
	<b>Total</b>	<b>333</b>	<b>333</b>	<b>100</b>
<b>Numbers of Year as Supermarket Customer</b>	<b>3 years or Less</b>	<b>333</b>	<b>73</b>	<b>21.9</b>
	<b>4-6 years</b>	<b>333</b>	<b>244</b>	<b>73.3</b>
	<b>7-10 years</b>	<b>333</b>	<b>12</b>	<b>3.6</b>
	<b>Above 11 years</b>	<b>333</b>	<b>4</b>	<b>1.2</b>
	<b>Total</b>	<b>333</b>	<b>333</b>	<b>100</b>
<b>Frequently shopping from the selected Supermarkets</b>	<b>SHOA</b>	<b>1342</b>	<b>288</b>	<b>21.5</b>
	<b>Safeway</b>	<b>1342</b>	<b>249</b>	<b>18.6</b>
	<b>Abader</b>	<b>1342</b>	<b>270</b>	<b>20.1</b>
	<b>Lomyad</b>	<b>1342</b>	<b>215</b>	<b>16.0</b>
	<b>Fantu</b>	<b>1342</b>	<b>218</b>	<b>16.2</b>
	<b>Other</b>	<b>1342</b>	<b>102</b>	<b>7.6</b>
	<b>Total</b>	<b>1342</b>	<b>1342</b>	<b>100</b>

**Table 4.2: Demographic statistics of respondents**

**Source: Own survey (May, 2020)**

As a result, this survey were characterized based on their gender, age, occupation, number of years as a customer of the selected supermarkets, monthly income and based on supermarket that they used frequently. In terms of gender, the data consist sample of 214 females (64.3%) and 119 males (35.7%), which mean there were more of Female participants. Out of total respondents were between the ages of 26-50 years old group has the highest respondents (54.4 percent).

Regarding occupation, 125 (37.5%) of the respondents were government workers and 208 (62.5%) were private workers. In terms of number of years as a customer of the selected mentioned supermarkets, 73 (21.9%) of respondent are less than 3 years, 244 (73.3%) have 4 to 6 years of experience, 12 (3.6%) of the customers have 7 to 10 years and the rest 4 (1.2%) of the customers more than 11 years. On the monthly income point of view, 89 (26.7%) of the respondents were below 4,000, 189 (56.8%) between 4,000 up to 12,000, 41 (12.3%) have income from 12,001 up to 20,000 and the rest 14 (4.2%) were more than 20,000. Finally, when we look the data that is collected from a multiple response question which is related with the frequency of the supermarket usage Shoa supermarket takes 288 (21.5%) usage response from 1342 total response, Safeway takes 249 (18.6%) of the response, Abadir takes 270 (20.1%) response. Lomiyad 215 (16.0%) response, Fantu 218 (16.2%) response and other supermarkets takes 102 (7.6%) of the total response.

#### **4.1.4 Descriptive Statistics Analysis of Brand Equity Dimensions**

In this section of the analysis, the selected supermarkets customers response were used to assess their Brand Equity dimension on Customer satisfaction of the selected branches of the supermarkets. The scores from each of the individual items of the questionnaire are presented in detail in the subsequent sections. The means and standard deviations of the scores to each item in the research questionnaire, as rated by the sample population, are presented and discussed.

##### **4.1.4.1 Descriptive Statistics for the Independent Constructs (Brand Awareness, Perceived Quality, Brand Associations and Brand Loyalty)**

###### **Brand Awareness**

According to Keller (2009:143), brand awareness refers to “the ability of the buyer to recognize and recall that a brand is a member of a certain product category,” and Brand awareness construct was measured from questions using the 7-point Likert scale in the questionnaire. The mean and standard deviation are shown on Table 4.3 as follows:

<b>Brand Awareness</b>	<b>Mean</b>	<b>Standard Deviation</b>
<b>When I think of retail service ...X... supermarkets come to mind quickly.</b>	<b>4.03</b>	<b>0.061</b>
<b>I am familiar with ...X.... supermarket's brand.</b>	<b>4.39</b>	<b>0.065</b>
<b>I can recognize the selected supermarkets quickly among other competing brands.</b>	<b>4.38</b>	<b>0.071</b>
<b>The supermarkets come up first in my mind when I need to make a purchase decision on the product.</b>	<b>4.04</b>	<b>0.068</b>
<b>Overall importance of brand awareness in the supermarket sector.</b>	<b>4.21</b>	<b>0.041</b>

**Table 4.3: Descriptive statistics for Brand Awareness**

**Source: Own questionnaire survey (May, 2020)**

The above table demonstrates the response of customers regarding their awareness about the selected supermarkets brand. A strongest level of agreement on 'I am familiar with ...X.... supermarket's brand' (mean=4.39) and 'I can recognize the selected supermarkets quickly among other competing brands' (mean=4.38) were viewed by sampled respondents. Plus all the rest mean values also are above the mid-value of the Likert scale (3.00), which indicates a positive level of agreement (given the construct was measured on a seven-point scale). Which leads to the overall mean score of 4.21 (SD = 0.041) was realized. The overall mean score is above the mid-point (3.00) of the scale indicating that on average respondents exhibited strong level of brand awareness towards their shopping habit in Supermarkets.

### **Perceived quality**

Perceived quality is described as a customer's perception of the overall superiority of a brand with respect to its intended purpose, and relative to alternative brands and also provides value to customers and presents them with more reasons to buy by adding customer satisfaction. (Hsu, Hung & Tang 2012:357). It was measured by questions of the questionnaire under the dimensions of brand equity. A Likert scale that ranges from 1 to 7 where 1 is 'disagree very strongly' and 7 is 'Very strongly agree' was used. Table 4.4 below provides a summary of the individual participants' responses to each of the items in the perceived quality scale.

Perceived Quality	Mean	Standard Deviation
Supermarket has modern looking equipment.	4.73	0.073
The physical facilities at supermarkets are visually appealing.	4.54	0.062
When the supermarket promised to do something by a certain time, it will do it.	4.47	0.067
When customers have problems, supermarket's shows a genuine interest in solving them.	4.01	0.061
<i>Overall importance of Perceived Quality in the supermarket sector.</i>	4.43	0.053

**Table 4.4: Descriptive statistics for Perceived Quality**

Source: Own questionnaire survey (May, 2020)

As indicated in Table 4.4, for the question whether 'supermarket has modern looking equipment' a large number of respondents showed their agreement with the idea have a mean value 4.73. And also respondents were asked to indicate their level of agreement with statements in regard to 'When the supermarket promised to do something by a certain time, it will do it' (Mean=4.47, SD=0.067).

### Brand Associations

Brand association refers to the related knowledge a customer has of a brand in his/her mind and anything that comes to a persons' mind when talking about a specific brand. Also, this association in the customer's mind can be connected with a competitor's brand (Keller 2013). Brand association construct was measured from questions using the 7-point Likert scale in the questionnaire. The mean and standard deviation are shown on Table 4.5 below as follows:



Brand Associations (BASS)	Mean	Standard deviation
I am highly aware about supermarkets and can quickly recall there logo.	4.50	0.074
I use supermarkets because it is the largest retailer services in the country.	4.02	0.057
I consider the company and people who stand behind the brand are very trustworthy.	4.07	0.053
The supermarkets brand has unique image compared to other competing brands. In its status and style the supermarket matches my personality.	3.68	0.067
<i>Overall importance of Brand Associations in the supermarket sector.</i>	3.98	0.034

**Table 4.5: Descriptive statistics for Brand Associations**

**Source: Own questionnaire survey (May, 2020)**

In the above table when the respondents were asked also to indicate their level of agreement with statements in regard to brand associations. They were to use a Likert scale of 1-7 again where 1 was Disagree very strongly, 2 strongly disagree, 3 Disagree, 4 indifferent, 5 agree 6 strongly agree and 7 very strongly agree. Starting from ‘I am highly aware about supermarkets and can quickly recall there logo’. Get a result of (Mean =4.5; S.d=0.074) and, ‘I consider the company and people who stand behind the brand are very trustworthy.’ (M=4.07, SD=.053), having done all those, the ‘Overall importance of Brand Associations in the supermarket sector.’ result shows (Mean=3.98, S.d=0.034) which is above the neutral.

### **Brand loyalty**

According to Hasan (2008), brand loyalty defines as a consumer tendency to buy a particular brand in high consistency, a committed way and having positive impact toward the company in a way to recommend to other people to buy. Also Rai and Medha (2013) defines brand loyalty not only ensures repeat purchases and positive publicity with greater value in terms of reliability, but also it leads to benefits such as cross-buying intentions, exclusive and priority based preference to the company and its products/ services, greater share of wallet which provide a competitive edge to the company.

<b>Brand Loyalty</b>	<b>Mean</b>	<b>Standard deviation</b>
<b>I usually use supermarket as my first choice compared to other Shops.</b>	<b>4.18</b>	<b>0.051</b>
<b>I would recommend this supermarket to others.</b>	<b>4.19</b>	<b>0.059</b>
<b>I would not switch to another retailer shops the next time.</b>	<b>4.17</b>	<b>0.074</b>
<b><i>Overall importance of Brand Loyalty in the supermarket sector.</i></b>	<b>4.18</b>	<b>0.042</b>

**Table 4.6: Descriptive statistics for Brand Loyalty**

**Source: Own questionnaire survey (May, 2020)**

The above table 4.6 also follow the a Likert scale of 1-7 of the questionnaire of the brand loyalty questions again, as the results show most respondents make a promise on asking them ‘I would recommend this supermarket to others.’ (Mean=4.19, s.d=0.059), as well as respondents also get supermarkets are their first choice while asking ‘I usually use supermarket as my first choice compared to other Shops.’ With (Mean=4.18, s.d=0.051). Having done these and other, the overall importance of Brand Loyalty in the supermarket sector results (Mean=4.18, s.d=0.042) show that the Sampled respondents exhibited a level shopping habit towards brand loyalty to their supermarket choice.

#### **4.1.4.2 Descriptive Statistics for the Dependent Construct customer satisfaction**

Customer satisfaction defines as the degree to which a business’s product or service performance matches up to the expectation of the customer, created as a result of service providers’ proper response to customer needs and requests (Roberts-Lombard 2009). On Part two of the questionnaire customer satisfaction was measured from its questions and the means and standard deviations for the responses are shown below on Table 4.7.

Customer satisfaction	Mean	Standard deviation
I was satisfied with the service provided.	4.63	1.0
This supermarket supplies a comfortable shopping environment to customers.	4.53	1.1
Customers feel safe towards this supermarket's products and services.	3.94	0.053
I am satisfied with the respectful behavior of supermarket employees.	3.70	0.067
<i>Overall importance of Customer satisfaction in the supermarket sector.</i>	<b>4.20</b>	<b>0.38</b>

**Table 4.7: Descriptive statistics for Customer satisfaction**

Source: Own questionnaire survey (May, 2020)

Respondents indicated the strongest level of agreement on 'I was satisfied with the service provided.' (Mean = 4.63; s.d=1.0) and 'This supermarket supplies a comfortable shopping environment to customers.' (Mean = 4.53; S.d=1.1). The rest two statements questions have mean values above the mid-value of the Likert scale (3.00), which indicates a positive level of agreement (given the construct was measured on a seven-point scale). The overall mean of 4.20 (SD = 0.38) scale indicating that the sampled respondents on average exhibit a favorable level of customer satisfaction towards their supermarkets service.

#### Overall Customer satisfaction

Overall Customer satisfaction	Mean	Standard deviation
Overall, how satisfied are you with the supermarket	4.77	1.318
<i>The importance of Overall Customer satisfaction in the supermarkets services sector.</i>	4.77	1.318

**Table 4.8: Descriptive statistics for Overall Customer satisfaction**

Source: Own questionnaire survey (May, 2020)

Form the above table of the overall customer satisfaction, respondents asked a question, 'Overall, how satisfied are you with supermarket of Ethiopia's service?', (Mean=4.77; s.d=1.318) most sampled respondents showed their agreement with the idea that they are

satisfied with overall services provided by most of the selected well known supermarkets in Addis Ababa.

## 4.2 RELIABILITY AND VALIDITY

Reliability and validity assessments were used to measure the accuracy and integrity of the questionnaire. The study presents the reliability of the survey instrument first and subsequently the approaches utilized to enhance validity.

### 4.2.1 Reliability Test

Reliability test can be used as a measure that signals the consistency and stability of the instruments used in the survey when repeated measurements are made. A well known approach to measure reliability is to use the Cronbach's alpha. Cronbach's alpha will tell us if the test we have designed is accurately measuring the latent variable you are interested in which is a function of the number of items in a test, the average covariance between pairs of items, and the variance of the total score. Using Cronbach Alpha reliability coefficient, the reliability of the questionnaire was computed and the results obtained were good. According to Malhotra , 2007 the coefficient value of the Cronbach alpha is between zero (representing 'no reliability') and one (representing 'complete reliability'). The interpretations provided are in agreement with the rule of thumb for determining the Cronbach's Alpha results provided by Andrew et al. (2006) as follows:  $\geq .9$  - Excellent;  $\geq .8$  - Good;  $\geq .7$  - Acceptable;  $\geq .6$  - questionable;  $\geq .5$  - Poor and  $< .5$  Unacceptable".

Brand Equity Dimentions	Cronbach's Alpha if Item Deleted	Number of Items in each construct	Overall reliability	
			(Cronbach's Alpha)	Total Number of Items
Perceived quality	.898	2	0.841	5
Brand Loyalty	.795	2		
Brand Association	.734	2		
Brand Awareness	.711	2		

Table 4.9: Item reliability analysis

Source: Own questionnaire survey (May, 2020)

As seen in the table above, the Alpha Values for all the brand equity variables if items deleted ranges from 0.711 to 0 .898. According to the rule, The Cronbach's alpha values for the brand loyalty measurement items ranged from 0.81 to 0.88, which was considered

satisfactory. This is so because the Cronbach alpha greater than 0.70 is adequate (Pallant 2007). Malhotra (2010) recommends a Cronbach alpha of 0.60 or more as a good sign of sufficient internal consistency reliability. The item-total values for brand loyalty were also considered to be consistent since a range of 0.50 to 0.81 was observed. Moreover, the overall reliability of the data is 0.841. Hence, we can conclude that *Customer satisfaction, brand loyalty, perceived quality, brand awareness, brand associations and overall brand equity indicate reliability with Cronbach's alpha values exceeding 0.7*. This indicates the data is internal consistent and reliable for further analysis.

#### 4.2.2 Validity Test

Since the study used an adopted and modified questionnaire to collect data, the issue of validity and reliability are important confidence measures. The validity of the instrument was and found valid Cronbach's alpha is one of the most commonly accepted measures of reliability. It measures the internal consistency of the items in a scale and the extent to which the items in a questionnaire are related to each other Fubara and Mguni, (2005). Different authors accept different values of this test but mostly the normal range of Cronbach's coefficient alpha value ranges between 0-1 and the higher values reflects a higher degree of internal consistency moreover a satisfactory value is required to be more than 0.6 in order to achieve internally reliable. (Sekaran, 2003). The validity of questionnaire used factor analysis in the selected supermarkets branches in which Cronbach's alpha coefficient test was used to assess the reliability. The obtained alpha equals to 0.841 which represents the reliability of questionnaire design.

### 4.3 INFERENCE STATISTICS

#### 4.3.1 Correlation analysis

In line with the study objectives outlined, it was often more important to examine the relationships within the data available to the researcher, especially between Brand equity dimensions (brand awareness, perceived quality, brand loyalty, brand associations) and customer satisfaction. Correlation exists when two variables have a linear relationship beyond what is expected by chance alone. The most common measure of correlation is called the "Pearson Product-Moment Correlation Coefficient". According to Malhotra (2010) the

Pearson correlation coefficient (r) measures the degree of linear association between the variable.

It is apparent when examining the definition of correlation that measures from only two variables are included, namely the covariance between the two variables {cov(x,y)} and the standard deviation of each ( $\sigma_x\sigma_y$ ). The result of this calculation is the correlation between the two variables. This measure can range from -1 to 1, inclusive. Accordingly, a value of -1 represents a “perfect negative correlation”, while a value of 1 represents a “perfect positive correlation”. The closer a correlation measure is to these extremes, the “stronger” the correlation between the two variables. A value of zero means that no correlation is observed. It is important to note that a correlation measure of zero does not necessarily mean that there is no relationship between the two variables, just that there is no linear relationship present in the data that is being analyzed. It is also sometimes difficult to judge whether a correlation measure is “high” or “low”. There are certain situations where a correlation measure of 0.3, for example, may be considered negligible. In other circumstances, such as in the social sciences, a 0.3 correlation measure may suggest that further examination is needed. As with all data analysis, the context of the data must be understood in order to evaluate any results.

Table 4.10 below provides the Spearman's rho correlation matrix for the variables in the study.

		Customer satisfaction	Perceived quality	Brand Loyalty	Brand Association	Brand Awareness
Customer satisfaction	Pearson Correlation	1	.859**	.663**	.582**	.553**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
Perceived quality	Pearson Correlation	.859**	1	.606**	.462**	.466**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
Brand Loyalty	Pearson Correlation	.663**	.606**	1	.357**	.376**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
Brand Association	Pearson Correlation	.582**	.462**	.357**	1	.265**
	Sig. (2-tailed)	.000	.000	.000	.000	.000
Brand Awareness	Pearson Correlation	.553**	.466**	.376**	.265**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000

\*\**. Correlation is significant at the 0.01 level (2-tailed).* N=333

*Data source: Own Questionnaire survey, May 2020*

**Table 4.10: Correlation analysis**

The result on the above table 4.10 shows that:-

Pearson Product-Moment Correlation Coefficient was used to assess the relationship among variables (independent and dependent variables). As can be seen from result that:-

- 1) perceived quality which have the highest Pearson Correlation value of  $r = 0.859$  interpreted to be a stronger, positive and high correlation with the customer satisfaction of the supermarket followed by
- 2) brand loyalty of the service has a correlation value of  $r = 0.663$  as well a strong, positively and significantly related with customer satisfaction and also
- 3) brand association have also a positive and high correlation with  $r=0.582$ ,
- 4) Similarly Brand awareness formed Pearson Correlation value of  $r = 0.553$ , indicating that it has positive and significant correlation with the customer satisfaction of the supermarket.

All brand equity dimensions are positively and significantly related with customer satisfaction. As an increase or decrease in on these, it will bring corresponding change in customer satisfaction. This shows that the variables Perceived quality, Brand Loyalty, Brand Awareness and Brand Association are significantly and positively correlated to customer satisfaction.

#### **4.3.2 Assumptions of regression analysis**

Regression analysis allows multiple variables to be examined simultaneously. Regression is a technique that can be used to investigate the effect of one or more predictor variables on an outcome variable. That is, it allows us to make statements about how well one or more independent variables will predict the value of a dependent variable.

Before regression analysis was conducted normality and multi collinearly test was conducted. Then the variables under brand equity dimensions were entered into regression analysis to determine their relative importance in contributing to the overall satisfaction of customers. Normality test and multi collinearly test should be done first in order to conduct the regression analysis to determine their relative importance in contributing to the overall satisfaction of customers.

### 4.3.2.1 Normality Test

	Skewness		Kurtosis	
	Statistic	Std.Error	Statistic	Std.Error
<b>Customer satisfaction</b>	<b>0.717</b>	<b>0.134</b>	<b>0.087</b>	<b>0.266</b>
<b>Brand loyalty</b>	<b>0.745</b>	<b>0.134</b>	<b>0.775</b>	<b>0.266</b>
<b>Perceived Quality</b>	<b>0.882</b>	<b>0.134</b>	<b>-0.080</b>	<b>0.266</b>
<b>Brand Association</b>	<b>0.664</b>	<b>0.134</b>	<b>0.976</b>	<b>0.266</b>
<b>Brand Awareness</b>	<b>0.754</b>	<b>0.134</b>	<b>0.241</b>	<b>0.266</b>
<b>Valid N (list wise)</b>				

**Table 4.11: Normality test**

*Data source: Own Questionnaire survey, May 2020 where N=333*

According to Kim (2013), Normality test is interpreted based on the absolute value of skewness and kurtosis and substantial non-normality is referred for absolute value of skewness larger than 2 and absolute value of kurtosis larger than 7. Thus, based on the above table result shows, the normality of the distribution is satisfied for this data.

### 4.3.2.2 Multi collinearity test

Multicollinearity refers to the case in which two or more explanatory variables in the regression model are highly correlated, making it difficult or impossible to isolate their individual effects on the dependent variable (Stevens, 2002). Table 4.11 presents the results of the multicollinearity analysis.

<b>Brand Equity Dimensions</b>	<b>Collinearity Statistics</b>	
	<b>Tolerance</b>	<b>VIF</b>
<b>Brand awareness</b>	<b>.767</b>	<b>1.303</b>
<b>Perceived quality</b>	<b>.515</b>	<b>1.941</b>
<b>Brand association</b>	<b>.775</b>	<b>1.290</b>
<b>Brand loyalty</b>	<b>.615</b>	<b>1.625</b>

*Table 4.12: Multicollinearity Test table*

*Data source: Own Questionnaire survey (May, 2020) where N=333*



Multicollinearity will exist if predictors are highly correlated. This assumption can be checked with the above collinearity diagnostics table. For each variable tolerance is more than 0.2 (Menard, 1995) and VIF is less than 10 (Mayers, 1990). So if we can see in the table 4.12 above, because there are no values out of the limit of both tolerance and VIF, which shows there is no Multi-collinearity problem.

Having checked for assumptions of regression analysis, I next conducted a regression analysis, as the result of the analysis is shown below.

### 4.3.3 Regression assessment of the Brand Equity dimensions on customer satisfaction

#### 1. Determination of the Model Summary

Model	R	R Square	Adjusted R Square	Std. Error Of the Estimate	Change Statistics R Square change	F change	Df1	Df2	Sig. F change
1	.704 <sup>a</sup>	.496	.493	.49589	.496	162.472	2	330	.000
2	.923 <sup>b</sup>	.852	.850	.27005	.356	196.682	4	326	.000

Data source: Own Questionnaire survey, May 2020

Table 4.13: Model Summary

**Predictors:** *(Constant), Brand equity dimensions (brand awareness, perceived quality, brand loyalty and brand associations)*

**Dependent Variable:** *Customer satisfaction*

From the above table 4.12, after controlling for the covariates, it can be observed that the coefficient of determination i.e. the R-square value is 0.852, representing 85% variation of the dependent variable (customers satisfaction) is due to the independent variables; brand awareness, perceived quality, brand loyalty and brand associations and this is significant at  $p = .000$ .

## 2. Analysis of Variance (ANOVA)

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	137.282	6	22.880	313.734	.000 <sup>c</sup>
	Residual	23.775	326	.073		
	Total	161.057	332			

Data source: Own Questionnaire survey, May 2020

Table 4.14: ANOVA Results summary

<sup>a</sup>Predictors: (Constant), Brand equity dimensions (brand awareness, perceived quality, brand loyalty and brand associations)

<sup>b</sup>Dependent Variable: Customer satisfaction

<sup>c</sup>Significance level

Based on table 4.13 above, the result of the ANOVA test shows that the dimensions of brand equity have a statistically significant effect on customer satisfaction,  $F(6, 326) = 313.734$ ,  $P < 0.001$ . This indicates that the overall model was reasonable fit. Next, I will present the result of the analysis which indicates the individual contributions of the dimensions of brand equity to customer satisfaction.

### 3) Determination of Coefficients

As the unstandardized weights are a function of the variance of the X variables it allows the standardization of all variables a better comparison of regression weights, (Muijs, 2004). The "Sig." column on the "Coefficients" table indicates the statistical significance of that variable given all the other variables have entered into the model.

Model	Unstandardized coefficients		Standardized coefficients	T	Sig.
	B	Std. Error	Beta		
Constant	-.427	.139		-3.077	.002
Overall Service quality	.168	.026	.157	6.408	.000
Overall Price Fairness	.104	.024	.109	4.338	.000
Brand loyalty	.119	.023	.139	5.126	.000
Perceived Quality	.365	.023	.507	16.181	.000
Brand Association	.186	.027	.168	6.793	.000
Brand Awareness	.130	.023	.140	5.714	.000

*Data source: Own Questionnaire survey, May 2020*

**Table 4.15: Coefficients of the Brand Equity constructs**

From table 4.15 above, all the four Brand Equity dimensions have a value as follow: the standardize coefficients results illustrate the effect of each Brand Equity dimensions on customer satisfaction. Accordingly, a unit increase in Brand Loyalty of the supermarket will cause an increase in the customer satisfaction by .139 (13.9%) keeping the remaining three dimensions and other external variables constant. Similarly, the customer satisfaction of the supermarket is directly affected by the Perceived quality of the service of the supermarket, where a unit increase in Perceived quality of the service will cause a direct increase in the customer satisfaction of the supermarket by 0.507 (50.7%) keeping the remaining constant as usual. Besides, customer satisfaction is influenced by Brand Association of the service where a unit increase in Brand Association will cause a direct increase in the customer satisfaction of the supermarket by .168 (16%) keeping the remaining brand equity dimensions and other variables constant. Furthermore, Customer satisfaction is affected by Brand Awareness of the service, where a unit increase in Brand Awareness will cause a direct increase in the customer satisfaction of the supermarket by .140 (14.0%) keeping the rest variables constant.

Based on the above discussion and coefficients of the independent variables, *the regression equation will be as shown below* as follows:-

- Based on the **Unstandardized** coefficients, Customers' Satisfaction =  $-.427 + .119 X_1 + .365 X_2 + .186 X_3 + .130 X_4$ . OR
- Based on the **Standardized** Coefficients; Customers' Satisfaction =  $.139X_1 + .507X_2 + .168X_3 + .140X_4$ .

Next the hypothesis test will be testable using the ( $\beta$ ) and “**p**” value indicates in table 4.14 above.

#### 4.4 HYPOTHESIS TESTING

According to Le and Corbett (2009), hypothesis is a testable statement of relationship derived from a theory that specifies the nature of the relationship between the variables derived from a theoretical context. The testing hypotheses consist of determining whether the hypothesis concerning the characteristics of a specific population is true and may be tested to observe an association or a difference between variables. (McDaniel and Gates, 2013)

For the purpose of testing the four hypotheses (**H1**, **H2**, **H3** and **H4**) that were formulated for this study in chapter two, regression analysis was used. The standardized Beta value ( $\beta$ ) shows the strength and direction of independent variable on dependent variable. The significance value is shown by “**p**” value (Bilal & Malik, 2014). According to (Pallant, 2013), if the ‘**p**’, significant value is less than **0.05**, the conclusion is that the independent variable is making a significant contribution in explaining the dependent variable. If greater than 0.05, the conclusion is that the variable is not making a significant unique contribution to the prediction of the dependent variable (Pallant, 2013). The standardized beta values range from 0.139 to 0.507 for all the following four hypotheses.

The *t*-value and the sig (**p**) value indicate whether the independent variable is significantly contributing to the prediction of the dependent variable. The study's hypothesis testing was made based on  $\beta$ , *t*, and *P*-values. After controlling the covariant, using those coefficient results, the proposed hypotheses for this study were tested as follows.

- ❖ **Hypothesis 1: There is a significant relationship between brand loyalty and customer satisfaction.**

The results of multiple regressions, as presented in Table 4.14 above, revealed that **brand loyalty** focus had a positive and significant effect on Customer satisfaction of the selected supermarkets with ( $\beta = 0.139$ ,  $t(333) = 5.126$  &  $p = 0.000$ ). Thus, the proposed hypothesis

was *accepted*. This statistics infer that *as the independent variable increases by one standard deviation, the dependent variable will increase by 0.139 standard deviation.*

❖ **Hypothesis 2: There is a significant relationship between Perceived Quality and customer satisfaction.**

The results of multiple regressions, as presented in Table 16 above, revealed that **Perceived Quality** had a positive and significant effect on customer satisfaction with values ( $\beta=0.507$ ,  $t(333) = 16.181$ ,  $p = 0.000$ ). Thus, the proposed hypothesis was *accepted*. Here also the beta coefficient implies that if the supermarket's changes its Perceived Quality of these brand equity by one %, by keeping the other variables constant its profit performance would increase by 50.7%. Therefore, Perceived Quality had a positive and significant effect on Customer satisfaction.

❖ **Hypothesis 3: There is a significant relationship between brand awareness and customer satisfaction.**

The results of multiple linear regressions, as presented in Table 16 above, revealed that **brand awareness** had a positive and significant effect on market performance with values ( $\beta = 0.140$ ,  $t(333) = 5.714$ ,  $p = 0.000$ ). The results clearly indicated that the proposed hypothesis was *accepted*. This implies that assuming other variables constant and controlling again the covariant, a **one %** changes in the brand awareness practice of the supermarket market results in a **14.0%** increase in the Customer satisfaction of the selected supermarket. Therefore, brand awareness also had a positive and significant effect on customer satisfaction.

❖ **Hypothesis 4: There is a significant relationship between brand association and customer satisfaction.**

The results of multiple linear regressions, as presented in Table 4.14 above, revealed that **brand association** had a positive and significant effect on Customer satisfaction with values ( $\beta = 0.168$ ,  $t(333) = 6.793$ ,  $p < 0.000$ ). Thus, proposed hypothesis was *accepted*. In this case the beta coefficient describe that keeping the other variables constant with having control even the covariant, in this model a one % change in the overall brand association, the consequence would be an increase in profit performance by **16.8%**.

Generally the results of multiple linear regression analysis supported the four hypotheses constructed to test a positive and significant influence that each Brand Equity dimensions have on Customer satisfaction (see table 4.16).

Hypothesis	Standardized coefficients	p value	Outcome
H1: There is a significant relationship between brand loyalty and customer satisfaction	.139	.000	Accepted
H2: There is a significant relationship between Perceived Quality and customer satisfaction	.507	.000	Accepted
H3: There is a significant relationship between brand awareness and customer satisfaction	.140	.000	Accepted
H4: There is a significant relationship between brand association and customer satisfaction	.168	.000	Accepted

*Data source: Own Questionnaire survey, May 2020*

**Table 4.16: Summary of Hypothesis Testing Results**

Lastly we can take other similar works even from our institution, According to Zekarias Yohannes, 2016 work also prove before that is the relative importance of CBBE (independent variables) in contributing to the variance of customer satisfaction (dependent variable) was explained by the standardized Beta coefficient. The beta values of the independent variables i.e. brand awareness, perceived quality, brand association and brand loyalty are .115, .221, .223, .361 and respectively. The result obtained from the regression analysis showed that brand loyalty is more significant and statistically meaningful when compared with the other variables in terms of enhancing customer satisfaction. This can be understood as a certain improvement on the brand loyalty will increase customer satisfaction by .361 which is significant. As Taylor et al., (2004) study results on brand equity had effect on customer loyalty only but this paper focus first on customer satisfaction once satisfied customer become loyal to the company.

Moreover in my study it show perceived quality beta value 0.507 is more significant and statistically meaningful when compared with the other variables in terms of enhancing customer satisfaction. Besides this my paper controls Covariates variables which affect the dependent variable.

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter deals with the summary of major findings of the study, conclusions drawn from the analysis made. Furthermore, based on the findings of the study possible limitation of the study and recommendations are made.

#### 5.1 Summary of findings

The main purpose of this study is to investigate The Effect of Brand Equity on customer satisfaction in major supermarkets in Addis Ababa. To examine the effect of Brand Equity on customer satisfaction, the specific objectives were: To assess the relationships between Brand Equity and customer satisfaction; To find out which of the Brand Equity factor are important in influencing customer satisfaction in supermarkets; and provide recommendations; and to improve customer satisfaction through showing the importance of Brand Equity in supermarket businesses in Addis Ababa. Before going to the main analysis of the study, a reliability test was administered to check whether the questionnaire is reliable or not. In this regard all the quaternaries were reliable and acceptable with Cronbach's Alpha result of 0.841 values. Correlation analysis was also made and its result presented.

By investigating the relationships between selected dimension of brand equity and customer satisfaction and also by quantitatively testing the correlation between variables such as brand awareness, perceived quality, brand association, and brand loyalty on satisfaction of customers, the following findings were reached. In this regard all the independent variables (Brand awareness, Perceived Quality, Brand Associations and Brand Loyalty) are positively and significantly correlated with the dependent variable (Customer satisfaction) ( $P < 0.000$ ). Brand awareness ( $r=0.553$ ,  $p<0.01$ ), perceived quality ( $r=0.859$ ,  $p<0.01$ ), brand loyalty ( $r=0.663$ ,  $p<0.01$ ), and brand association ( $r=0.582$ ,  $p<0.01$ ), all have a positively and significantly related with customer satisfaction.

Finally, a multiple regression analysis was conducted to test the hypothesis. In this regard the result shows that the model tested is significant ( $p<0.000$ ) with the adjusted R square 0.852. This value indicates that 85.2 % of variance in customer satisfaction is attributed to the four independent variables entered into the regression. The remaining 14.8 % of the variance in customer satisfaction may attribute to other factors. Regarding the hypothesis all the beta coefficients were found significant to all hypotheses in the study are accepted. Moreover, the finding revealed that, brand equity dimensions are found being the most dominant dimension

in determining the variation in customer satisfaction of the selected supermarket.

## 5.2 Conclusions

This research paper has analyzed the effect of brand equity on customer satisfaction and it came up with a number of findings. These findings may give a fairly good picture of how brand equity contributed positively for maintaining and building customer satisfaction. To build brand equity is very important for a branded product category. The retail industries like supermarkets brand in Addis Ababa are facing the same problem because of the highly competitive and brand-conscious market. The research was aimed to examine The Effect of Brand Equity on customer satisfaction in major supermarkets in Addis Ababa market.

The study confirms that the dimensions of brand equity have positive impact on the overall brand equity, which does parallel the findings of Yasin et al. (2007). Brand equity is considered as an one of the vital aspect in determining the customer satisfaction, as it helps the companies in understanding the level of customer satisfaction and formulating the new strategies in order to customer delight. In this research the outcome which has been obtained shows that the companies need to improve in building brand equity in order to make the customer fully satisfied. The overall results showed that there is a positive relationship between brand equity and satisfaction.

There comes a stage when a customer would prefer a brand over all the others without extensive market research and is satisfied with his purchase decision, this is because the customer has tried the brand in the past and the brand delivered everything that it promised and the customer feels he got his money's worth and is thus satisfied

The researcher addresses the research questions raised based on the findings from the study and the following points states the conclusions made on the basis of the results.

### *1. Does brand awareness affect customer satisfaction of the supermarkets in Addis Ababa?*

The regression result between the variables brand awareness and customer satisfaction showed that brand awareness has a significant and positive effect on customer satisfaction. Consumers tend to make quick purchase decisions about the service of supermarkets because they know or recognize the brand. The more the consumers can recognize, retain and remember the brand the more likely the fact that they will purchase it. when they trust and know the brand, it becomes a part of the consumer's life style to get service where they used to and have trust in the brand, thus feel more satisfied.



*2. Does perceived quality affect customer satisfaction of the supermarkets in Addis Ababa?*

Perceived quality has a direct positive effect on customer satisfaction given that Delivery of high service quality to customers offers the supermarkets an opportunity to differentiate itself in the competitive market. Perceived Service quality seems to lead to positive word-of mouth, lessening of complaint tendencies and continuity in supermarkets-customer relationship. Perceived service quality is an antecedent of customer satisfaction because client's evaluation of past service quality of the supermarkets is high; they tend to evaluate the most recent service encounter as satisfactory. High perceived quality results in customer satisfaction and loyalty, greater willingness to recommend to someone else, reduction in complaints and improved customer retention rates.

*3. Does brand association affect customer satisfaction of the supermarkets in Addis Ababa?*

Just like the above two brand equity dimensions, Brand association also has a significant positive effect on customer satisfaction. Brand associations consist of all brand related thoughts, feelings, perceptions, images, experiences, beliefs and attitudes which are consumers associations and interpretation of the brand, which includes functional and emotional brand associations. Customer's good brand image and / or association with the brand encourage them to use the service and they are satisfied by that because there is something good regarding supermarkets brand in the customers mind.

*4. Does brand loyalty influence customer satisfaction of the supermarkets in Addis Ababa?*

There is a positive and significant relationship between brand loyalty and customer satisfaction. Satisfaction of consumers with the supermarkets service is influence on the repeated and loyal to company. Loyal customers are satisfied with present services at the same time the supermarkets have to satisfy future expectations before competitors' products. Satisfaction depends upon how retail industries of Ethiopia retain the loyal customers with all service dimensions and introducing new products and services to attract in the future and growth of the business.

### **5.3 Recommendation**

This study recommends that supermarkets in Addis Ababa should work towards improving their brand Equity. This is because the study revealed that brand awareness is a significant contributor to customer satisfaction hence growing brand equity. The study also recommends branding management of supermarkets in Addis Ababa should strive to ensure that customers get value for their money. This is due to the significance of the Brand association, perceived quality and Brand loyalty in determining customer satisfaction.

The findings of study imply that the management of retail industry especially supermarkets in Addis Ababa should concentrate on customer satisfaction and its antecedents in order to improve customer loyalty and develop a cadre of loyal customers. Importantly, supermarkets service operators need to measure customers' satisfaction in order to analyze their brand equity performance and whether their satisfied customers are willing to recommend the company's brand to others as well as having the intention to purchase their brand or services in future. In order to create a successful brand, marketing managers should be more devoted to building brand equity and customers' satisfaction measure as part of their branding strategy. Finally, Supermarkets could increase customer satisfaction by increasing brand equity.

### **5.4 Limitations and future research directions**

The research study to measure brand equity of supermarkets brand equity is limited to National Capital Region, Addis Ababa only, so there is a scope to study the Effect of Brand equity (measures using its dimensions brand awareness, brand association, perceived quality and brand loyalty) and customer satisfaction of other regional markets of Ethiopia to avoid the significant regional gaps in. Cavana et al. (2001) have stated that cross-sectional sample data that is only able to reveal the net effect of predictor variable towards a particular criterion variable at a specific point of time. Furthermore, the restriction of using convenience sampling techniques has indicated that the outcomes of this research cannot be generalized because the data was collected from readily available respondents which do not represent the whole population.

In the future the effect of brand equity could be examined using other variables such as actual purchase behavior and also further studies should employ a more representative sample using probability sampling technique to test the generalizability of this study to national level.

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**Appendix-I**  
**QUESTIONNAIRE**

Addis Ababa University School of Commerce  
MA Program in Marketing Management

*Dear Respondent,*

This questionnaire is designed to capture your experiences with supermarkets in Addis Ababa. The questionnaire seeks to collect data for analysis to be used in my dissertation entitled “The Impact of Brand Equity on Customer Satisfaction”. The dissertation is in partial fulfillment of Master of Arts Degree in Marketing Management in Addis Ababa University School of Commerce (AAUSC).

Your genuine input is highly important to the analysis. All information will be used for research purposes and will be analyzed anonymously.

Thank you in advance for your cooperation in filling the questionnaire.

Researcher’s name: Habtewold G/meskel

Mobile no.: 0911-192049

**Instruction for filling the questionnaire**

The following statements relate to your feelings about Ethiopian Supermarkets. For each statement, please show the extent to which you believe indicating the number from “1” to “7” representing your feeling. There is no right or wrong answer; what matters is the number that best shows your perception about selected Supermarkets. Please circle the number that shows your feeling.

**Part one: Respondents perception about Brand Equity impact**

<b>Scale of Measurement:</b>							
(1) Disagree very strongly		(2) Strongly Disagree		(3) Disagree		(4) Indifferent	
(5) Agree			(6) Strongly Agree		(7) Very strongly Agree		
							Answer
<b>Brand awareness</b>							
When I think of retail service ..... supermarkets come to my mind quickly.	1	2	3	4	5	6	7
I am familiar with ..... supermarket's brand.	1	2	3	4	5	6	7
I can recognize the selected supermarkets quickly among other competing brands.	1	2	3	4	5	6	7
The supermarkets come up first in my mind when I need to make a purchase decision on the product.	1	2	3	4	5	6	7
<b>Perceived quality</b>							
Supermarket has modern looking equipment.	1	2	3	4	5	6	7
The physical facilities at supermarkets are visually appealing.	1	2	3	4	5	6	7
When the supermarket promised to do something by a certain time, it will do it.	1	2	3	4	5	6	7
When customers have problems, supermarket's shows a genuine interest in solving them.	1	2	3	4	5	6	7
<b>Brand Association</b>							
I am highly aware about supermarkets and can quickly recall there logo.	1	2	3	4	5	6	7
I use supermarkets because it is the largest retailer services in the country.	1	2	3	4	5	6	7
I consider the company and people who stand behind the brand are very trustworthy.	1	2	3	4	5	6	7
The supermarkets brand has unique image compared to other competing brands. In its status and style the supermarket matches my personality.	1	2	3	4	5	6	7
<b>Brand loyalty</b>							
I usually use supermarket as my first choice compared to other Shops.	1	2	3	4	5	6	7
I would recommend this supermarket to others.	1	2	3	4	5	6	7
I would not switch to another retailer shops the next time.	1	2	3	4	5	6	7
<b>Overall Brand Equity</b>							
Even if other retail industries have the same level of service as the service from supermarkets, I would prefer supermarket.	1	2	3	4	5	6	7

Even if other retail industries have the same level of price as supermarkets, I would prefer the selected supermarkets.	1	2	3	4	5	6	7
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**Part two: customer satisfaction**

Customer Satisfaction							
I was satisfied with the service provided.	1	2	3	4	5	6	7
This supermarket supplies a comfortable shopping environment to customers.	1	2	3	4	5	6	7
Customers feel safe towards this supermarket's products and services.	1	2	3	4	5	6	7
I am satisfied with the respectful behavior of supermarket employees.	1	2	3	4	5	6	7

**Part three: overall customer satisfaction**

Overall customer Satisfaction							
Overall, how satisfied are you with supermarket of Ethiopia's service?	1	2	3	4	5	6	7

## Appendix-II

### Part four: Scale items to measure price fairness

Scale of Measurement:							
(1) Disagree very strongly	2) Strongly Disagree	(3) Disagree	(4) Indifferent				
(5) Agree	(6) Strongly Agree	(7) Very strongly Agree					
							Answer
Overall measure of price fairness							
Overall, how fair is the sale price of products at _____ supermarket?	1	2	3	4	5	6	7
The sale price of products at _____ supermarket represents a fair price	1	2	3	4	5	6	7
The sale price does not seem fair to me <u>(r)</u>	1	2	3	4	5	6	7
How fair/unfair do you think the price offered to consumers is?	1	2	3	4	5	6	7

### Part five: Scale items to measure service quality

Scale of Measurement:							
(1) Disagree very strongly	2) Strongly Disagree	(3) Disagree	(4) Indifferent				
(5) Agree	(6) Strongly Agree	(7) Very strongly Agree					
							Answer
Overall measure of service quality							
Friendliness of cashiers at the supermarket	1	2	3	4	5	6	7
Service provided by baggers	1	2	3	4	5	6	7
Overall friendliness of our associates	1	2	3	4	5	6	7
Speed of checkout	1	2	3	4	5	6	7
Overall store service	1	2	3	4	5	6	7
Accuracy of scanning prices at checkout	1	2	3	4	5	6	7
Cleanliness of parking lot	1	2	3	4	5	6	7

### Appendix-III

#### Part six: Personal profile

Please put a tick (✓) mark corresponding to your response

1. **Gender:** 1) Male  2) Female

2. **Age:** (1) 18 to 35  (2) 36 to 50   
(3) 51 to 65  (4) Greater than 65

3. **Type of occupation:**

1) Government organization  2) Private organization

4. **Numbers of year as Supermarket customer:**

(1) Less than 3 years  (2) Four to six years   
(3) Seven to ten years  (4) More than 11 years

5. **Monthly Income:** (1) Below 4000  (2) From 4,000 to 12,000   
(3) Above 12,000 to 20000  (4) Above 20,000

6. Which of the following Supermarkets do you know/ frequently shopping?

(1) Shoa supermarkets  (2) Safeway supermarkets   
(3) Abader supermarkets  (4) Lomyad supermarkets   
(5) Fantu supermarkets  (6) others

(Source: Adopted and Modified from works of Zekarias Yohannes, 2016)

Thank you for participation and cooperation...