ST. MARY'S UNIVERSITY

FACULTY OF BUSINESS

DEPARTMENT OF MARKETING MANAGEMENT

AN ASSESSMENT OF BRANDING PRACTICE IN

THE CASE OF GREAT ABYSSINIA PLC

BY:

ESKEDAR BAYOU

JUNE, 2014

SMU

ADDIS ABABA

AN ASSESSMENT OF BRANDING PRACTICE IN THE CASE OF GREAT ABYSSINIA PLC

A SENIOR ESSAY SUBMITTED TO THE DEPARTMENT OF MARKETING MANAGEMENT

FACULTY OF BUSINESS
ST. MARY'S UNIVERSITY

IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF BACHELOR OF ARTS IN MARKETING MANAGEMENT

BY:

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APPROVED BY THE COMMITTEE OF EXAMINERS

Department Head	Signature
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Advisor	**Signature**
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Internal Examiner	**Signature**
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External Examiner	**Signature**
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St. Mary's University

Faculty of Business

Department of Marketing Management

<u>Interview Check list</u>

Dear Manager,

I am a Prospective Graduate Student at St. Mary's University in the Department of Marketing Management. I am working my research in the assessment of practice of branding in your company with reference to Abyssinia spring water. The information that you are going to provide will be treated as confidential and used only for the research purpose.

Thank you, in advance for giving me your time and energy to answer the following questions:

1. How many products do you currently produce?
2. Do you have a separate section with in the marketing department which is in charge of brand management?
3. How frequently do you undertake a brand survey for your products?
4. What are your main competitors for Abyssinia spring water?
5. What is the marketing position of Abyssinia spring water as compared to competitors? And what is its relative market share?
6. What are some of the problems that the company encountered related to the brand practice of Abyssinia spring water?
7. What major activities do you undertake to promote the brand of Abyssinia spring water?
8. To what extent does your company goes to measure the awareness of brand on Abyssinia spring water in the mind of customer?

St. Mary's University

Faculty of Business

Department of Marketing Management

Questionnaire to be completed by Customers of Great Abyssinia Plc

This questionnaire is prepared by graduate student of St. Mary's University in the field of Marketing Management for the partial fulfillment of a research paper. The main objective is to gather information in order to assess the practices of branding with regard to Abyssinia Spring Mineral Water.

The validity of your response has high contribution for success of my research paper due to this reason I would like to ask you with due respect to give the right response. All information you provide to this study will be kept strictly confidential.

Thank you in advance for your sincere cooperation!

Instructions

- Give your response by placing "✓"sign in the box
- No need to write your name.
- If you want to give additional comments with regard to the Abyssinia spring water branding practice of the company use the blank spaces provided at the end.

I. General Information of Respondent

    1.1.   Gender

        A.   Male ☐   B. Female ☐

    1.2.   Age

        A. 15-25 ☐   B.26-35 ☐

        C. 36-45 ☐   D.46-55 ☐   E. Above 56 ☐

    1.3.   Educational Background

        A. 10/12 Completed ☐   B. Diploma ☐   C. 1st Degree ☐

        D. Master and above ☐   E. Other (please specify) _____

    1.4.   Occupation

        A. Student ☐   B. Employee ☐

        C. Retired ☐   D. Merchant ☐ E. Other (please specify) _____

II. Questions Related to the Branding Practice

    1. For how long have you been customer of the company?

        A. For a year ☐   B. For 2-3 years ☐

        C. For 4-5 years ☐   D. For 6-7 years ☐   E. For more than 8 years ☐

    2. What was your ground for being customer of Great Abyssinia plc?

        A. Persuasion by logo ☐   B. Through product ☐

        C. Sale person of the company ☐   D. Abyssinia name is familiar ☐

        E. Other (please specify) _____

    3. Have you ever seen or heard that Abyssinia spring water is good for infant or children?

        A. Yes ☐   B. No ☐   C. Never heard ☐

    4. If your answer is "yes" for question No. 3 how did you seen or heard about Abyssinia spring water?

A. From friends ☐ B. Advertising ☐ C. From family ☐

D. From the sales people of the company ☐ E. Other (please specify_____

5. Name top three brands of mineral water in the market.

A. _____

B. _____

C. _____

6. How do you differentiate these brands from each other?

A. Quality ☐ B. Availably ☐ C. Accessibly ☐

D. Promotion ☐ E. Other (please specify) _____

7. When you think of bottled water, which bottle of Mineral water comes in to your mind? (please rank them interims of their priority)

A. Aqua Addis _____ B. Aqua safe _____ C. Abyssinia _____

D. Yes _____ E. Origin _____ F. cheers_____ G. Prisma_____ H. Cool _____

I. Classy_____ J. Eden_____

8. How do you rate the attractiveness of the bottle design of Abyssinia spring water?

A. Very Good ☐ B. Good ☐ C. Normal ☐

D. Bad ☐ E. Very Bad ☐

9. Do you think Abyssinia Spring water is unique among other mineral waters?

A. Yes ☐ B. No ☐ C. I don't know ☐

10. If your answer is "yes" for question No. 9 please, mention how unique the brand of Abyssinia spring water is from any competing products?

_____

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11. Do you think you are loyal customer of Abyssinia mineral water?

A. Yes ☐ B. No ☐ C.I don't know ☐

12. If Abyssinia spring water is not available what will you do?

A. I will wait ☐ B. I will switch to another brand ☐

C. I will stop to use Mineral water ☐   D. I will drink soft drinks ☐

E. Other (please specify) _____

13. If your answer is "I will switch to another brand "which bottle of water will you buy?

_____

_____

14. Which products do you purchase frequently among the company's product?

    A. Abyssinia spring water ☐   B. Abyssinia coffee ☐   C. Abyssinia tea ☐

    D. Prigat juice ☐   E. Other bottled products form the company._____

15. How many times do you buy the Abyssinia spring water within a week?

    A. 1-2 time ☐   B. 3-4 times ☐

    C.5-6 times ☐   D. more than 6 times ☐

16. Since you become customer of Abyssinia spring water have you ever seen an improvement on building image?

    A. Yes ☐   B. No ☐   C. I don't remember ☐

17. If your answer for No. 16 is "Yes" in what aspect? (You can choose more than one from the given option)

    A. Attractive design ☐   B. different size ☐

    C. Availability ☐   D. Accessibility ☐   E. Other, please, specify _____

18. Which factor of the brand do you think attracts consumers the most?

    A. Competitive price ☐   B. Quality of product ☐   C. Market reputation ☐

    D. Availability ☐   E. others, please, specify _____

19. What attributes, according to you, are important for the consumers?

    A. Quality ☐   B. Availability ☐   C. Price ☐

    D. Taste/ favour ☐   E. Other (please specify)_____

20. What is the positioning of the brand in your mind?

A. Value for money ☐   B. Superior quality ☐

C. Consistency ☐   D. Other, please, Specify_____

21. How has been the experience with the usage of Abyssinia spring water?

A. Extremely satisfactory ☐   B. Satisfactory ☐

C. Medium ☐   D. Unsatisfactory ☐   E. Extremely unsatisfied ☐

22. If you have additional comments please, specify on the space provided?

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Many thanks!!

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The Candidate's Declaration

I the under signed, declare that this senior essay is my original work, prepared under the guidance of Ato Yalew Gorfu. All sources of materials used for the document have been accordingly acknowledged

Name   ESKEDAR BAYOU

Signature _____

Place of submission St. Mary's University Department of Marketing Management

Date of submission   30/06/2014

Advisor declaration

This paper has been submitted for examination with my approval as the university advisor

Name   Yalew Gorfu

Signature _____

Date_____

ACKNOWLEDGEMENTS

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CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

According to kotler (2006) brand is more than just a name and symbol. Brands represent consumers' perception and feeling about a product and performance everything that the products or service means to consumer. In the final analysis, brand exists in the mind of customer. Thus the real value of a strong brand its power of capture consumer performance and loyalty. Brands varying the amount of value they have in the market place. Moreover, Anderson and Vincz (2000) brand name is the most important aspect of packaging, serving as a unique identifier. A brand can be a name, term, design, symbol or other feature that identifier one firm's product or service as different from all other goods and service. Kotler (2006) indicated that the most distinctive skill of professional marketers is their ability to build and manage their brands. A brand is a name, term, sign, symbol, or design or a combination of these, that identifies the maker or seller of a product or service consumer view a brand as an important part of a product, and branding can add value to a product .Furthermore, William (1999) pointed out that branding helps products originated when an ancient ruler decided that products should bear some sort of symbol so that, if something should go wrong, buyers and themselves, the story goes; producer began to take greater pride in their products and to make them better than those of their competitors thus reversing the negative intent of the king's order. Whether they story is true or not, it makes the point that branding serves May purposes both for the buyer and for seller.

Many marketers have noted that a brand is a promise to customers, delivering on this promise build trust, lowers risk and helps customers by reducing the stress of marketing product switching decision.

Under the umbrella of Great Abyssinia are found four major plants are:-Abyssinia coffee, Abyssinia tea, Abyssinia springs, Prigat Juice, Techno printers and different kinds of plastic bottled product.

Among these products Abyssinia springs water the most known and the second leading bottled water in Ethiopia. Great Abyssinia has its roots backs to the early 1990's when it was established as a sole proprietorship company. Then Abyssinia coffee and tea processing enterprise had started out with less than ten employees by roasting, grounding and packaging Arabica coffee using an old dilapidated machine for exclusive domestic market consumption. The persuasive efforts and dedication of the workers coupled with the farsighted leadership of the owner has made the enterprise to broader its customer base and notably increases the market share. The enterprise has been reorganized and become, in January 2003 a private limited company .it was also renamed Great Abyssinia P.L.C. to associate it with the glory of the ancient Abyssinia the company was established with initial capital 4.5 million currently 195 million Birr and currently company has 1,200 permanent employees and also The company Marketing Manager indicated that their market share among there similar produced companies 20-25%.

In recent years, many companies are entering in to the production of mineral bottled water. The first bottled water company was Apex bottling company with highland spring water. were as the second purified water introduced in to the Ethiopian market by the private limited company called Great Abyssinia plc.

1.2. Statement of the Problem

According to William (1999) practice of branding products, originated when an ancient ruler decided that product should bear some sort of symbol so that if something should go wrong buyers and authorities would know who was to blame and they are forced to identify their product by themselves, the story goes, producers began to take greater pride in their products and make them better than those of their competitors thus reversing the negative intent of the king's order. Whether the story is true or not it makes the point that branding serves many purposes both for the buyers and for the seller. Moreover, Kotler (2006) indicated that the most distinctive skill of professional marketers is their ability to build and manage their brands. A brand is a name, term, sign, symbol, or design or a combination of these, that identifies the maker or seller of a product or service consumer view a brand as an important part of a product, and branding can add value to a product. Furthermore, Branding helps buyers in many ways. Brand names help consumers identify products that might benefit them. Brands also tell the buyer something about product quality. Buyers who always buy the same brand know that they will get the same features, benefits. And quality each time they buy. Branding also gives the seller several advantages. The brand name becomes the basis on which a whole story can be built about a product's special qualities. The seller brand name and trademark provide legal protection for unique product features that otherwise might be copied by competitors. And branding helps the seller to segment markets. (Kotler and Armstrong, 2006).

Recently, production and consumption of bottled water has been rising and many competitive firms are entering in to the market. However all the computing firms offer the same type and easily substitutable products. Therefore competition among them becomes very high. As competitors getting rough, branding activity becomes very important for the firm. Branding practice play big role the firms. A brand identifies the source or maker of a product and allows consumers either individuals or organizations to assign responsibility to a particular manufacturer or distributor. Consumer may

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evaluate the identical product differently depending on how it is branded. Consumer learns about brands through pass experience with the product and its marketing program. In the case of Abyssinia spring water it was found that less effort is being exerted the responsible body to building image in the customers' mind.

1.3. Basic Research Questions

In light of the above mentioned problem the student researcher has try to give answers to the following basic research questions:

1. How strong is the brand of Abyssinia spring water in the mind of customer's as compared to competing brands?
2. What should the company do in order to build a strong brand image in the minds of customers?
3. What are the problems that the company is facing with regard to branding practice?
4. How does the company allocate budget for branding practice?

1.4. Objective of the Study

1.4.1. General Objective

The general objective of the study was to make an assessment on the branding practices with reference to Great Abyssinia plc.

1.4.2. Specific Objective

The Following are specific objective of the Study:

- ➢ To indicate how strong the brand of Abyssinia spring water is the mind of customer's as compared to competing brand.
- ➢ To suggest a good branding activity in order to build a strong brand image.
- ➢ To pin point the problems that the company is facing with regard to branding.
- ➢ To identify how does the company allocate budget for branding practice

1.5. Significance of the Study

Undertaking this kind of research is very important for any business entity. It would help to make decision on the company branding activity. In general, the main benefit the could be drawn from this study includes the following

This study has first hand benefit to the company through identifying problems with respect to the practice of branding and related problem in the case of Abyssinia spring water. Secondly this study also gives hints & information's for other related branding activity. Thirdly as I am beginner in conducting research it gives me an opportunity to practice and implement those lessons on research that am learning in theory.

1.6. Delimitation of the Study

The study was delimited the branding practice of Abyssinia spring water in the Great Abyssinia plc. This company produces different kind of product which includes Abyssinia Coffee, Abyssinia Tea; Abyssinia springs water, Prigat Juice, different kinds of plastic bottled product and Techno Printers, Abyssinia soft tulips napkin. Among its products, however, for this study the research paper focused mainly on the product of Abyssinia springs water, the study has been address customer of Abyssinia spring water and marketing manager. Since the customers had been many in number and complete list of customers could not be focused as a result the student researcher chosen specific areas for the study, which includes customers found around Merkato and Grgi total. In addition to the research study had been used date that is available between Sep.2010 to May.2014 because the student researcher believes this is the time the company engaged is branding practice.

1.7. Research Design and Methodology

1.7.1. Research Design

There are several ways of studying and tackling problem while conducting research. Application of appropriate research design leads to the researcher to the right finding and in achieving the objective of the study. In this study descriptive research method was used. Because according to Malhotra,(2006) as the same implies, the major objective of descriptive research is to describe something usually market characteristics or function.

1.7.2. Population and Sampling Technique

The population of the study was comprised of the company's Marketing Manager and Customers of Abyssinia Spring Water. Since the sample frame is not available, non probability sampling techniques were used. Among the non probability sampling techniques convenience and judgmental sampling were used. Because in convenience sampling the relevant respondents had been chosen by the student researcher and judgmental sampling less than two years customer used. This is done for the purpose of selecting respondents that was able to give an appropriate data of the research. In order to determine the sample size the student researcher had used the model provided by the author Malhotra,(2006) general rule and the total sample size were 200 because this study is related with problem solving .

1.7.3. Type of Data Collected

Both primary and secondary data source were used in order to make the study complete and achieve its state objectives. The primary data consists of data from the Company's Manager and customer's response. Whereas the secondary data consists company's published document and other books.

1.7.4. Method of Data Collection

The data which is important for the study was collected by two methods, for the primary sources of data: questionnaire were distributed for the customers, interview were conducted with managers. For secondary source of data: books, company's published document was used.

1.7.5. Data Analysis Method

The student researcher had used both quantitative and qualitative data analysis techniques. Descriptive data analysis technique was used to analyze the quantitative. A qualitative data analysis technique was used to analyze the interview response and quantitative data was analyzed and presented in the form of percentage and table in order to get the total picture of data that was collected from sample respondents.

1.8. Limitations of the Study

One of the major problems that faced the researcher while doing the paper were lack of appropriates data, lack of factual information and shortage of time to investigate. In addition to this, the questionnaire that distributed to some respondents were couldn't collect on time. Thus, by considering all these drawbacks, the researcher couldn't claim to make complete study of the organization.

1.9. Organization of the Paper

This study was contain four chapters, the first chapter is introduction, which includes background of the study , statement of the problem ,objective of the study ,significance of the study, delimitation of the study ,research design and methodology, limitation and organization of the paper. The second chapter deals with review of related literature. Analysis and interpretation of data would treat on the third chapter. Finally, the summary, conclusions and recommendations on the fourth chapter. The lists of reference and sample questionnaire were attached to the research paper.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Overview of Brand

Branding has been around for centuries as a means to distinguish the goods of one producer from those of another. In fact, the word brand is derived from the old Nurse Word brandr, which means "to burn," as brands were and still are the means by which owners of livestock mark their animals to identify them (Keller,2003).

2.2 Definition

Brand is more than just a name and symbol. Brands represent consumers' perception and feeling about a product and performance everything that the products or service means to consumer. In the final analysis, brand exists in the mind of customer. Thus the real value of a strong brand its power of capture consumer performance and loyalty. Brands varying the amount of value they have in the market place (kotler, 2006).

According to William (1999) the practice of branding products, originated when an ancient ruler decided that product should bear some sort of symbol so that if something should go wrong buyers and authorities would know who was to blame they are forced to identify their product by themselves, the story goes, producers began to take greater pride in their products and make them better than those of their competitors thus reversing the negative intent of the king's order. Whether the story is true or not it makes the point that branding serves many purposes both for the buyers and for the seller.

We have used the terms branding, brand names and trademarked interchangeable so far, but it is important to distinguish among them because of the legal implications each terms as has.

Gray Eldered (2003) as identified three components in the definition of a brand:-

- **Identifiers** –Name, logo, color, any cues that brings the brand into mind.
- **Attributives**- brand attributes include the economic, functional, and emotional benefits which are assigned to a brand by customers. They can be either positive or negative and are the basic elements of a brand identity.
- **Associations**-Connections that customers make between a brand's identifiers and its attributes.

The above three components of a brand must be managed properly.

In ordered to do this, marketers must be able to construct detailed "mental maps" or mental blue prints of consumers to understand exactly what exits in their minds concerning brands-all their thoughts, feelings, perceptions, images, beliefs and attitudes toward different brands. These further enhance manager's capability of decision making (Keller, 2003).

Branding helps buyers in many ways. Brand names help consumers identify products that might benefit them. Brands also tell the buyer something about product quality. Buyers who always buy the same brand know that they will get the same features, benefits. And quality each time they buy. Branding also gives the seller several advantages. The brand name becomes the basis on which a whole story can be built about a product's special qualities. The seller brand name and trademark provide legal protection for unique product features that otherwise might be copied by competitors. And branding helps the seller to segment markets (Kotler and Armstrong, 2006).

2.2.1. Brands versus Products

It is important to contrast a brand and product. According to Phillip Kotler, (2006) a well- regarded marketing academic; a product is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a need or want. Kotler, defines five levels to a product:

1. The core benefit level is the fundamental need or want that consumers satisfy by consuming the product or service.

2. The generic product level is a basic version of the product containing only those attributes or characteristic absolutely necessary for its functioning but with no distinguishing features this basically a stripped –down no frills version of the product that adequately performs the product function.

3. The expected product level is a set of attribute or characteristics that buyers normally expect and agree to when they purchase a product.

4. The augmented product level includes additional product attributes, benefits or related service that distinguishes the product from competitors.

5. The potential product level includes all of the augmentation and transformation that a product might ultimately undergo in the future.

Brand name has a narrower meaning. It is a word, letter, or group of words or letters that can be spoken (McCarthy, 1998).

2.2. 3. Customer Value and Branding

Branding is closely related to the process quality component of customer value because customers develop feelings and expectations based on their brand perceptions
(Heskett, Sasser and Schlesinger,1997).

Willmott,(2003) contends that branding, in addition to conveying information regarding a product or service, also is a source of information regarding an organization from which customers derive perceptions of value. When a brand is known for good corporate citizenship there is a direct positive impact on business operations (a more motivated workforce, Better supplier relationships, and improved market intelligence.

2.3. The Role of Brands

Brands identify the source or maker of a product and allow consumers either individuals or organizations to assign responsibility to a particular manufacturer or distributor. Consumer may evaluate the identical product differently depending on how it is branded. Consumer learns about brands through pass experience with the product and its marketing program. They find out which brand satisfies their needs and which ones do not. As consumers' lives becomes more complicated, rushed, and time starved, the ability of a brand to simplify decision making and reduce risk is invaluable (kotler.et al, 2006).

Word of mouth

Equally, the role of informal communications between customers is important. The increasing phenomenon of communities of consumers on the web, communicating unofficially and outside the power and control of the firm, can be underpinned theoretically using identity theory as an approach, because individuals who share a common social identity would want to communicate in order to reduce uncertainty and to affiliate (Haslam, 2001).

2.4 Scope of Branding

Branding is endowing products and services with the power of a brand. Branding is all about creating differences. To brand a product it is necessary to teach consumers "who" the product is by giving it a name and using other brand elements to help identify it as well as "what" the product does "why" consumer should care. Branding involves creating mental structure and helping consumers organize their knowledge about products and service in a way that clarifies their decision making and in the process, provides value the firm (kotler, 2006).

2.5. Brand Image

Brand image is defined as customer perceptions of a brand as reflected by the brand associations held in consumers' memory (Chandon, 2003).

A positive brand image is created by marketing programs that links strong, favorable and unique associations to the brand in memory. Imagery associations can be formed

directly (from a consumer own experience and contract with the product, brand, target market or usage situation) or from the identification of the brand with a company, channel of distribution or some particular person, place or event (Keller, 2003).

The image of the brand is the perception of the brand by consumers. The goal of working strategically with brand image is to ensure that consumers hold strong and favorable associations of the brand in their minds. The brand image typically consists of multiple concepts: perception, because the brand is perceived; cognition, because that brand is cognitively evaluated; and finally attitude, because consumers continuously after perceiving and evaluating what they perceive form attitudes about the brand (Aaker and Joachimsthaler 2002; Keller 1993, 2003; Grunig ,1993).

2.6. Brand Building Blocks

This section considers how a strong brand is built or created. Brand building blocks can be assembled in terms of a brand pyramid in which each lower level provides the foundation of the higher element. In other words, building a strong brand involves a serious of logical step: establishing the proper brand identity, creating the appropriate brand meaning, eliciting the right brand response, and forging appropriate brand relationships with customers (Keller, 2003).

As shown below, building a strong brand specifically involves establishing breadth and depth of brand awareness; creating strong, favorable and unique brand associations: eliciting positive, accessible brand responses; and forging intense, active brand relationships. Achieving these four steps, in turn, involves establishing six brand building blocks: brand salience, brand performance, brand imagery, brand judgment, brand feelings and brand resonance (Keller, 2003).

building blocks: brand salience, brand performance, brand imagery, brand judgment, brand feelings and brand resonance (Keller, 2003).
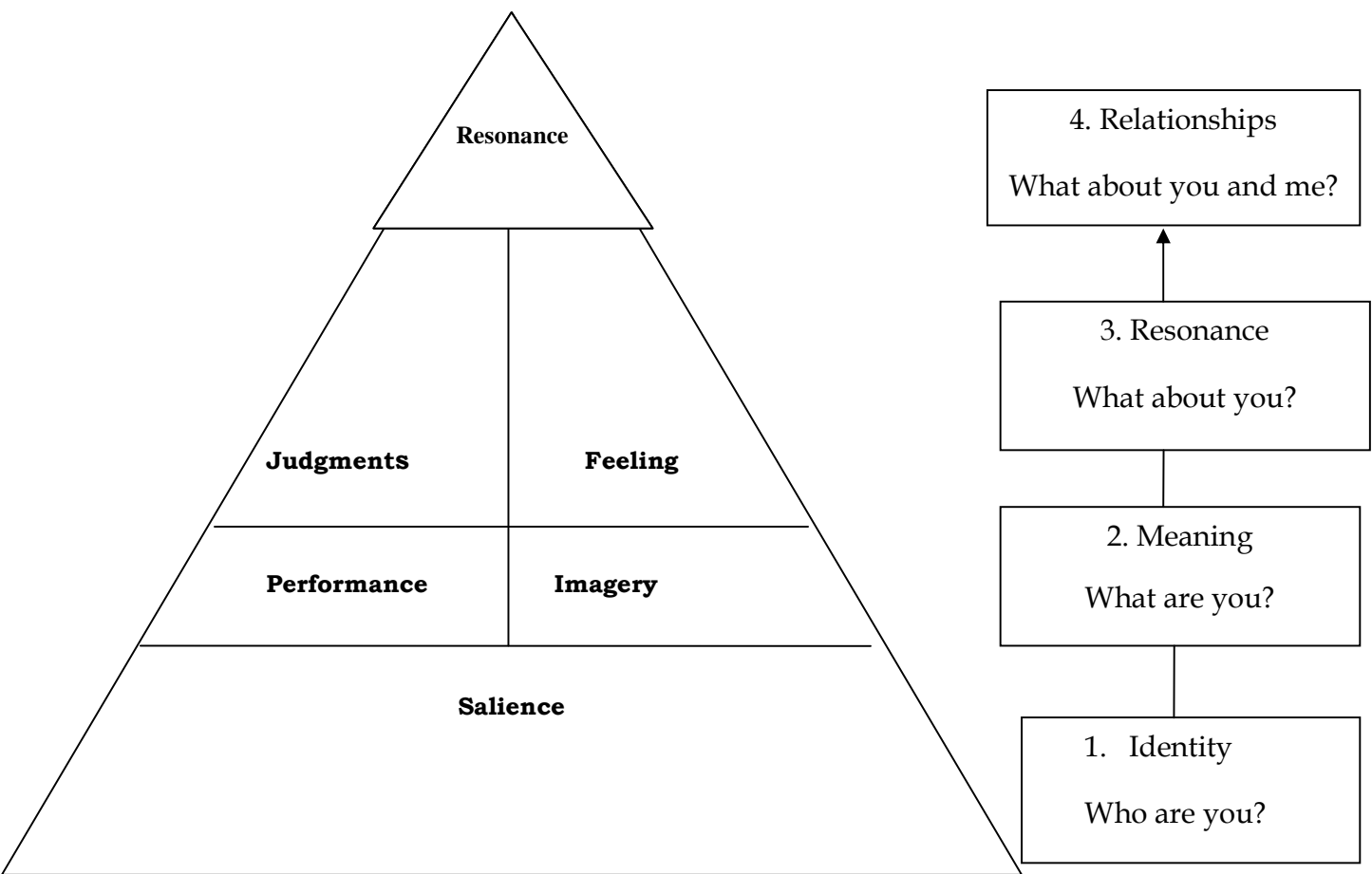
2.6.1 Brand salience

Achieving the right brand identity involves creating brand salience with customers. Brand salience with customers. Brand salience relates to aspects of the awareness of the brand (Keller, 2003).

Brand salience is an important first step in building brand equity. A highly salient brand is one that customers always make sufficient purchase as well as always think of the brand across a variety of settings. Achieving the right brand identity involves creating brand salience with customers. It relates to aspects of the awareness of the brand (Keller, 2003).

Brand awareness –the accessibility of the brand to memory. Pierre. It refers to recall and recognize the brand, as reflected by their ability to identify the brand under different

conditions. Brand awareness can be measured through brand recall or brand recognition (Chandon, 2003).

Brand recall- reflects the ability of consumers to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or some other types of probe as cue (Chandon, 2003).

Brand recognition –relates to consumers' ability to confirm prior exposure to the brand when given the brand as a cue (Keller, 2003).

Brand awareness can be characterized according to depth and breadth. The depth of brand awareness concerns the likelihood that a brand element will come to mind and ease with which it does so. The breadth of brand awareness concerns the range of purchase and usage situations in which the brand element comes to mind (Keller, 2003).

2.6.2 Brand Performance

Designing and delivering a product that fully satisfies consumer needs and wants is a prerequisite for successful marketing. Brand performance relates to the ways in which the product or service attempts to meet customer's more functional needs. It refers to the intrinsic properties of the brand in terms of inherent product or service characteristics.

 There are five important types of attributes and benefits that often underlie brand performance (Keller, 2003).

- Primary ingredients and supplementary features
- Product reliability, durability, and serviceability
- Service effectiveness, efficiency, and empathy
- Style and design
- price

2.6.3 Brand Imagery

Brand image is defined as consumer perceptions of a brand as reflected by the brand associations held in consumers' memory (Chandon, 2003).

In other words, brand imagery deals with the extrinsic properties of the product or service, including the ways in which the brand attempts to meet customer's psychological or social needs. It is how people think about a brand abstractly, rather than what they think the brand actually does. Thus, imagery refers to more intangible aspects of the brand (Keller, 2003).

2.6.4 Brand Judgments

Brand judgments focus on customers' personal opinions and evaluations with regard to brand. Brand judgments involve how customers put together all the different performance and imagery associations of the brand to from different kinds of opinions. Customers may make all types of judgments with respect to a brand, but in terms of creating a strong brand, four types of summery brand judgments are particularly important: quality, credibility, consideration, superiority (Keller, 2003).

2.6.5 Brand Feelings

Brand feelings are customers'' emotional responses and reaction with respect to the brand. It is also relate to the social currency evoked by the brand. These feelings can be mild or intense and can be positive or negative. The emotions evoked by the brand can become so strongly associated that they are accessible during product consumption or use. Six types of feelings are identified (Keller, 2003).

Warmth:-smoothing types of feeling; the brand makes consumers feel a sense of clam or peacefulness. Consumers may feel sentimental, warmhearted, or affectionate about brand.

1. **Fun**: - upbeat types of feelings; the brand makes consumers feel amused. Lighthearted, joyous, playful, and so on.

2. **Excitement**: A different form of upbeat Feeling; the brand makes consumers feel energized and feel that they are experiencing something special. Brands that evoke feeling of excitement may result consumers feeling a sense of elation, of "being alive," or being cool, sexy, or so on.

3. **Security**: the brand produces a feeling of safety, comfort, and self-assurance. As a result of the brand, consumers do not experience worry or concerns that they might have otherwise felt.

4. **Social approval**: the brand results in consumers having positive feelings about the reactions of others; that is, consumers feel that others look favorably on their appearance, behavior and so on. This approval may be less overt and a result of attribution of product use to consumers.

5. **Self-respect**: the brand makes consumers feel better about themselves; consumers feel a sense of pride, accomplishment, or fulfillment

2.6.6 Brand Resonance

Brand resonance refers to the nature of this relationship and the extent to which customers feel that they are in 'sync' with the brand. it has four dimensions (Keller, 2003).

- Behavioral loyalty
- Attitudinal attachment
- Sense of community
- Active engagement

2.7 Brand-Building Tools

Brand building tools are the means of marketing communication by which companies aim to inform, persuade, and remind customers –directly or indirectly – about its products and brands. In a way, they act as the "voice" of the brand and create a platform to establish a dialog and build relationships with customers. The brand building tools are not fundamentally different in B2C and B2B areas. The marketing communications program is made up of the same major Modes of communication:

Personal Selling, Direct Marketing, Public Relations, Trade Shows and Exhibitions, Advertising and Sales Promotion.(Kotler,2001)

2.8 Branding Principles

Maybe you have already heard of the "three C's" of branding which refer to the indispensable conditions that precede successful branding. For the purpose of completeness we have added a fourth and fifth branding principle:

Consistency:- is the most important branding rule for B2B companies, yet there are still too many companies that fail to provide consistency throughout all relevant touch points. It is necessary for all relevant dimensions, not only concerning the product, but also in the marketing channels, and even in the way the employees answer the phone or respond to a customer complaint. Social responsibility and investment planning are also part of this. Of course, consistency in your brand strategy is not as effective as it could be if the other branding principles are not covered.

Clarity:- in branding is essential because without clarity there is no true brand. Customers and stakeholders should be able to clearly understand who the company and it's brand(s) are and what they are not. Brand clarity is based on the company's vision, mission, and values, which is easily understood and easy to adopt. They are unique and have relevance for the deciders, users, and sometimes even the public.

Continuity: - implies that a company shouldn't change what it stands for just for the sake of change. Strong brands are continuously managed. People rely on them and trust them because

They know what to expect.

Visibility: - which increases exposure of the brand to the consumer's eye is important to accomplish a greater brand mindshare. Marketing dollars should be pumped into the best channels, making sure that collaterals are placed at points where customer attention and retention is high.

Authenticity:- is directed towards the thinking and acting of everybody in the company with the focus of creating originality and the feeling for the customer to own, use, or direct a unique treasure, even if this takes place subconsciously.(kotler ,2001)

2.9 Brand Positioning

The idea of brand positioning is based on the assumption that consumers have limited mind space for commercial messages and that the most successful brands hence are the ones able to position themselves in the minds of consumers by adapting the most congruent and consistent commercial message. The idea is linked to the information-processing theory of consumer choice that is the basis of the consumer-based approach in chapter 6 of this book. Another recommended reading is positioning: the Battle for your Mind by (Ries and Trout, 2001).

2.10 Brand Loyalty

Achieving a high degree of loyalty is an important goal in the branding process. Loyal consumers are valuable consumers because it is much more expensive to recruit new customers than nursing and keeping existing ones. Brands are important vehicles when building consumer loyalty as they provide recognizable fix points in the shopping experience (Keller, 2003).

According to Saxena (2004) the starting point in understanding brand equity is the extent to which a band enjoys customer loyalty. It is important to discriminate between habitual buying and loyalty. Many a time such repeat purchases are mistaken for brand loyalty. The real issue in brand loyalty is whether the customer is a committed one and the test is if he or she will walk that extra mile to get it in other words, will the customer go to another shop and ask for it or will he or she leave with the substitute being offered to by the shopkeeper or the vendor? If the customer is indifferent to the brand and buys for features, price or convenience, there is little equity in the brand. In today's market where no brand can distinctively claim differentiation on features (as all use, by and large, the same technology and inputs) and invariably all brands are available in all markets.

Brand loyalty is a measure of how loyal your customers and customers are over a period of time. If your customers primarily use your company's product, they are brand loyal. If they use your product a majority of the time but occasionally use your competitor's products, they are moderately brand loyalty. Low brand loyalty exists if brand or product switching occurs insights in to the following issues.

- How difficult it will be keep your own customers.
- How difficult it will be to steal market share from competitors.
- The degree of promotional offers that will be needed to induce trial.
- How much media weight will be necessary to increase trial, retrial, and sales?
- Whether a true product difference or innovation is needed to compete.

A product category with extremely high brand loyalty will require more media weight, larger promotional offers or inducements, and perhaps even a product innovation in order to steal market share from existing competitors with a low brand loyalty product category it is extremely difficult to keep your own customers but it also easier to steal market share (Roman, 2003).

2.11 Brand Building Process

According to kotler,(2006) We suggest selecting a brand building approach that incorporates all the relevant processes necessary for building a brand icon. Ideally, the branding initiative comes from top management – the CEO, CMO, or CBO gearing to establish the brand strength, including brand stability, brand leadership and international presence. Positive guidance from top management and its contribution to the brand building process is indispensable for the effort to be recognized worldwide. Unfortunately, this doesn't happen often enough in B2B companies. Quite often, a good amount of convincing work is necessary to bring top management to buy into the idea of branding.

In addition Saxena (2004) point out to having understood the basis of brand equity, let us now turn to the brand building process. As we saw earlier, brands are built over a period of time. it requires a strategic perspective to create strong brands. It also,

requires visionary leadership and marketing efforts. As we analyses several successful brands like Titan, we observe that the brand building process involves:

a) Analysis of brand environment:-this environment is both external and internal to the brand.

b) Setting the brand vision:-is dreaming of a position over this time period.

c) Determining brand values:-these are tangible and intangible beliefs marketer wishes to create about the brand.

d) Defining brand objectives: the vision statement also helps the strategist to define short, medium and long term brand objectives.

e) Crafting appropriate brand strategy:-strategy is a set of actions deliberately chosen, after a careful evaluation of alternative. To help the strategist actualize his vision and achieve the brand's long term objectives.

f) Developing an effective implementation plan:-refers to the development of an integrated set of cues, which reinforce the brand's image in the target market.

2.12. Brand Equity

Brands vary in the amount of power and value they have in the market place. A powerful brand has high brand equity. It provides the company with many competitive advantages (Kotler,2006).

So what is brand equity?

Brand equity is the value customers assign to a brand above and beyond any specific functional characteristics of the producer. This value stems from the consumer's perception of the brand's superiority and the social esteem that using it provides and the customer's trust and identification with the brand. Brand equity is nearly synonymous with reputation of the brand. It is the value inherent in a well-known brand name (Hawkins, (1992).

2.12.1 Brands and Brand Equity

Brands play a vital role in the relationship between company and customer; they help customers navigate the decision process by reducing Risk and providing a shortcut to product identification. In many cases, brands allow customers to make a personal statement about who they are. For companies, brands not only provide a legal means to identify and protect their products, but also provide the key to product differentiation, which ultimately leads to competitive advantage. In fact, the value of a company's brand can constitute as much as 70 per cent of its intangible assets. Putting this into perspective, the total value of many companies often comprises 90 per cent intangible assets (Keller, 2003).

Customers attach a high level of meaning to a brand, meaning that goes far beyond the brand's name and symbolism. To many customers a brand is a promise (Keller, 2000).

According to Keller, 'the power of a brand lies in what customers have learned, felt, seen, and heard about the brand as a result of their experiences over time.' To build CBBE, a company must take four sequential steps to form a brand pyramid. The first step answers the question, 'Who are you?' and requires creating brand salience or brand awareness. The next step addresses

The question, 'What are you?' and involves delivering on brand performance and creating a brand image. The third question, 'What about you?' focuses on generating customer evaluations, opinions, and feelings about the brand. Finally, reaching the top of the pyramid, or achieving brand resonance answers the question, 'What about you and me?' and constitutes achieving customer loyalty, attitudinal attachment, a sense of community, and active engagement with the brand (Keller,2003).

2.13 Brand Element Choice Criteria

There are six criteria in choosing brand elements (as well as more specific choice consideration in each case) the first three (memorable , meaningful and likable) can be characterized as "brand building" in terms of how brand equity can be built through the judicious choice of a brand element. The latter three (protectable ,adaptable and transferable) are more "defensive" and are concerned with how the brand equity

contained in a brand element can be leveraged and perceived in the face of different opportunities and constraints (Kotler,2006).

- **Memorable –** how easily is the brand element recalled? How easily recognized?
- **Meaningful –**to what extent is the brand element credible and suggestive of the corresponding category? Does it suggest something about a product ingredients or the type of person who might use the brand?
- **Likeability-**how aesthetically appealing do consumer find the brand element? Is it inherently likable visually, verbally and in other way?
- **Transferable-** can the brand element be used to introduce new products in the same or different categories? To what extent dose the brand element add to brand equity across geographic boundaries and market segments?
- **Adaptable –** how adaptable and updatable is he brand element?
- **Protectable –**how legally protectable is the brand element? How competitively protectable? Can you be easily copied? It is important that names that become synonymous with product categories (Kotler.et al, 2006).

2.14 Factors Affecting Banding Practice

Despite the apparent benefits of the brand equity, some find do not protect their brand losing markets, hence contributing to the erosion in their brand value. Internal management problems and family feuds also contribute to decline. A strong brand went down because of marketing neglect organizational failure and problems with in the top management (Saxena, 2004).

- **Price of Product**

When a firm sets for its goods, it has to consider much factor demand, existing competition legal restrictions etc. only the cost of production is not enough to fix the price, but the objectives of the firms may also be considered. In customer oriented marketing, the product must have utility to the buyer, who must have satisfaction. If a consumer is not satisfied he may refuse to buy the product. The market is full of competitors and many substitutes also appear. When a new firm launches a promotion

campaign, introduces a new product, or reduces its price to expand the market, the market goes to competitors. Under these circumstances, price reduction or changes in the price structure will help to overcome the situations. The various consumers and business that buy a company's products or services may have an influence in the pricing decision. Their nature and behavior for the purchase of a particular product brand or service etc. affect pricing when their number is large (Pillai, Bagavathi, 2005).

♣ Quality of the product

Research is also required to decide product attributes and design and to test marketing plan and strategies.

Consumer Attitudes towards Attribute.

Data on existing product quality and attributes with the aim of identifying opportunities attributes and design features for a new product.

Product testing to measure the performance of existing products against the new product.

Band name research may be conducted with the aim of choosing a name that is acceptable and easy to recall. The name may also be easily recognized and have associations with particular lifestyles (Hine,1998).

♣ Advertizing

Manufacturer to consumer adverting is one of the most common types. It may be designed to promote a specific product (brand advertizing) or the company as a whole (corporate advertizing) (Miler, 1995).

While we conventionally think of advertising as an announcement by manufacturers' goods, nevertheless advertising can take many different forms. the subject may be goods or services or jobs, it maybe a public announcement by the government or some other body . The objectives and motives of the advertiser are the same he or she wants to inform possible customers of what is on offer and persuade them to buy his goods or accept his point of view.

♣ Promotion

Promotion is the fourth major component of company's total marketing mix (along with product planning, pricing and distribution). It intent is to inform, persuade and influence people promotional activity in marketing is basically an exercise in communication. it is a basic ingredient in non price competition and it is an essential element is modern marketing. It is an exercise in information, persuasion and influence. Communication is necessary in exchange activities for instance, we have the best products with good package, fair price etc. the products cannot be sold to

Consumers unless buyers place and the right price. This is the job of promotion in marketing; promotion is a spark plug in marketing channels of information and persuasion to facilitate or faster the sale of goods or services or the acceptance of ideas or point of view (Pillai, Bagavathi, 2005).

2.15 Budget and Plan

In any examination of the role of the advertiser and his problems, the setting of the budget figure and making of plans for the advertising campaign must feature among the most difficult areas. Budgets are decided will vary so much from one company to another that and from one marketing situation to another that it is difficult to generalize any constructive way. Few possible marketing situations

- Brand launch and major change
- Mature market holding increase your brand share
- Heavy competitive attack from other brands
- Decline market maintaining profitability

Cleary, the approach will require a totally different strategy towards the budget and the budget allocated for advertizing and promotion will be that which is felt to be necessary to achieve these objectives (Hart, 1995)

CHAPTER THREE

DATA ANALYSIS PRESENTATION AND INTERPRETATION

This chapter is dedicated to data presentation, analysis and interpretation that is made on all collected data through questionnaires and interview, while the quantitative data are calculated through percentage and present in tabular form. The data Obtained from the sample respondents chosen from different Places and societies in Addis Ababa. Data gathered from customers of Abyssinia spring water the data were obtained through Questionnaires.

Questionnaires were distributed to customer of Great Abyssinia plc, who were found in Addis Ababa in different places. Out of two hundred copies of questionnaires distributed 150(75%) copies, were filled and returned but 50(25%) were not able to give their response.

The data, which was gathered through closed ended questions was analyzed and presented in tables. The data which was gathered through open ended questions and interviews was narrated to support the findings of quantitative once.

3.1. Description of the Characteristics of the Respondents

Table 1: Shown below tried to show the General Respondents by Age, Gender, Educational Background and Occupation of the respondents.

Items	Questions	Description	Customer Respondents	
			Amount	Percent (%)
1.	Gender	Male	83	55.33
		Female	67	44.67
		Total	150	100
2.	Age Group	Below 15-25 years	30	20
		26-35 years	60	40
		36-45 years	25	16.67
		46-55 years	20	13.33
		Above 56	15	10
		Total	150	100
3.	Educational Background	10/12 Completed	25	16.67
		Diploma	65	43.33
		1st Degree	50	33.33
		Master and above	10	6.67
		Other(please specify)	-	-
		Total	**150**	**100**
4.	Occupation	Student	10	6.67
		Employee	88	58.66
		Retired	20	13.33
		Merchant	25	16.67

		Other(please specify)	7	4.67
		Total	**150**	**100**

As it can seen in item 1 of table 1 in the previous page 83(55.33%) of the respondents were male and 67(44.67%) were females. According to the above figure it looks the majority of respondents were male this indicates that male took the highest share than females in filling up the questionnaire.

In relation to age category shown in item 2 of the same table respondents regarding Age group of respondents fall between 26 to 35 which 60(40%) the next highest age range falls between 15 to 25 which is 30(20%).the study incorporated other Age groups such as : 25(16.67%) ,20(13.33%) ,15(6.67%) falls under age group of 36-45, 46-bove 56 respectively. the majority of 60(40%) of between 26 to 35. this shows that most of the respondents are young.

Regarding education background item 3 of the same table as it can be seen from the table 25(16.67%) of the respondents are 10/12 Completed, 65(43.33%) are Diploma holders, 50(33.33%) are 1st degree holders and 10(6.67%) Master and above. This shows that respondents can read and complete out the entire question posed to them.

Concerning the occupation type as it is shown in item 4 the same table respondents 88 (58.66%) of the respondents have said that they employee, 20(13.33%) respondent are Retired 25 (16.67%), respondent are Merchant while the rest 10(6.67%) of respondents are either consultant or don't work at all. From this we can say that, 88(58.66%) the majority of respondents can afford to buy and drink mineral water. Moreover, from the above table we can infer that people how work in employee are heavy users of the product.

3.2. Analysis of Data Directly Related with the Study

Table 2: Customer response regarding how strong is the brand of Abyssinia spring water in the mind of customer's as compared to competing brand

Items.	Questions	Description	Customer Respondents	
			Amount	Percent (%)
1.	For how long have you been customer of the company?	For a year	35	23.33
		For 2-3 years	50	33.33
		For 4-5 years	25	16.67
		For 6-7 years	-	-
		For more than 8 years	40	26.67
		Total	**150**	**100**
2.	How many times do you buy the Abyssinia Spring water within a week?	1-2 time	10	6.67
		3-4 times	85	56.67
		5-6 times	15	10
		more than 6 times	40	26.67
		Total	150	100
3.	What was your ground for being customer of great Abyssinia plc?	Persuasion by logo	-	-
		Through product	55	36.67
		Sale person of the company	20	13.33
		Abyssinia name is familiar	75	50
		Other (please specify)	-	-
		Total	150	100
4.	Which products do you purchase frequently among the company's product?	Abyssinia spring water	78	52
		Abyssinia coffee	30	20
		Abyssinia tea	25	16.66
		Prigat t juice	7	4.67
		Other bottled products form the company.	10	6.67
		Total	150	100

As it can be seen item 1 of table 2 the previous page 35(23.33%) of the respondent are for a year, 50(33.33%), are for 2-3 years 25 (16.67%) are for 4-5 years and 0(0%) for 6-7 years and 40(26.67%) for more than eight years. Majority of customers 90(60%) are for 2-3 years and more than eight years. since they become the customer of the company so, this indicates most of the customers are familiars the company product. Were as According to Arun kumer, (2006). Generating awareness, communicating brand values and building customer loyalty takes many years. There must be a consistent high level of brand investment. If investment is cut, sales are unlikely to fall substantially in the short term, but it will erode brand equity in terms of awareness. levels, brand associations, intentions to buy etc.

As it can be seen item 2 of the same table which states that the purchasing pattern of the respondents 10 (6.67%) of respondents said 1-2 times, 85 (56.67%) of the respondents said they used 3-4 times, 15(10) of respondent are 5-6 times 40(26.67%) more than 6 within a month. Less than half of respondent 65(43.34%) respondent above data indicates frequency of purchasing time is not much enough.

With respect to Item 3 of the same table which states that ground for being customer of great Abyssinia plc 0(0%) of the respondents are Persuasion by logo, 55(36.76%) are through product, 20 (13.33%) are for Sale person of the company, 75(50%) for Abyssinia name is familiar. This indicates that half of respondents of ground for being customer of Great Abyssinia plc Abyssinia name is familiar than company logo. Its implies that name of the company brand easily recall

According to Items 4 The same table Which products do you purchase frequently among the company's product the respondent are Abyssinia spring water 78(52%), Abyssinia coffee 30(20%), Abyssinia tea 25 (16.67%), Prigat juice 7(4.67%), others bottled product s form the company,10 (6.67%) this is cola coffee, tonic and also Abyssinia soft, tulips napkin. Based on the data indicated above the student researcher can infer that

more than half of respondent 78(52%) said they are using Abyssinia spring water. its shows among company produce Abyssinia spring water chosen by customers

Table 3: What should the company do in order to build a strong brand image in the minds of customers?

Items	Questions	Description	Customer Respondents	
			Amount	Percent (%)
1.	Have you ever seen or heard that Abyssinia spring water is good for infant or children?	Yes	104	69.33
		No	-	-
		Never heard	46	30.67
		Total	150	100
2.	If your answer is "yes" how did you seen or heard about Abyssinia spring water?	From friends	-	-
		Advertising	75	50
		From family	15	10
		From the sales people of the company	60	40
		Other(please specify	-	-
		Total	150	100
3.	How do you differentiate these brands from each other?	Quality	98	65.33
		Availably	5	3.33
		Accessibly	10	6.67
		Promotion	37	24.67
		Other (please specify)	-	-
		Total	150	100

As shown in item 1 of table 3 on the previous page the respondents 104(69.33%) have said "yes" for the question whether they have ever seen or heard about Abyssinia spring water is good for infant or children. Whereas 46(30.67%) they don't have any information about Abyssinia spring water. majority of respondent 104(69.33%) shows customer when use Abyssinia spring water look the product ingredient or instruction that good quality .

Moreover from item 2 of the same table they were asked what source they have seen or heard about Abyssinia spring water 75(50%), advertising were as 15(10%) from family and 60(40%) from the sales people of the company 95(63.33%) of respondent have heard about Abyssinia spring water through advertisements, (63.33%) have heard about Abyssinia spring water through advertisements. However, a smaller percentage of respondents 40(26.67%),15(10%) & 0(0%) have heard through other than advertisements such as from friends, family member and other sources respectively .form this we can infer that, the firm's advertising effort to advertise Abyssinia water is remarkable.

As it show in item 3 the same table how do you differentiate these brands from each other the respondent 98 (65.33%) quality, 10(6.67%) promotion the rest one is, Availably accessibly, 37 (24.37%), 5(3.33%). This indicates that majority of that Abyssinia spring water has quality. In terms source of water founding area by itself.

In addition to that name top three brands of mineral water in the market. Most of the respondents respond. list interims of the market place 80% yes water and the second one is Abyssinia spring water and the third one is origin that indicate majority respond yes water has good image than Abyssinia spring water .

In addition to that when you think of bottled water, which bottle of Mineral water comes in to your mind? (Please rank them interims of their priority)

The majority of the respondent rank the first one is yes, aqua safe, origin, aqua, Addis Abyssinia, cheer and newly produced products. Abyssinia spring water in respondent mind came five stages but relatively market share is first from the other one that implies they consume but they don't recognize.

Tables 4: What are the problems that the company is facing with regard to branding practice?

Items	Questions	Description	Customer Respondents	
			Amount	Percent (%)
1.	How do you rate the attractiveness of the bottle design of Abyssinia spring water?	Very Good	9	6
		Good	97	64.67
		Normal	44	29.33
		Bad	-	-
		Very Bad	-	-
		Total	150	100
2.	Do you think Abyssinia Spring water is unique among other mineral waters?	Yes	32	21.33
		No	118	78.67
		I don't know	-	-
		Total	150	100
3.	If Abyssinia spring water is not available what will you do?	I will wait	7	4.67%
		I will switch to another brand	143	95.33%
		I will stop to use Mineral water	-	-
		I will drink soft drinks	-	-
		Other (please specify)	-	-
		Total	150	100%

As shown in item 1 of Table 4 on the previous page the respondents 9(6%) attractiveness of the bottle design is very good, 97(64.67%) said that Good where as 44 (29.33%) said that normal the other one bad and very bad 0(0%) that indicate 106(70.67%)majority of respondent the bottle design very good and good.

As it can be seen item 2 the same table Respondents were asked Abyssinia spring water is unique among other mineral waters. Their response have showed that above half of the respondents 118(79%) do not think Abyssinia spring water is unique among other waters, in the contrary 32(21.33%)of the respondents do consider that Abyssinia spring water is unique. This shows that, the company needs to work very hard to make its product considered unique in the mind of the consumer .this is show in.

In relation to item 3 of the same table among the respondents who think Abyssinia as unique, mentioned their reason why they consider it unique. Some of their reasons are the following: Chosen for infant, it is tasty, It is the most purified water, Its healthy, The place where found is good.

According to items 3 the same table Respondent reactions if Abyssinia spring water is not available. In contrast the above respondents were asked to mention which mineral water they buy if Abyssinia is not available the majority mentioned the following: Yes, Aqua addis, Aqua safe, Origin, Cheers, Aqua Prima &Any mineral water available in the market. Almost all of the respondents 143(95.33%) have responded that they will switch to other mineral waters. Only 7 (4.67%) of respondent will wait. This shows that how easily Abyssinia spring water is substituted with others mineral water.

Table 5.How strong is the brand of Abyssinia spring water in the mind of customer's as compared to competing brand?

Items	Questions	Description	Customer respondents	
			Amount	Percents (%)
1.	Do you think you are loyal customer of Abyssinia spring water?	Yes	30	20
		No	120	80
		I don't know	-	-
		Total	150	100

In relation to item 1 Table 5 In response to brand loyalty, many of the respondents 120(80%) have said that they are not loyal to Abyssinia spring water. however, a smaller of respondents 30(20%) responded that they are loyal to Abyssinia spring water and 0(0%) of respondents said that I don't know. since many competing industry are present in the market, customers can easily shift to other brand so, the company should try very hard to different Abyssinia spring water from other competing brands in order to build its brand loyalty. According to Keller (2003) achieving a high degree of loyalty is an important goal in the branding process. Loyal consumers are valuable consumers because it is much more expensive to recruit new customers than nursing and keeping existing ones. Brands are important vehicles when building consumer loyalty as they provide recognizable fix points in the shopping experience.

Table 6: How does the company allocate budget for branding practice?

Items	Questions	Description	Customer respondents	
			Amount	Percents (%)
1.	Since you become customer of Abyssinia spring water have you ever seen an improvement on building image?	Yes	15	10
		No	135	90
		I don't remember	-	
		Total	150	100
2.	If your answer is "Yes" in what aspect? (You can choose more than one from the given option)	Attractive design	2	13.33
		different size	3	20.00
		Availability	10	66.67
		Accessibility	-	-
		Other, please, specify	-	-
		Total	15	100

According to Item 1 Table 6 Show that customer respondent about the product improvement on existing product 15(10%) of respondent about the product improvement on the existing product but 135(90%) of the respondent don't see any improvement on the existing product. So, most of the customer doesn't see improvement on the company product, this shows the company is not continuous tracking of customer needs and development for the needs when the existing product becomes in poor condition.A positive brand image is created by marketing programs that links strong, favorable and unique associations to the brand in memory. Imagery associations can be formed directly (from a consumer own experience and contract with the product, brand, target market or usage situation) or from the identification of the brand with a company, channel of distribution or some particular person, place or event (Keller, 2003).

With relation to Items 2 the same table shows the respondent who see improvement on the product. 2(13.33%) of the respondent see improvement on the Attractive design, 3(20%) of the respondent see improvement on the different size, 10(66.67%) the availability, 0(0%) accessibility. So, from the total 10(66.67%) respondents that from the existing product improvement in availability meets most of the customers' needs.

Table 7: How the company allocates budget for branding practice

Items	Questions	Description	Customer respondents	
			Amount	Percents (%)
1.	Which factor of the brand do you think attracts consumers the most?	Competitive price	10	6.67
		Quality of product	60	40
		Market reputation	30	20
		Availability	50	33.33
		others, please, specify	-	-
		Total	150	100
2.	What attributes, according to you, are important for the consumers?	Quality	10	6.67
		Availability	65	43.33
		Price	5	3.33
		Taste/ favour	70	46.67
		Other (please specify)	-	-
		total	150	100
3.	What is the positioning of the brand of the company in your mind?	Value for money	10	6.67
		Superior quality	30	20
		Consistency	110	73.33
		Other, please, Specify	-	-
		total	150	100

According to item 1 table 7 in the previous table that Shows factor of the brand attracts consumers the respondents Competitive price 10(6.67%), Quality of product 60(40%), Market reputation 30 (20%), Availability 50 (33.33%) and others 0(0%). Majority of 110(73.33%) respondent that quality and availability of the product is more attract the consumers.

Quality perceptions influence pricing decisions of companies. Better quality products can be charged a price premium. Quality is one of the main reasons for consumer preference for a brand in any product category. Thus, superior perceived quality can also be used to position the brand.

In relation to that Item 2 the same table   Attributes are important for the consumers the respondent respond that quality 10(6.67%), availability 65(43.33%), price 5(53.33%), taste/ favor 70(46.67%) this indicate that majority135 (90%) response taste /favor and availability that indicate Abyssinia spring water among others mineral water is preferable. Brand provides the benefits that customers desire .customers buy a brand because its attributes, its image, its service and many other tangible and intangible factors create an attractive whole, sometimes customers cannot even verbalize what they actually want. They feel the brand is just right for them.

More over from Item 3 the same table Respondent positioning customer mind 10(6.67%) value for money, 30(20%) superior quality, 110 (73.33%) consistency and others0 (0%) this indicate majority 110(73%) respondent that positioning brand in customer mind is consistency of the product. According to Arun Kumar, the brand is consistent maintaining a strong brand means striking the right balance between continuity in marketing activities and the kind of changes needed to stay relevant. The brands should not get muddled by a spate of marketing efforts that confuse customers by sending conflicting messages.

Table 8: How does the Company Allocate Budget for Branding Practice?

Item	Questions	Description	Customer respondents	
			Amount	Percents (%)
1.	How has been the experience with the usage of Abyssinia spring water?	Extremely satisfactory	15	10
		Satisfactory	135	90
		Medium	-	-
		Unsatisfactory	-	-
		Extremely unsatisfied	-	-
		Total	150	100

As shown in item of 1 table 8 the respondents said that satisfactory 135 (90%), extremely satisfactory 15(10%), unsatisfactory and extremely unsatisfactory are 0 (0%). majority of the respondent 150 (100%) respond extremely satisfactory and satisfactory by Abyssinia spring water. its imply that the brand results in consumers having positive feelings about the reaction of others; that is, consumers tell for non users they also buy again and again. and so on

3.3. Analysis of Data Gathered thought an Interview

In recent years many companies are entering in to the mineral water production in our country. Great Abyssinia plc is one of them in the industry. It has been established in 2003 by Great Abyssinia plc .the Company produces different kind of products. Some of them are Abyssinia Coffee, Abyssinia Tea; Abyssinia springs water, Prigat Juice, different kinds of plastic bottled product and Techno Printers, Abyssinia soft tulips napkin. Among its products, Abyssinia spring water has been a leader in the marketplace over the years.

-As started the interview held with Marketing Manager, do you have a separate section with in the marketing department who is charge of brand management? The response give by the marketing manager of Great Abyssinia plc .the Company has a Marketing department but it doesn't have a separate section that is fully in charge of branding activities of the firm. How frequently do you undertake a brand survey for your products? Thus, it doesn't undertake a brand survey. More over it doesn't have a separate brand strategy and brand program that specifically modified to each product category.

-What are your main competitors for Abyssinia spring water? The main competitors of Abyssinia spring water are: - yes, origin, Aqua addis, Aqua safe and Also the newly introduced mineral water and soft drink industry. What is it's the position of Abyssinia Spring Water as compared to competitors? Regarding its position, Abyssinia spring water is good quality in term of the water found place and the natural of product. What is its relative market share? It has the higher market share among there. But now days, a very stiff competition with existing industry. What major activities do you undertake to promote the brand of Abyssinia spring water in the mind of customer? In order to promote Abyssinia, the company advertises its product via television, radio and film to reinforce the name of the brand.

What are some of the problems encountered related with the brand of Abyssinia spring water? Now a day there is no significant problems we encountered there has good market share in the industry the highly production and consumption they don't have shelf life. I think the problem occurs others competitor coming with new technology. What major activities do you undertake to promote the brand of Abyssinia spring water in the mind of customer? The manager said that in this time company they don't invest for promotion and other marketing activity because company has a plan join together with international company that is called Nestle its work 137 country in the world and Great Abyssinia plc also become one of 138 in the world. In that time for competitor companies will be great trait and also good opportunity for Great Abyssinia plc However, the company hasn't yet measured the extent of brand awareness and Distinctiveness in the mind of customer.

CHAPTER FOUR

SUMMARY CONCLUSION AND RECOMMENDATIONS

From the analysis and interpretation made in the previous chapter the following summary, conclusions and recommendations are drawn.

The study has confirmed that Abyssinia springs mineral water is the second leader in mineral water in the industry. However, with the minimum branding practices of the company and stiff competition existing in the market, the student researcher confirm companies create good image with customers mind and good reputation with the market.

4.1. Summary of the Major Findings

Generally, the customer respondents are diversified in Gender, Age, Education, and Occupation. Thus, based on the findings the majority of respondent were 83 (55.33%) of them were Male. Age wise most of the respondents were between the Age of 26-35 years 60(40%), With regard to education level, majority of the respondents were 65 (43.33%) Diploma holders. Respondents who work in employees organization are the dominant respondent which is 88 (58.66%) of the total.

- Regarding the purchasing of the Abyssinia Spring water majority of the respondent 85(56.67%) Said they purchased 3-4 times within a month.
- Majority of customer of Great Abyssinia plc 75 (50%) Abyssinia name is familiar than logo Abyssinia.
- Regarding the frequently purchased among the company's other products are Majority of the respondent 78(52%) are Abyssinia spring water.
- Majority of the respondents 104(69.33%) seen or heard about Abyssinia spring water is good for infant or children..

- The other one to differentiate these brands from each other the respondent majority said that 98 (65.33%) quality.

- Name top three brands of mineral water in the market .The respondent list among three brand of mineral water in the market 80% of the first on is yes water.

- Rank them the majority of the respondent rank those interims of their priority first one is yes, aqua safe, origin, aqua, Addis Abyssinia, cheer and newly produced products.

- Among the respondent 106(70.67%) rated the attractiveness of the bottle design of Abyssinia spring water as very good and good.

- More than half of the respondents 118(79%) do not think Abyssinia spring water is unique among other mineral waters.

- Majority of respondent respond that if Abyssinia spring water is not available they purchase other mineral water and among that some of them are:- Yes ,Aqua Addis, Aqua safe, Origin and Any mineral water available in the market

- Many of the respondents which are 120 (80%) of them are not loyal customers of Abyssinia.

- With regard to the customer responses toward improvement product design 135 (90%) doesn't see improvement the rest 15(10%) of them see improvement on different design, on the availability of the production. relation to the company to modify currently competitors in the market.

- Majority of 110(73.33%) respondent said that quality and availability of the product is more attract the consumers.

- Most of the respondent taste /favor that mean Abyssinia spring water among others mineral water are preferable.

- Majority of the respondents indicated that 110(70.33%) Abyssinia spring water positioning in the mind of is consistency of the product.

- 150(100%) of respondents said that extremely satisfactory and satisfactory that imply customer performance matches customer expectations.

- Name top three brands of mineral water in the market .The respondent list among three brand of mineral water in the market 80% of the chosen first on is yes water.
- Rank them the majority of the respondent rank those interims of their priority first one is yes, aqua safe, origin, aqua, Addis Abyssinia, cheer and newly produced products.

- As to the interview response conducted according to the Great Abyssinia plc the marketing manager. His view summarized as, the company produce different kinds of product. These are Abyssinia Coffee, Abyssinia Tea; Abyssinia springs water, Prigat Juice, different kinds of plastic bottled product and Techno Printers, Abyssinia soft tulips napkin. Among this product Abyssinia spring mineral water is the most known and the leader in the market with high market share.
- The company has marketing department but it doesn't have a separate section that is responsible for branding activity. Thus they don't conduct a brand survey in order to measure the brand awareness of the product. And it doesn't have a separate brand strategy and brand program for its product. The main competitors of Abyssinia are aqua addis, yes; aqua safe, newly produced and mineral water soft drink industry. The Companies also advertise its products via television in order to promote the brand of Abyssinia.

4.2. Conclusions

Depending on the finding discussed is the previous pages the following conclusion are drawn.

- Great Abyssinia plc doesn't have a separate section that is fully in charge of the branding activities of the firm and/or Abyssinia springs mineral water.

- Great Abyssinia plc doesn't have a separate brand strategy and brand program for its Abyssinia spring water.

- The main competitors of Abyssinia are Aqua addis, Yes; Aqua safe, newly produced and mineral water soft drink industry. Yes, Aqua Addis, Aqua safe, new newly introduced mineral water and soft drink companies.

- Despite stiff competition that exist in the market, Yes mineral water were as Abyssinia spring water the second leading the market, however, customers are considering Abyssinia identical with any water whenever they want to buy mineral water.

- Great Abyssinia plc hasn't yet measured the extent of brand awareness and distinctiveness in the mind of the customer.

- All of the respondents who take part in the study have bought mineral water. Among them, half of the respondents buy mineral water whenever they needed.

- Respondents have not prioritized Abyssinia spring water at the top among the other three mineral waters they don't know is their mind. This is bad the company and needs to work very hard on other competing brands as well.This indicates that the company's logo is remarkable and the name of Abyssinia in the market is still strong easily be recognized.

- About half of the respondents consider the attractiveness of the label and bottles design as somehow good. This shows that the company needs to do more to make the attractiveness of the label and the bottle design of Abyssinia to look good.

- Many of the respondents have said that they don't consider Abyssinia as unique

and hence they are not loyal customers to Abyssinia since if they don't get it in the market, they easily switch to other available waters in the market. This indicates that they don't such recommend Abyssinia to others

- Finally respondents were asked to list down mineral waters they buy if Abyssinia is not available in the market. They listed the following mineral waters. Yes ,Aqua addis, Aqua safe, Origin ,Cheers, Aqua Prima and Any mineral water available in the market

Concerning with the customer suggestion for the open ended question most of them suggest on the availability of the product and make aggressive promotion.

4.3. Recommendations

Up on the findings of the study, the student researcher would like to provide the following recommendations for the company in order to strengthen the branding practices of Great Abyssinia plc.

- The company should establish a separate brand department which is fully responsible of the branding activities of the firm with in the marketing department.
- The company should develop a brand strategy and brand program for Abyssinia spring water.
- Officials of the company must adapt themselves with the concept of brand management.
- The company should make aggressive promotion on the uniqueness of Abyssinia spring mineral water from others.
- The company must take a brand survey periodically and should measure customers brand awareness and distinctiveness in the mind of customer as compared with other competing mineral waters.
- The attractiveness of the label of Great Abyssinia mineral water and its bottle design needs to be improved further and also make the same label design in the bottle.
- The company should design ways to develop customers brand loyalty. When people have a positive experience with a memorable brand, they're more likely to buy that product or service again than competing brands. People who closely bond with a brand identity are not only more likely to repurchase what they bought, but also to buy related items of the same brand, to recommend the brand to others and to resist the lure of a competitor's price cut. The brand identity helps to create and to anchor such loyalty. The other hand one such way is by opening its own Abyssinia spring water shops and by distributing refrigerator to different retailers or bars in city.

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APPENDICES