ST. MARY'S UNIVERISTY

SCHOOL OF GRADUATE STUDIES

ASSESSMENT OF CUSTOMER BASED BRAND EQUITY OF ADDIS TEA PRODUCTION IN THE CASE OF TEA PROCESSING AND PACKING FACTORY

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July, 2019

Addis Ababa,

Ethiopia

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A THESIS SUBMITTED TO ST.MARY'S UNIVERISTY, SCHOOL OF GRADUATE STUDIES IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF MASTERS OF MARKETING MANAGEMENT

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ENDORSEMENT

The thesis has been submitted to St. Mary's University School of Graduate Studies for examination with my approval as a University advisor.

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Advisor   Signature

St. Mary's University, Addis Ababa   July, 2019

DECLARATION

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of Mesfin Workneh (Ph.D.). All source of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitter either in part or in fully to any other higher learning institution for the purpose of earning any degree.

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Name   signature

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July, 2019

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ACKNOWLEDGEMENTS

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List of Acronyms

CBR _____ Customer-Brand Relationships

CBBE _____ Customer Based Brand Equity

SPSS _____ Statistical Package for Social Science

TPPF _____ Tea Processing and Packaging Factory

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ABSTRACT

Despite the fact that Tea Processing and Packaging Factory is still dominated by the country, this factory is differentiate their offering from those of their competitors in order for them to maintain their current positions as well as to sustain a significant amount of market share in the ever growing tea production. Meanwhile, the objective of this paper is to determine the determinant CBBE among customers and assesses the impact of customers' socio demographic characteristics on CBBE elements in market of Addis Ababa. The study was conducted taking Tea Processing and Packaging Factory as a case and one specific product Addis tea which is mostly available in market. There by providing a conceptual framework for deeply understanding consumer based brand equity related to Tea Processing and Packaging Factory. In view of that, this study employed the Tea Factory using Aaker's well-known conceptual framework, which comprises four exogenous variables: Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty along with the question of how these dimensions are influencing brand building in customers mind was assessing in Tea Processing and Packaging Factory of yeka and bole sub-cities. As to the methodology, this study is a descriptive study using self-administered questionnaires. Relevant sampling techniques were used and study conducted on 125 customers as a sample to represent the population. Respondents (customers) are selected using simple random and purposive sampling method from the two sub-cites. Questionnaires adapted from previous researches related with the study were utilized to collect the data and SPSS utilized for data analysis. This study has revealed that Brand Equity of Tea Processing and Packaging Factory product (Addis Tea) is directly made up of two dimensions namely perceive quality and brand loyalty. These two dimensions have shown a strong influence on brand equity with a mean of 3.6 and 3.58 respectively. Other dimension brand awareness and brand association have a very smaller impact on brand equity in yeka and bole sub-city market with a mean of 3.49 and 3.5.Accordingly, we can understand that brand awareness and brand association might be antecedents of brand equity by affecting perceived quality and brand loyalty.

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

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Brand equity is recognized as a key strategic business asset of a company in contemporary marketing theory and practice. Customers' perception and recognition of brand are based on brand presence in the market, personal experience of the brand and what they may perceive from contract points including goods, distribution channels, price, advertisement and sale growth.

Brand equity, like the concepts of brand and added value ``the brand construct'' has proliferated into multiple meanings. With the concept being defined in terms of the relationship between customer and brand (consumer-oriented definitions), or as something that accrues to the brand owner (company-oriented definitions). Feldwick (1996) simplifies the variety of approaches, by providing a classification of the different meanings of brand equity as the total value of a brand as a separable asset-when it is sold, or included on a balance sheet; a measure of the strength of consumers' attachment to a brand; a description of the associations and beliefs the consumer has about the brand.

Brand description is distinct because it would not be expected to be quantified, whereas brand strength and brand value are considered quantifiable (though the methods of quantification are not covered by this article). Brand value may be thought to be distinct as it refers to an actual or notional business transaction, while the other two focus on the consumer.

As proposed by Pappu et al (2005), Branding is a powerful means of differentiation. Differentiation is one of the key competitive positioning strategies suggested by Porter (1990). The strategic impact of branding is duly recognized in the marketing literature (see Aaker, 1991, 1992; de Chernatony and McDonald, 1998; Kapferer, 1994; Keller, 1999). Brands might develop sustainable competitive advantage for firms (Aaker, 1989). That is, if consumers perceive a particular brand favorably, then the firm may have a competitive advantage.

A brand is important because it signals to a customer the source of a product and protects both the customer and the producer from competitors who would attempt to provide goods that appear to be identical Aaker (1991). Similarly, Brand building can also bring advantages such as defending against competitors and building market share, Adams (1995).

This work mainly aims to appraise consumers' viewpoint with regards to their motivation to purchase which is the result of awareness about tea processing and packaging factory. Also, this work tries to illustrate a better and more comprehensive image embedded in brand and also to raise consumers' awareness about the quality of products about tea processing and packaging factory customer based brand equity. Let as summarize about the factory in short;-

Tea is not an indigenous plant to Ethiopia. It was introduced to the country in 1928 by the British Diplomatic Mission and planted in Gore Illubabor Region on a trial basis. However, tea at a commercial farm level started in 1966 in Gumoro near Gore. The other commercial tea plantation started at Wush Wush in 1973. By the end of the seventies a total of 130 hectares of tea was planted in Ethiopia. Tea plants which need abundant rainfall can grow to a height of 1.50 m to 3.0 m, but by pruning the plant is changed from trees to bush with rich foliage. Like the olive tree, tea tree continues to be productive for many years. The life span of the cultivated crop like that of the olive tree is long and is capable of yielding leaves of high quality lasting for over 100 years. The practice of colonial propagation has done much to standardize the high quality of tea bush but in general it can be said that the higher the altitude, tea is of better quality as it derives its distinctive flavor from varied climatic conditions and elevations.

Tea production in Ethiopia has generally shown an increasing trend ever since commercial scale production was carried out at Gumoro and Wush Wush plantations in 1981. The rise in tea production is mainly attributed to policy measures taken to curtail imports as well as encourage growth of domestic consumption habit of the public. (TIRET Magazine, 2008)

Tea Plantation Farms and processing factory in Ethiopia
Tea is a new crop to Ethiopia which introduced in the early 19th century. The main government objectives to be self-sufficient domestic consumption and save the foreign exchange spent for importing tea, to supply for export market by increasing the production and quality of tea

through time and, to create employment opportunity for the citizens (MCTD, 2001). Currently, there are three tea plantations in Ethiopia which are owned by private investors. These are:

1. Wush Wush Tea plantation which is owned by Ethio AGRI CEFT
2. Gumaro Tea plantation which is owned by Ethio AGRI CEFT
3. Chewaka Tea state which is owned by East Africa Agri Business group
4. Number of tea processing and packing factories

The first factory established in the country to package tea products was "Tea Production and Marketing Enterprise" founded by the former ministry of coffee and tea. Ownership of this factory was transferred to Ethio- Agri CEFT PLC member of the Midroc Ethiopia group companies by the privatization agency in November 2000 and the name was changed to "Tea Processing and Packing Factory" (TPPF). Since then the factory continuing producing different types of packaged tea products like Addis teas, Green/Red and Others teas for the local and export market. The factory's productivity, types of products and profitability are increasing year to year.

Almost 11,138 ton of tea was produced by the factory for thepastthree years including estimation of the current year (2014-2015ANNUAL BUDGET report of the factory)

1.2 Statement of the Problem

Brand equity is one of the significant concepts in brand management, as well as in business practice and academic research, for marketers can gain competitive advantage through successful brands. Developing and properly managing brand equity has been emphasized as an important issue for most firms. Based on the value of brand equity, Aaker (1991) defines it as a set of assets (and liabilities) linked to a brand's name and symbol that add to (or subtract from) the value provided by a product or service to a firm and/or that firm's customers.

In the process of conducting an empirical survey, the student researchers were come across a number of research works conducted on customer based brand equity.

Beidemariam Amare (2014) carried out his research on "Measuring Customer Based Brand Equity in the Ethiopian Bear Industry" and come up with the conclusion that even though all the

Customer based brand equity determinants have a positive influence on the overall brand equity of consumers, perceived quality has the strongest influence in the Ethiopian Beer industry. Thus, recommended breweries to exert their effort on increasing the perceived quality of their consumers in order to increase their overall brand equity accordingly.

However, Million Tekeste (2013) concluded that based on his research, brand loyalty is the major determinants of brand equity in the Ethiopian beer industry. He also asserts that there is a high correlation among brand association, perceived quality, and brand loyalty.

Bezawit Mengesha (2014) has also conducted a research on measuring customer based brand equity of Ethiopian airlines and her finding implies that the respondents have a positive perception about Ethiopian Airline. Moreover, she concluded that based on the correlation analysis, all dimensions of brand equity are positively related to each other as well as with the overall brand equity of Ethiopian Airline.

Although the researcher was identifies several research works on brand equity from other industries, existing research on brand equity in the tea industry is still spare. Despite the growing importance of tea production in Addis Ababa, the topic of how tea firm builds brand equity there appears to be under-researched. A knowledge gap therefore exists and it is this gap that the researcher seeks to fill through this study.

In addition, if the tea companies could better understand the importance of brand equity, then they would better gain competitive advantage, and loyal their customers. Therefore, this paper were also investigate brand equity dimensions and creation of brand equity, thereby providing a conceptual framework for deeply understanding consumer based brand equity related to tea industry.

1.3 Research Questions

Based on the above mentioned general introduction on the subject matter and description of statements of the problem, the researcher is attempt to answer the below listed research questions on the study.

Main research question:

To what extent the factors influencing customer-based brand equity in the tea product (Addis Tea) in Addis Ababa?

Sub research questions

1. To what extent brand equity dimensions affect customer-based brand equity in tea processing and packing factory tea products (Addis Tea)?
2. Which customer based brand equity dimension is the most influence imposer in the tea processing and packing factory?
3. Do factors determining CBBE of Addis Tea market in Addis Ababa vary based on demographic characteristics of respondents?

1.4 Objectives of the Study

1.4.1 General Objective

The main objective of this study is to analyze factors influencing customer based brand equity in the Tea processing and packing factory. To address the above concern, the study has the following specific objectives:-

1.4.2 Specific Objectives

1. To identify whether dimension of brand equities have a significant effect on consumer-based brand equity in Addis tea products.
2. To assess and identify the major influence imposer among the four brand equities dimensions.
3. To assess the relationship between the various socio demographic variables of brand equity dimensions on building consumer based brand equity in the Addis tea products.

1.5 Significance of the Study

The aim of the business establishment is to continue in business by generating profit through production and sale of products or services. Without optimal profit, a business firm cannot survive. One of the core activities in a business company is having a well-developed customer based brand equity strategy. The ultimate success or failure of a company depends on its brand equity.

The study was intended to help Tea Processing and Packing Factory management to redirect their attention to this highly essential function. The study will also focus on how customer based brand equity used in order to enhance, maintain and attract customers and to identify their products and under taking such study is very crucial for any business entity so as to shape its brand equity strategy. The study is worth doing because it can help the company to look at its problems, to take in to the alternative consideration, and to give basic knowledge about customer based brand equity and their significance in the tea industry.

The study can also contribute towards the advancement of theoretical knowledge and served as a reference material for academicians and students who need to conduct further research on related areas in future.

1.6 Scope of the study

The study will focus on the determinants of customer based brand equity up on the brand equity Dimension of Aaker's brand equity model, rather Keler´s model, it is based on two dimensions: Brand Awareness and Brand Image of new product. Tea processing and packaging factory products are nowadays its spread out of the country and world. So the factory wants to keep up its brand in the mind of the customer so I am tries to disuses in Aaker brand equity model. The geographical concentration will be users of Addis tea in Addis Ababa region Mekanisa plant and selected two sub city (yeka and bole) key customers. The products are distributing in all of Ethiopia and abroad, so the research is only limited in Addis Ababa district the researcher were select and take sample from this district. Research Design was being selected descriptive and data gathering will be quantitative and analyzed use of Statistical Package for Social Sciences (SPSS) application.

1.7 Limitation of the study

The consumers of the Tea Processing and Packing Factory (TPPF) are too many and scattered in the different part of the country and abroad. It is better for this study to include many consumers located in the different part of the country. This may create on the final study conclusion and recommendation a negative impact. Also the limitation of this study was the researcher has lack of experience to conduct well organize research before.

   Therefore, the findings of the study may not give generalization about customer based brand equity of Addis tea products in Tea processing and packing factory.

1.8 Organization of the paper

The study will have five chapters .The first chapter will included the background of the study, statement of the problem, basic research questions, general and specific objective ,significance of the study ,scope of the study ,limitation of the study ,definitions of terms and organization of the paper .The second chapter will deal with reviews of literature. It includes concepts and theoretical framework, empirical literature and conceptual framework. The third chapter will present the research methodology used in the study. Data analysis and findings will be presented

in chapter four. Conclusions and possible recommendations will expect to present in the last chapter

1.9 Definition of Terms

Brand: - A brand is a distinguishing name or symbol such as logos, trademarks or package design intended to identify the goods or services of either seller or group of sellers and differentiate those goods or services from those of competitors, Aaker (1991).

Brand Equity: - it is a set of assets (and liabilities) linked to a brand's name and symbol that add to (or subtract from) the value provided by a product or service to a firm and/or that firm's customers Aaker (1996).

Brand awareness: - it is defined as "the ability of a buyer to recognize or re call that brand is a member of certain product category" (Aaker, 1991).

Brand loyalty: Loyalty to brand is the extent of consumer preference for a brand in comparison to close substitutes. Brand loyalty is rooted in consumers' belief that only a specific brand may meet their demands. (Aaker, 1991).

Perceived quality: A reasonable definition is that perceived quality may be a conventional perception of general quality and merits of goods or services in comparison with other rivals. The perceived quality is valuable for some reasons. In some fields, it is the main reason to adopt a brand. (Aaker, 1991).

Brand Associations:-Brand association is anything which the customers think of or relate to the brand.(Aaker, 1991).

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2. Introduction

This section of the research paper is reviews relevant literatures, written by different authors. In the meantime, it has three main parts: the first part has emphasized on the theoretical foundation of branding and related concepts. And the second part has stressed on empirical evidences from other related research works in order to conduct a detail analysis on the concepts and definitions. And the last part will stress conceptual framework of customer based brand equity,

2.1. Theoretical Foundation
2.1.1. Brand

Branding has been around for centuries as a means of distinguishing the goods of one producer from those of another. In fact, the word brand is derived from the Old Norse word brandr, which means "to burn," as brands were and still are the means by which owners of livestock mark their animals to identify them, (Keller, 2003). Similarly, Aaker (1991) proposes that a brand is a distinguishing name or symbol such as logos, trademarks or package design intended to identify the goods or services of either seller or group of sellers and differentiate those goods or services from those of competitors. A brand thus signals to a customer the source of a product and protects both the customer and the producer from competitors who would attempt to provide goods that appear to be identical.

According to Kapferer (1998), A brand is a product, but one that adds other dimensions to differentiate it in some way from other products designed to satisfy the same needs, it means much more than just giving a brand name and signaling to the outside world that such a product or service has been stamped with the mark and imprint of an organization. The permanent factors of this creative process are what give a brand its meaning and purpose, its content and attributes. The American Marketers Association also defines a brand as a name, term, sign, symbol or design or a combination of them intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors, American Marketers Association

(1985). Similarly, Kotler (2000) defines that a brand is essentially a seller's promise to deliver a specific set of features, benefits and services consistently to the buyers. The best brands convey a warranty of quality. Branding has moved firms from production and selling concepts to marketing concept which necessitate that companies be better than competitors in creating, delivering and communicating customer value to its chosen target markets. Marketers of today need to work harder to make their brands dominant in consumer's minds. With many brands on the market, consumers no longer buy because of price, but because of the bundle of attributes and satisfactions the brand promises. This makes it imperative for most firms to build their brands so that their consumers can relate to them, (Aaker, 1991; Kapferer, 1998).

Moreover, a brand is something that resides in the minds of consumers. It is a perpetual entity, rooted in reality, but also reflecting the perceptions and perhaps even the idiosyncrasies of consumers. To brand a product, it is important to teach consumers *"who"* the product is by giving it a name and using other brand elements to help to identify it as *"what"* the product does and *"why"* consumers should care. Branding involves creating mental structures and helping consumers to organize their knowledge about products in a way that clarifies their decision-making and in the process provide value to the firm. The key to branding is that consumers perceive differences among brands in a product category, (Keller, 2003).

According to Kumar and Meenakshi (2006) branding is the process by which companies distinguish their product offerings from competition. A brand is created by developing a distinctive name, packaging and design, and arousing customers' expectations about the offering.

2.1.2. Brand Equity

Brand equity is one of the significant concepts in brand management, as well as in business practice and academic research (Kim *et al.*, 2006). Developing and properly managing brand equity has been emphasized as an important issue for most firms (Hao*et al.*, 2007). Because, it can help firms to gain or increase their cash flow to the business, and make product differentiation in order to lead to competitive advantages (Yoo*et al.*, 2000; Aaker, 1991). Thus, brand equity has been appreciated as one of the most valuable intangible assets by most firms (Hao*et al.*, 2007).

Brand equity is incremental utility and value endowed to a product or service by its brand name (Keller, 2003; Park and Srinivasan 1994; Yoo*et al.*, 2000; Marinova*et al.*, 2011), and it is considered as a source of competitive advantage by many firms (Chen and Tseng, 2010). This added value may be revealed in how customers consider, feel and act with the respect to a brand, as well as the prices, market share and profitability that the brand commands for the company (Kotler and Keller, 2006).

Aaker (1991) proposes that, brand equity is "the set of assets (and liabilities) linked to a brand's name and symbol that adds the value provided by a product or service to a firm and /or that firm's customers." From the firm's perspectives: we can argue that a positive brand equity affects a firm's future profit and long term cash flow, the willingness of consumers to pay premium prices, any merger and acquisition decision, marketing communication effectiveness, stock prices, long-term sustainable competitive advantage and the marketing success of a firm (Aaker, 1991; Yoo and Donthu, 2001; Chen and Tseng, 2010). However, from customers' point of view: a strong brand can enhance customers' with trust in purchasing a product as well as enable customers to better imagine and comprehend in tangible products (Chen and Tseng, 2010). In summary, brand equity not only creates value for the firm, but also creates value for the customers, (Aaker, 1991).

2.1.3. Measuring Brand Equity

Marketers and researchers apply different approaches to investigate brand equity (Kotler and Keller, 2006). These various approaches can be classified into three main perspectives i.e., customers-based perspective, financial perspective and combined perspective (Keller, 1993).

The customers-based brand equity is a study of brand equity from the customers' perspective (Xu and Chan, 2010), and it can be described as different brand knowledge such as customers association, familiarity, which are affected by customers' reaction to the marketing of a brand (Keller, 1993; Tong and Hawley, 2009). Customer-based brand equity occurs when customers are familiar with a brand and hold some brand associations in their memory such as favorable, strong and unique (Wang *et al.*, 2008).

However, the financial brand equity has a "focus on the financial value of brand equity from a company's point of view" (Yoo, 1996). Chen and Tseng (2010) further explain that the financial perspective is based on "the incremental discounted future cash flows that result from a branded product's revenue over the revenue of an unbranded product". This perspective aims to analyses sales income, market share and premium, as well as firm's value, hence, is also can be considered as the perspective of an enterprise (Li *et al.*, 2011).

Moreover, the combined brand equity integrates both customer-based and financial brand equity. Customers-based brand equity plays an important role for the successful brand management of a firm. Positive customers-based brand equity can "lead to greater revenue, lower cost and higher profit" (Keller, 1993; Tong and Hawley, 2009). Therefore, in this research, customers-based brand equity is explored and applied for investigation.

The following scholar's definition illustration the diversity of existing definitions and concepts:

1. The differential effect of brands knowledge on customer response to the marketing of the brand. Brand knowledge is the full set of brand associations linked to the brand in long term consumer memory. Keller,(1993)

2. The consumers' perception of the overall superiority of a product carrying that brand name when compared to other brands. Five perceptual dimension of brand equity includes performance, social image, value, trustworthiness and attachments. Lassar et al, (1995)

3. Customer based brand equity is ;- (1) loyalty (brand's real or potential price premium), (2) loyalty (customer satisfaction based), (3) perceived comparative quality, (4) perceived brand leadership, (5) perceived brand value (brand functional benefit) (6) brand personality , (7) consumers perception of organizations (trusted, admired or credible), (8) perceived differentiation to competing brands, (9) brand awareness (recognition &recall), (10) market position (market share) price and distribution coverage, Aaker,(1996)

Customer Based-Brand Equity- the Aaker's model

According to Keller (2003) Customer-based brand equity is defined as the differential effect of brand knowledge on consumer response to the marketing of the brand. He further explains that, a brand is said to have positive (negative) customer-based brand equity if consumers react more (less) favorably to the product, price, promotion, or distribution of the brand than they do to the same marketing mix element when it is attributed to a fictitiously named or unnamed version of the product or service.

Customers-based brand equity plays an important role for the successful brand management of a firm. Positive customers-based brand equity can "lead to greater revenue, lower cost and higher profit" (Keller, 1993; Tong and Hawley, 2009). Similarly, Keller (1993) explains, positive customer-based brand equity "can lead to greater revenue, lower cost, and higher profit; it has direct implications for the firm's ability to command higher prices, a customer's willingness to seek out new distribution channels, the effectiveness of marketing communications, and the success of brand extensions and licensing opportunities."

The determinants of customer based brand equity were conceptualized by Aaker (1996) as five elements namely brand awareness, brand association, perceived quality brand loyalty and other brand prosperity brand assets. The elements are discussed in details as follows;

Brand Awareness

Brand awareness is the first and fundamental attribute of customer based brand equity; and sometimes it is underestimated component of brand equity (Aaker, 1991; Aaker, 1986; Tong and Hawley, 2009). Brand awareness is defined as "the ability of a buyer to recognize or re call that brand is a member of certain product category" (Aaker, 1991). Keller (1993) found that it composes of both brand recall and recognition. He further (Keller 1993, p3) explains that, brand recognition "relates to consumers' ability to confirm the prior exposure to the brand when given the brand as a cue". However, brand recall is "related to consumers' ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe as a cue". (Keller, 1993) For a new or niche brand, the important issue is recognition; on the

other hand, for a well-known brand, recall and top-of–mind is more sensitive and significant (Aaker, 1986).

Beside, brand awareness affects customers to make their decision, particularly for low-involvement packaged goods and strengthens brand performance in the market (Huang and Sarigöllü, 2011). Hence, marketers should concentrate on brand management and appropriate tactics to build and maintain customers' brand awareness by enhancing connection between a product and its customers, so as to influence customer brand selection (Wang *et al.*, 2008; Xu and Chen, 2010).

In summary, "brand awareness precedes building brand equity" in the consumer mind set (Huang and Sarigollu, 2011); it affects customers' perception and attitudes, as well as it influences customer's brand choice and brand loyalty (Aaker, 1986).

Brand Association

Brand association is another important component of brand equity. It is described as "anything linked in memory to a brand" and brand image is as seen as "a set of associations, usually related in some meaningful way" (Aaker, 1991). Keller (1993) defined brand associations as "impressions based on other information that is related to impressions created by the brand in the minds of consumers and that include the brand's meaning for the consumers". Based on prior research, Xu and Chen (2010) found that the related association (impression) link could be a product, country of origin, firm, competitor, seller, or users with particular demographic or lifestyle characteristic. However, the association to a brand might be stronger when it is based on numerous experiences or exposure to communications, rather than few (Aaker, 1991; Marinova*et al.*, 2011).

Erenkol and Duygun (2010) propose that brand associations help communicators to easier deliver an idea of a product or service to consumers or communicate thoughts related to the brand, but also provide brand differentiation and positioning. Furthermore, brand association creates value for the firm as well as for its customers by assisting to process information,

distinguishes the brand, creates positive attitudes and feeling, provides a reason to purchase a brand and forms the basis for brand extensions (Aaker, 1991; Tong and Hawley, 2009).

Brand association is the outcome of high brand awareness, is positively relate to brand equity, since it is viewed as "a sign of quality and commitment", leading customers to familiarizes purchasers with a brand, as well as "helping them consider it at the point of purchase" (Aaker, 1991; Tong and Hawley, 2009; Marinova*et al.*, 2011; Yoo*et al.*, 2000). Building positive brand associations may lead to the formation of a positive brand image, which is a conceptual antecedent to enhanced brand equity (Aaker, 1991; Faircloth *et al*., 2001).Chen (2001) categorized two types of brand associations - product associations and organizational associations.

a) **Product Associations**

Product associations include functional attribute associations and non-functional associations (Chen 2001). Functional attributes are the tangible features of a product (Keller 1993, Hankinson and Cowking 1993, de Chernatony and McWilliam, 1989). While evaluating a brand, consumers link the performance of the functional attributes to the brand (Pitta and Katsanis 1995, Lassar et al. 1995). If a brand does not perform the functions for which it is designed, the brand will has low level of brand equity. Performance is defined as a consumer's judgment about a brand's fault-free and long-lasting physical operation and flawlessness in the product's physical construction (Lassar et al. 1995).

Non-functional attributes include symbolic attributes (Aaker 1991, Keller 1993, Farquhar & Herr 1993, Chen 1996, Park et al. 1986) which are the intangible features that meet consumers' needs for social approval, personal expression or self-esteem (Keller 1993, Hankinson and Cowking 1993, de Chernatony and McWilliam 1989, Pitta &Katsanis1995). Consumers linked social image of a brand, trustworthiness, perceived value, differentiation and country of origin to a brand.

b) Organizational Association :

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

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

Perceived quality

Perceived quality is one of the main dimensions of brand equity; it is "the core construct" in the study to measuring brand equity (Aaker, 1996). Perceived quality is defined as "the consumer's subjective judgment about a product's overall excellence or superiority" (Zeithaml, 1988). That is, perceived quality is not the real quality of product, but the consumer's subjective assessment of that product (Zeithaml, 1988; Erenkol and Duygun, 2010). "Personal product experience, unique needs, and consumption situation" can be affecting the consumer's subjective evaluation of quality (Yoo *et al.*, 2000).

In summary, perceived quality is a component of brand value, which leading consumers to select a particular brand rather than another competing brand (Yoo *et al.*, 2000). Hence, we believe that high perceived quality will increase brand equity.

Brand loyalty

Aaker (1991) states that, brand loyalty is "a measure of the attachment that a customer has to a brand" (p. 91). Subsequently, Oliver (1979) explains brand equity as "a deeply held commitment to rebury or re-patronize a preferred product or service consistently in the future, deposit situation influences and marketing efforts having the potential to cause switching behavior" (p. 392) Thus, brand loyalty is believed to be the most important brand equity dimension, which results in above three given brand equity dimensions-i.e. brand awareness, brand association and perceived quality (Tong and Hawley, 2009).

In contrary, brand loyalty is different from other brand equity dimensions, because it is associated with usage experience, (Aaker, 1991). Moreover, brand loyalty reduces uncertainty as well as saves costs of seeking new relational exchanges with other brand, (Erenkol and Duygun, 2010). Brand loyalty makes consumers buy a brand routinely and resist switching to other competing brand (Yoo*et al.*, 2000).

As a result, (brand) loyalty is a concept that firms emphasize, since it may create or sustain a customers' patronage over the long-term (Marshall, 2010), thereby increase brand equity.

Figure 1: A conceptual framework for brand equity developed by Aaker (1991)

The Keller's Model

A major contribution to branding theory was that made by Kevin Keller (1993;21;2003) with his introduction of the concept customer based brand equity and a brand hierarchy (Keller, 2003). Brand equity, accordingly to Keller, is the effect that brand knowledge has on consumer responses to the marketing of a brand, with the effect occurring when the brand is known and when the consumer possesses favorable, strong and unique brand association (Keller, 2003). The Consumer Based Brand Equity (CBBE) model identifies four steps which denote questions asked by customer and represent a 'branding ladder' with each step dependent on achieving the previous one (keller,2001).

These steps consist of six brand building blocks, with a number of sub dimensions (Keller, 1993). To build strong brand, the aim is to reach the pinnacle of pyramid where a harmonious relationship exists with customer. Briefly overviewed, the first step of the CBBE model is to ensure the correct 'brand identity'. Answering the first question customers ask about brands – who are you? The purpose is to create an identification of the brand, and an association with a specific product class or need (Keller, 2001). The initial step consists of the brand building block, 'salience'.

The second step answer the customer question, what are you? By establishing 'brand meaning' in their mind, and linking brand association with certain properties (Keller, 2001). Two brand building blocks make up this step- performance and imagery.

1. Identity (who are you?)
2. Meaning (what are you?)
3. Response (what about you?)
4. Relationship (what about you and me?

The next step is brand response whereby the proper customer responses to the brand identification and meaning are elicited (Keller, 2003). This step is achieved with the judgments and feeling building blocks, and answers the question- what about you? Brand relationship constitutes the final step in the CBBE pyramid where brand response is converted to an intense,

active loyalty relationship between and the brand (Keller, 2001). Addressing the customer question of what about you and me? The final brand building block and pinnacle of the pyramid is resonance.

YOO AND DONTHU (2002) brand equity model

Yoo et al (2000) structural model of brand equity formation consists of three components. Marketing mix elements selected from the traditional "4p" marketing activity (i.e. price store, image, distribution intensity, advertising spending and price deals). Brand equity dimensions (i.e. perceived product quality, brand loyalty, and brand awareness/ association) and over all brand equity. According to the model, marketing managerial efforts can be classified in to two types; brand building activity and brand harming activity. These authors extends Aaker's (1991) model by placing brand equity as a separate construct between the dimensions of brand equity and the value for the customer and the firm. In addition Yoo and Donthu (2001) developed and validated cross-culturally invariant multidimensional consumer based brand equity .they tried to extend the brand equity concept; for instance brand loyalty in their research refers to the tendency to be loyal to a focal brands. Which is demonstrated by the intention to by brand as a primary choice, in contrast other researches that relied on behavioral aspects of brand loyalty? They combined brand awareness and brand association in to one group and focused on three of assets, brand awareness/association, perceived quality and brand loyalty. By mapping the assets of brand equity it is possible to determine if some aspects of brand equity seen to be more important than others for the consumer, or if a brand is lagging behind in one or many dimensions. In order for a brand to maintain high brand equity and be the preferred choice of consumers, it is important that it stay in tune with how the brand is perceived by firm's base.

CAA INTEGRATED BRAND EQUITY MODEL

Wang H el al (2008), indicated that there is a growing interest in growing interest in brand formation and brand valuation among global firms, but global marketers typically ignore one the key factors of brand building – corporation ability association (CAA). They represent the model which tries to explore the structural relationship between CAA and consumer base brand equity variables and its product-market outcome. They utilized Aaker and Keller's theoretical

framework of brand equity and developed a brand equity model combining customer based brand equity with product market outcome approaches. Set of scales are developed and tested on national sample of Chinese consumers. The result in their research indicates the CAA and brand awareness have impact on quality perception, which has positive impact on brand resonance, brand extensibility, and price flexibility. Brand resonance has positive influence on brand extensibility and the intention to repurchase. In addition, they argued that for global marketers operating in china, brand equity is a culturally market-based assets and global companies must focus on building corporation ability association in chain in order to enjoy the substantial competitive and economic advantages provide by brand equity.

Consumer buying decision process

The buyer decision process is the decision-making process used by consumers regarding market transaction before, during and after the purchase of a good or service. Marketers need to focus on the entire buying process rather than on just the purchase decision. The purchase is only the visible part of a more complex decision process created by the consumer for each buying decision the consumer market.

a. **Need recognition**: - according to jubber D. (2007), the need recognition is essential functional and recognition may the place over a period. This occurs whenever the consumer sees a significant difference between his or her current state of affairs and some desired or ideal state. The need can be triggered by internal stimuli or by external stimuli, internal stimuli can trigger a need when one of the individual normal need like hunger, thirst, shelter raises to a level high enough to become a driver. From previous experience, the individual has learnt how to cope with this drive and is motivated towards objects that will satisfy the need.

b. **Information search:-** the information search begins with the identification of alternative ways of gathering information about the product consumer intend to purchase Jubber (2007). The consumer surveys his/her environment for appropriate data to make a reasonable decision by the process. Normally the amount of information search activities of a consumer depends on a type of product which either require high involvement or low involvement. For a product that requires high involvement there might be a significant

difference between brands, which requires an immense effort, or insignificant differences between brands, which leads to dissonance, reducing buying decision.

The consumer can require information regarding a particular product from various sources. These sources include personal sources, like family and friends, commercial sources like advertisement, salespeople or displays, public sources like mass media and social networking sites and finally experiential sources, like handling, examining and using of products.

c**). post purchase evaluation/behavior**: - in this stage the consumer take further action after the purchase decision by evaluating their satisfaction or dissatisfaction. Consumer satisfaction or dissatisfaction is determined by the overall feelings, or attitude, a person has about a product after it has been purchase. Consumer engage in a constant process of evaluating the things they buy as they integrate these products in to their daily consumption activities Jubber (2007).

2.2 Empirical Review

Brand must be developed and maintained constantly in order to secure set of loyal customers. Keller et al. (1996) stated that the loyalty of consumer lies with brands, rather than the products. There were several researches done on the customer based brand equity of different products. Aaker,s (1996) CBBE model, they found out that brand awareness brand association perceived quality and brand loyalty are influential criteria of brand equity that enhances perception of brand in production. Among the four mentioned dimension's, brand association appears to have the most influential on brand equity.

In the process of carrying out the research under consideration, the student researcher has noted various research works conducted on customer based brand equity. Meanwhile, the below listed research works are carried out using different models of brand equity, however much concentration is given to those research works carried out based on Aaker's well-known conceptual framework-in order to conduct a detail analysis on the concepts and findings.

Tong and Hawley (2009) conducted their research on Measuring Customer Based Brand Equity in the Chinese sportswear market. Based on Aaker's conceptual framework of brand equity, they employed the four dimensions of brand equity and overall brand equity in the sports wear market. The study used a sample of 304 actual customers from China's two largest cities, Beijing and Shanghai. They concluded that based on their finding, brand association and brand loyalty have a significant influence on brand equity. However, weak support is found for the perceived quality and brand awareness. In addition, the correlations among the four dimensions found to be positive and significant. Hence suggest managers to channel their efforts primarily on brand loyalty and brand image.

Based on Keller's well known conceptual framework of CBBE, Mulugeta Kefeyalew (2014) carried out his research on Awash International Bank and his finding asserts that brand salience and brand imagery are influential dimensions of brand equity.

Dubois and Laurent (1993), investigate the relationship of socio demographic characteristics and luxury brand awareness and purchase in five European countries. Income, education and occupation were most strongly and constantly associated with luxury brand purchase across the five countries. Age, gender, marital status, and location of residence (urban, rural etc.) showed nor or only a weak relation ship

2.3 Conceptual Framework

Brand equity is considered as multidimensional concept and a complex phenomenon (Tong and Hawley, 2009). Aaker (1991) proposes that brand equity consists of five dimensions: brand loyalty, brand awareness, brand association, perceived quality and other brand propriety assets such as patents, trademark and channel relationship. Among these five brand equity dimensions, the first four represent customers' evaluations and reactions to the brand that can be readily understood by consumers (Barwise, 1993; Yoo and Donthu, 2001), so they have been widely adapted to measure customer-based brand equity in previous studies. Alternatively, Keller (2003) argues that, it composes of two components: brand awareness and brand image. His conceptualization is same as two of Aaker's brand equity dimensions, which are dependent on brand knowledge.

In summary, string brand equity means that customers have high brand name awareness, maintain a favorable brand image, perceive that the brand is of high quality, and loyal to the brand. Among several brand equity models in the literature, this study was uses the one constructed by Aaker (1991), which is the most commonly cited. It has been empirically tested in a number of previous studies (Atilgan et al., 2005; Kim and Kim, 2004; Yoo and Donthu, 2001; Xiao Tong and Jana M. Hawley, 2009). With Aaker's brand equity model, this study sets out to examine the determinants of of customer based brand equity of Tea Processing and Packaging Factory product which is shown in figure 2.1
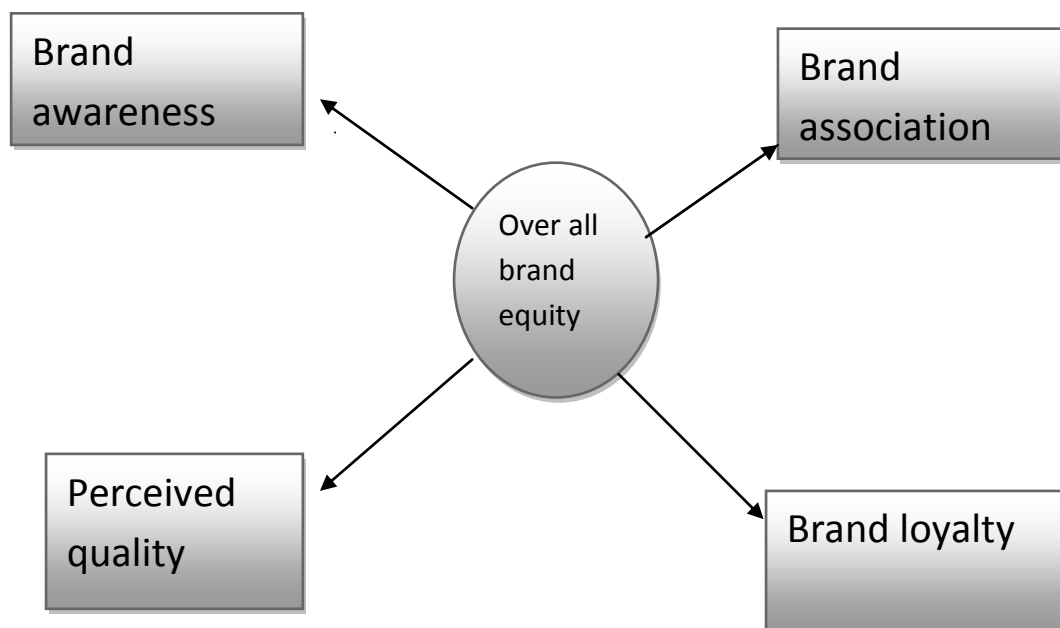

Figure 2: A conceptual framework for brand equity of the study developed by Aaker (1991)

Brand Awareness: according to (Keller 2003) brand awareness consists of two subs=dimensions: brand recall and recognition. Brand recognition is related to picking out a brand whenever some sort of cue is provided whereas recall is done when there is no cue present.

Positive customer based brand equity can lead to greater revenue, lower cost, and higher profit; it has direct implication for the firm's ability to command higher price, a customer's willingness to seek out new distribution channels, the effectiveness of marketing communications and the success of brand extensions and licensing opportunities (keller 2004).

Brand awareness plays an important role in consumer decision making for; - consumer think of the brand when they think about the product category. Raising brand awareness increases the likelihood that the brand will be a member of the consideration set high level of brand familiarity is describe and beneficial because it facilities purchase decision process and increase consumer's confidence and trust. Brand familiarities reflect the extent that consumer's direct or indirect experiences with a brand (Keller, 1993).

Brand Association: a brand association is the most accepted aspects of brand equity. Association represents the basis for purchase decisions and for brand loyalty (Aaker 1991). Brand association consists of all brand related thoughts, feelings, perceptions, images, experiences, Beliefs, attitudes. Chen (2001) categories two types of brand association – product association and organizational association.

Brand association has essential impact purchasing behavior of customers. The process of relationship has positive emotions and cognitive benefits that can generate bond between the consumer and the brand, so we come to know that if brand fulfill the consumer's need and provides benefits to consumer then there is a strong bond between consumer and brand (Fournier, 1998).

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

Brand loyalty: provides predictability and security of demand for the firm and creates barriers of entry that make it difficult for other firms to entry the market. Although manufacturing processing and product designs may be easily duplicated, lasting impressions in the mind of individuals and organizations from years of marketing activity and product experiences may not be so easily reproduced (keller, 2004).

Brand loyalty is linked to customer behavior in the market place that can be indicated by number or repeated purchases (Keller, 1998) or commitment to re-buy the brand as a primary choice.

Other proprietary asset measure customer based brand equity from company perspective not from customers, for this perspective it is not found and excluded from this study.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.   Introduction

This chapter will discuss the research methodology of the study, it deals with the research design, approach, research population and sampling determination, data collocation and analysis methods will employ to answer the research questions.

3.1. Research design

There are two types of research designs; these are Exploratory Research Design and Conclusive Research Design. I use conclusive research design because in this study a descriptive research design were used. The reason behind using a descriptive research design is in order to gather information about the present existing condition. In order to answer research questions and to achieve the objectives of the study, the researcher was used quantitative methods. Quantitative research focuses on using data that are numeric in nature.

3.2 Data Source and Methods

The researcher was use almost primary source of data for the entire analysis of this study. The data that were collect from the respondents through questionnaires uses as primary data. In addition, the researcher was collect secondary data through reviewing some published documents provided by the company as a secondary data sources and also the researcher was use secondary data from international published magazine and journals and reports of the Tea processing and packing factory

3.2 Method of Data Collection

Primary data is first-hand information, data collected directly from an original source. Primary data can be collected through observation, interviews, or the use of questionnaires (Saunders *et al.,* 2009). This study was use questionnaires to collect primary data for quantitative analysis. The data was gathered through questionnaire [Closed ended] from the selected sample of respondents/ key customers of Addis tea. To analyze the data collected with the use of

questionnaires. The questionnaires have a five –point Likert-type response scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree).

For the primary data is collection 210 (Two hundred ten) self-administered Questionnaires will distribute to the randomly selected samples of the key customers in Addis Ababa. The questionnaire is translated into the local language of Amharic used for those respondents who have low command of English language.

3.3 Data collection instrument

The questionnaire have two parts, The first part the questionnaires consisted of demographic information of the respondents; the second part on four determinants of brand equity that reflect the customer based brand equity in Tea Processing and Packaging Factory customers.

3.4 Population and Sampling Technique

3.4.1 Target Population

Population is defined as the entire set of individuals or other entities to which study findings are to be generalized (Schutt, 2011). The target populations of the study were Tea processing and packing factory key customers (super markets and hotels buyer) in Addis Ababa region and the population of the study is 210 key customers in Addis Ababa specifically yeka and bole sub-cities.

3.4.2 Sampling techniques

The researcher was use purposive and simple random sampling technique .This is because purposive sampling method is used when elements are selected due to a specific purpose, usually because of their unique position (Schutt, 2011). According to this study loyal customers have best knowledge of brand equity practices implementation were selected. On the other hand, simple random sampling will use because the nature of study is homogeneous (only concerned with one company) hence each individual who have an equal chance of being included in the sample.

3.4.3. Sample Size Determination

It is difficult to determine the total population of customers. Then, the researcher is select two sub cities; researcher can collect data with minimum difficulties and take 210 customers which are customers of the Addis tea products usually purchase.

There for, the total number of target population as stated in above is 210.

The following statistical formula will be applied to determine the Sample Size

n=N/ (1+N (e2))

Where n is the sample size N is the population size and e is the level of precision (Glenn D. Israel, 1992).

The conventional values of 0.07 for significant level will adopt in planning the sample size.

The sample size for this particular research will be determined using the above formula and it will be believed representative at 93% level of Confidence and 0.07 Precision levels.

The following statistical formula will be applied to determine the Sample Size

n=N/ (1+N (e2))

Given:

N= Population size

n= The Sample size

e=Margin of error acceptable (acceptable sampling error) or Measure of Precision is 0.05

n=N/1+N (e) 2

n=210 /1+210(0.05)2

n=138

Total Sampling Size that the research will be taken from the total population is **138.**

3.4.4. Sample of respondents

The researcher was use Quantitative sample 138 respondents will be selected by using simple random sampling method from tea processing and packing factory customers that bought from supermarket and small shops.

3.5 Data processing, Analysis and interpretation Technique

The data is collected and checked for completeness and accuracy, it was sorted, categories and summarized. After coding the data entered and analyzed by Descriptive statistical analytical technique (mean, standard deviation, maximum and minimum) is use with the aid of Statistical Package for Social Sciences (SPSS version 20). In addition the data summarized were presented using tabular for the interpretation of findings.

3.6. Validity and Reliability of the study

3.6.1. Validity

According to Leedy et al (2010), the validity of a measurement instrument is the extent to which the instrument measures what it is intended to measure. Leedy et al (2010) further explained the importance of validity- the accuracy, meaningfulness, and credibility of the research project as a whole. The research effort was worth the time and effort only to the extent that it allows the researcher to draw meaningful and defensible conclusions from the data.

3.6.2. Reliability

The respondents who were selected for this research are involved in the business and have the experience related to brand equity. Hence, they have given credible answers to the questionnaires. We can say a measuring instrument is reliable if it provides consistent results (Kothari, 2004). To have reliability in the study, the variables under study were properly defined and respondents also asked a series of questions in order to measure the determinants of brand equity of Tea Processing and Packaging Factory customers. Moreover there was a clear and unambiguous definition of all concepts and constructs in the study. Cronbach‟s alpha was also

applied to measure the internal consistency of the measurement items. Therefore, the researcher believes that this study were reliable.

3.7. Ethical Considerations of the Research

With regards to ethical issues, confidentiality of respondents and their respective privacy is kept anonymous by the researcher and they are assured this at the time of data collection. This has given them a guarantee and the feeling of confidence to give their replies as requested by the researcher.

The participants were asked for consent before filling the questionaries' and were not forced to participate if they are not willing.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.   Introduction

This chapter deals with the presentation, analysis and interpretation of the data gathered from the respondents. Among the customers of those selected from Tea Processing and Packing Factory taking a specific product: Addis tea key customers, who are located in Addis Ababa, especially in yeka and bole sub-cities. 138 customers are taken as sample respondents. Thus, a total of 138 questionnaires are distributed, and from the distributed questionnaires 125 valid responses are taken for the analysis which gives a response rate of 91%. After the data is screened from 125 responses, 13 responses haven't returned the questionnaire. In the meantime, the data gathered from the questionnaire is analyzed using SPSS 20.

4.1 Reliability Test

Cronbach''s alpha was also applied to measure the internal consistency of the measurement items. Therefore, the researcher believes that this study were reliable.

Table 4.1: Reliability test

Reliability Statistics

Cronbach's Alpha	N of Items
.871	32

Source: own survey data (2019)

Cronbach's alpha takes values between zero and one. Sufficient construct reliability can be drawn from results that are 0.7 and above (Steinkühler, 2010). The researcher has done a reliability test for 32 questions and statements that respondents have replied and come up with a Cronbach's alpha of 0.871. It shows that the items are correlated and they are reliable. The result is depicted on table 4.1.

4.2 Demographic characteristics of The Respondents

To observe what demographic trend the sample population had, the questionnaire started off with demographic characteristic of respondents. The below listed tables shows the characteristics of respondents which include gender, age, educational level, marital status, family size, monthly income and number of tea products bought.

Table 4.2: Frequency of Gender

Male and female

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	52	41.6	41.9	41.9
	Female	72	57.6	58.1	100.0
	Total	124	99.2	100.0	
Missing	System	1	.8		
Total		125	100.0		

Source: own survey data (2019)

As can be seen in table 4.2: Above 52(41.6%) of the respondents are male and 72(57.6%) of them are females; according to the above figures it is clearly seen that majority of the respondents are females because in our country most of the time this kinds of Good is purchase activity is made by females.

Table 4.3: Frequency of Age

		Frequency	Percent	Valid Percent	Cumulative Percent
			years		
Valid	18-25	19	15.2	15.2	15.2
	26-33	46	36.8	36.8	52.0
	34-41	38	30.4	30.4	82.4
	42-49	9	7.2	7.2	89.6
	>50	13	10.4	10.4	100.0
	Total	125	100.0	100.0	

Source: own survey data (2019)

In relation to table 4.3: respondents from age 18-25 comprises 19(15.2%), from age 26-33 comprises 46(36.8%), from age 34-41 comprises 38(30.4%), from age 42-49 comprises 9(7.2%) and the rest 13(10.4%) of the respondents are over the age of 50 years. Therefore, the findings from age profile of the respondents indicate that majority of the respondent are between the ages of 26-33. It indicates that the younger generations are aware of Addis tea. Mostly the middle age grouped highly used Addis tea.

Table 4.4: Frequency of Educational Status

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	secondary school	16	12.8	13.0	13.0
	diploma	25	20.0	20.3	33.3
	first degree	45	36.0	36.6	69.9
	post graduate	19	15.2	15.4	85.4
	Above post graduate	18	14.4	14.6	100.0
	Total	123	98.4	100.0	
Missing	System	2	1.6		
Total		125	100.0		

Source: own survey data (2019)

Regarding educational background of the respondents on table 4.4, 16(12.8%) of them are High school, 25(20.0%) of them are diploma holders, 45(36.0%) of them are first degree holders and

19(15.2%) of the respondent are post graduate, 18(14.4%) above post graduate. 2(1.6%) missing the question this may be they are not illiterate or there is no option for them, from this we can understand that majority of the respondents are well educated, It indicated that educated respondents are highly used.

Table 4.5: Frequency of Marital Status
 Single and Married

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	52	41.6	41.6	41.6
	married	73	58.4	58.4	100.0
	Total	125	100.0	100.0	

Source: own survey data (2019)

Table 4.5 above, shows the marital status of the respondents, where 52(41.6%) of them are single and 73(58.4%) are married. From this we can understand that majority of the respondents are married.

 Table 4.6: Frequency of Family size

			Family size by number		
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3	49	39.2	39.5	39.5
	4-7	39	31.2	31.5	71.0
	7-9	21	16.8	16.9	87.9
	>9	15	12.0	12.1	100.0
	Total	124	99.2	100.0	
Missing	System	1	.8		
Total		125	100.0		

Source: SPSS Result (2019)

Concerning the family size of the respondents as shown in table 4.6, respondents that have a family size of 1-3 constitutes 49(39.2%), 4-7 constitutes 39(31.2%), 7-9 constitutes 21(16.8%)

and family size over 9 constitutes 15(12.0%) of the total respondents. It is possible to infer that, out of the total respondents (125) majority of the respondents has a family size of 1-3 i.e. 51(40.8%).

Table 4.7: Frequency of monthly income

monthly income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<4000	35	28.0	28.5	28.5
	4001-10000	37	29.6	30.1	58.5
	10001-15000	29	23.2	23.6	82.1
	>15000	22	17.6	17.9	100.0
	Total	123	98.4	100.0	
Missing	System	2	1.6		
Total		125	100.0		

Source: SPSS Result (2019)

In relation to the monthly income of the family, table 4.7 shows that 35(28.0%) of the respondents have income less than 4000, 37(29.6%) have 4001-10000 monthly income, 29(23.2%) have 10001-15000 income, and the rest 22(17.6%) have more than 15000. From this we can infer that majority of the respondents have cover in 4001-10000 monthly income.

Table 4.8: Frequency of Tea purchase

Monthly tea package purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2	52	41.6	41.6	41.6
	3-4	38	30.4	30.4	72.0
	4-6	13	10.4	10.4	82.4
	>6	22	17.6	17.6	100.0
	Total	125	100.0	100.0	

Source: SPSS Result (2019)

In relation to the type of package bought, table 4.8: shows that 52(41.6%) of the respondents have bought 1-2 package of Tea, 38(30.4%) have bought 3-4 package of Tea, 13(10.4%) have bought 4-6, and the rest 22(17.6%) have package of Tea bought in more than 6. From this we can infer that majority of the respondents have cover in 1- 2 package of Tea.

4.3 Descriptive Analysis Pertinent to the Study

This study seeks to deeply understand the marketing phenomena of the Tea Processing Packaging Factory product Customer based brand equity dimensions. Thus, in this section response from respondents is presented, analyzed and interpreted as follows:

4.3.1 Brand Awareness

Brand awareness is defined as "the ability of a buyer to recognize or recall that a certain brand is a member of certain product category" (Aaker, 1991).

Table 4.9: Frequency and Percentage of the Brand awareness Scales

Item	SD		D		N		A		SA	
	F	%	F	%	F	%	F	%	F	%
I know the symbol or logo of Addis Tea products.	5	0.4	14	11.2	47	37.6	50	40.0	9	7.2
I can recognize Addis tea quickly among other competing brands.	4	3.2	17	13.6	33	26.4	48	38.4	23	18.4
When thinking about tea factories, Addis tea comes to my mind first.	3	2.4	17	13.6	35	28.0	47	37.0	13	18.4
This factory is creating a positive brand awareness with its advertisements and Marketing activities	2	1.6	18	14.4	37	29.6	48	38.4	20	16.0
Positive oral or written word	1	0.8	12	9.6	60	48.0	38	30.4	14	11.2

of mouth runs about Addis tea.									
This factory is running a successful promotion campaign showing its qualities and why it's better than its competitors	3	2.4	9	7.2	50	40.0	38	30.4	25	20.0

Source: own survey data (2019)

As indicated in table 4.9. Item 1, about knowing the symbol or logo of Addis Tea, 5(0.4%) of the respondents have responded strongly disagree, 14(11.2%) responded disagree, 47(37.6%) responded neutral, 50(40.0%) responded agree and the remaining 9(7.2%) replied strongly agree. This shows that 47.2% of the responses are either agree or strongly agree and 11.6% of the response are either disagree or strongly disagree. There for the total result would indicate that most of customers know Addis tea symbol or logo.

As indicated in table 4.9. Item 2, related to recognition of Addis Tea in relation to other competing brand 3(3.2%) of the respondents have responded strongly disagree, 17(13.6%) responded disagree, 33(26.4%) responded neutral, 48(38.4%) responded agree and the remaining 23(18.4%) replied strongly agree. This shows that 56.8% of the responses are either agree or strongly agree. There for the total result would indicate that most of customers recognize Addis tea related to other competing brands.

As indicated in table 4.9. Item 3, summarizes question related to When they thinking about tea, Addis tea comes to customer mind first, 3(2.4%) of the respondents have responded strongly disagree, 17(13.6%) responded disagree, 35(28.0%) responded neutral, 47(37.0%) responded agree and the remaining 13(18.4%) replied strongly agree. This shows that 55.4% of the responses are either agree or strongly agree. There for the total result would indicate that most of customers say that Addis tea is come to their mind when they want bought or drink tea.

As indicated in table 4.9. Item 4, summarizes question related to the factory is creating a positive brand awareness with its advertisements and Marketing activities about Addis Tea, 2(1.6%) of the respondents have responded strongly disagree, 18(14.4%) responded disagree, 37(29.6%) responded neutral, 48(38.4%) responded agree and the remaining 20(16%) replied strongly agree. This shows that 54.4% of the responses are either agree or strongly agree. There for the total result would indicate that most of customers say the factory creates positive brand awareness with its advertisement and marketing activities.

As indicated in table 4.9. Item 5, summarizes question related to Positive oral or written word of mouth runs about Addis tea, 1(0.8%) of the respondents have responded strongly disagree, 12(9.6) responded disagree, 60(48.0) responded neutral, 38(30.4%) responded agree and the remaining 14(11.2%) replied strongly agree. This shows that 48.0% of the responses are neutral. Therefore the total result would indicate that most of customers say they are neutral about positive oral or written word of mouth runs about Addis tea.

As indicated in table 4.9. Item 6, summarizes question related to the factory have successful promotional campaign about Addis Tea, 3(2.4%) of the respondents have responded strongly disagree, 9(7.2%) responded disagree, 50(40.0%) responded neutral, 38(30.4%) responded agree and the remaining 25(20.0%) replied strongly agree. This shows that 50.4% of the responses are either agree or strongly agree. Therefore the total result would indicate that most of customers say the factory have successful promotional campaign.

Table 4.10 Mean and standard deviation of brand awareness

 Descriptive Statistics

	N	Mean	Std. Deviation
knowing of Addis tea Symbol or logo	125	3.3520	.91806
Recognizing Addis tea	125	3.5520	1.04307
when i think about tea ,Addis tea will come to my mind	125	3.5600	1.01917
Creating positive brand awareness	125	3.5280	.98026
positive word of mouth runs about Addis tea	125	3.4160	.84418
successful promotion	125	3.5840	.96874
Valid N (list wise)	125		
Total		3.49	0.96

Source: own survey data (2019)

As one can see from table 4.10, knowing Addis tea symbol or logo, recognition of brand , when they think about tea Addis tea come to their mind first, the factory creating positive brand awareness, and successful promotion they used has been found strong, however the question positive word of mouth runs about the product the mean is leaser which can show that the factory have adequate brand recognition by creating successful promotion and marketing activities can create awareness about the product to the society.

 The mean value of brand awareness depicts that most of the responses are towards strongly agree of the measurement scale 3.49% and standard deviation 0.96%. Thus, from this we can understand that customers have brand knowledge (the consumer knows the brand's symbol or

logo), brand recognition (the consumer recognizes the brand after being put in contact verbally or visually, brand has in the consumers' memory a strong knowledge about their Tea factory as well as its product.

4.3.2 Brand Association

Brand association is anything "linked" in memory to a brand (Aaker, 1991).

Table 4.11: Frequency and Percentage of the Brand Association Scales

Item	SD		D		N		A		SA	
	F	%	F	%	F	%	F	%	F	%
Addis tea has a unique brand image, compared to competing brands.	-	-	14	11.2	51	40.8	42	33.6	18	14.4
I like and trust Addis tea that usually used.	1	0.8	13	10.4	46	36.8	46	36.8	19	15.2
I like Addis Tea product's brand image.	1	0.8	20	16.0	41	32.8	42	33.6	21	16.8
Addis Tea makes me feel happy.	-	-	12	9.6	60	48.0	32	25.6	17	13.8

Source: own survey data (2019)

As can been seen from table 4.11 item 1, 14(11.2%) responded disagree about Addis tea has a unique brand image comparing to other similar products, 51(40.8%) responded neutral, 42(33.6%) responded agree and the remaining 18(14.4%) replied strongly agree. This shows that 48% of the responses are either agree or strongly agree and 11.2% of the response are disagree. There for the total result would indicate that most of customers say Addis tea has a unique brand image compared to other related factories.

As can been seen from table 4.11 item 2, related to like and trust of Addis tea that usually they used, 1(0.8%) of the respondents have responded strongly disagree, 13(10.4%) responded disagree, 46(36.8%) responded neutral, 46(36.8%) responded agree and the remaining 19(15.2%)

replied strongly agree. This shows that 52% of the responses are either agree or strongly agree and 11.2% of the response are either disagree or strongly disagree. There for the total result would indicate that most of customer like and trust Addis tea and they usually used.

As can been seen from table 4.11: item 3 above, 1(0.8%) of the respondents have responded strongly disagree about Addis tea product brand image, 20(16.0%) responded disagree, 41(32.8%) responded neutral, 42(33.6%) responded agree and the remaining 21(16.8%) replied strongly agree. This shows that 50.4% of the responses are either agree or strongly agree and 16.8% of the response are either disagree or strongly disagree. There for the total result would indicate that most of customer like Addis tea product's brand image.

As can been seen from table 4.11 Item 4 above, related to Addis tea make them happy   12(9.6%) responded disagree, 60(48.0%) responded neutral, 32(25.6%) responded agree and the remaining 17(13.8%) replied strongly agree. This shows that 48.0% of the responses are neutral. There for the total result would indicate that most of customer cannot understand Addis tea makes them happy. They cannot explain about their satisfaction.

Table 4.12: Mean and standard Deviation of brand association
Descriptive Statistics

	N	Mean	Std. Deviation
Addis tea has unique brand image	125	3.5120	.87636
Like and Trust Addis tea	125	3.5520	.90211
Addis tea brand image	125	3.4960	.98065
Addis tea make feel happy	121	3.4463	.85587
Valid N (list wise)	121		
Total of brand association		35	0.91

Source: own survey data (2019)

To summarize the brand association in table 4.12 above, about Addis tea has a unique brand image, they like and trust Addis tea has been found strong they have high association with it,

however the question Addis tea has a unique brand image and Addis tea makes them happy to the customer is lower. So, the respondents have good choice.

The mean value depicts that most of the responses are towards agree of the measurement scale 3.5. Thus, from this we can infer that customers have created a strong association/link to Addis tea.

4.3.3 Perceived Quality

Perceived quality is defined as "the consumer's subjective judgment about a product's overall excellence or superiority" (Zeithaml, 1988).

Table 4.13: Frequency and Percentage of the Perceived Quality Scales

item	SD		D		N		A		SA	
	F	%	F	%	F	%	F	%	F	%
The products/goods provided by tea processing and packaging factory have very good quality.	-	-	8	6.4	59	47.2	34	27.2	22	17.6
I think Addis tea is a reputation of high quality	-	-	12	9.6	44	35.2	34	27.2	35	28.0
The Location of this factory is convenient	6	4.8	15	12.0	52	41.6	33	26.4	18	14.4
Staff of this factory have sufficient knowledge, expertise and competency to fulfill their roles	2	1.6	9	7.2	48	38.4	44	35.2	21	16.8
The good/Addis tea has excellent features.	1	0.8	12	9.6	36	28.8	48	38.4	27	21.8

Source: own survey data (2019)

As can been seen from table 4.13 Item 1 above, related to product quality of Addis tea 8(6.4%) responded disagree, 59(47.2%) responded neutral, 34(27.2%) responded agree and the remaining 22(17.6%) replied strongly agree. This shows that 47.2% of the responses are neutral. Therefore the total result would indicate that most of customers cannot explain about Addis tea product quality. The main dimensions upon which the quality is perceived refer to performance (level of primary attributes, products' functionality).

As can been seen from table 4.13 Item 2 above, about Addis tea is a reputation of high quality 12(9.6%) responded disagree, 44(35.2%) responded neutral, 34(27.2%) responded agree and the remaining 35(28.0%) replied strongly agree. This shows that 55.2% of the responses are either agree or strongly agree and 9.6% either disagree or strongly disagree. Therefore the total result would indicate that most of customers say Addis tea is a reputation of good quality.

As can been seen from table 4.13 Item 3 above, related to the location of the factory 6(4.8%) respondents are strongly disagree, 15(12.0%) responded disagree about brand image, 52(41.6%) responded neutral, 33(26.4%) responded agree and the remaining 18(14.4%) replied strongly agree. This shows that 41.6% of the responses are neutral. Therefore the total result would indicate that most of customers do not know the location of the factory, this implies that most of the time they bought tea from supermarket or small shops.

As can been seen from table 4.13 item 4 above, 2(1.6%) respondents are strongly disagree about Staff of the factory have sufficient knowledge, expertise and competency to fulfill their roles, 9(7.2%) responded disagree, 48(38.4%) responded neutral, 44(35.2%) responded agree and the remaining 21(16.8%) replied strongly agree. This shows that 55.0% of the responses are either agree or strongly agree and 7.9% either disagree or strongly disagree. Therefore the total result would indicate that most of customers say stuff of the factory has a good knowledge, expertise and competency to do their role.

As can been seen from table 4.13 item 5 above, 1(0.8%) respondents are strongly disagree about features of Addis tea, 12(9.6%) responded disagree, 36(28.8%) responded neutral, 48(38.4%) responded agree and the remaining 27(21.8%) replied strongly agree. This shows that 60.2% of the responses are either agree or strongly agree and 10.4% either disagree or strongly disagree,

there for the total result would indicate that most of customers understand the features of Addis tea.

Table 4.14: Mean and standard Deviation of perceived quality

Descriptive Statistics

	N	Mean	Std. Deviation
Addis tea product have good quality	123	3.5691	.85967
Reputation of high quality	125	3.7360	.97670
Location convenience	124	3.3387	1.02717
Sufficient knowledge	124	3.5887	.91075
Addis tea have excellent feature	124	3.7097	.94374
Valid N (listwise)	121		
Total of perceived quality		3.6	0.94

Source: own survey data (2019)

To summarize the brand perceived quality in table 4.14 above, about Addis tea have a good quality, the factory is a reputation of high quality, stuff of the factory have sufficient knowledge, expertise and competency to fulfill their role they have high perceived quality and the location of the factory convenience is lower , they don't know the location.

The mean value portrayed that most of the responses are towards agree of the measurement scale 3.6. This implies that customers have positive subjective judgment about the quality of Addis tea as well as Tea Processing and Packaging Factory.

4.3.4 Brand Loyalty

Brand loyalty is a measure of the attachment that a customer has to a brand, Aaker (1991).

Table 4.15: Frequency and Percentage of the Brand Loyalty Scales

item	SD		D		N		A		SA	
	F	%	F	%	F	%	F	%	F	%
I consider myself to be loyal to Addis tea.	1	0.8	8	6.4	40	32.0	55	44.0	20	16.0
When I think of buying tea Addis tea would be my best choice.			11	8.8	49	39.2	42	33.6	22	1.6
I will keep on buying Addis tea as long as it provides me premium goods.			15	12.0	44	35.2	47	37.6	19	15.2
I am still willing to buy Addis tea even if its price is a little higher than that of its competitors	2	1.6	7	5.6	49	39.2	39	31.2	27	21.6
I would like to recommend Addis tea to my friends	1	0.8	19	15.2	43	34.4	51	40.8	11	5.8

Source: own survey data (2019)

As can been seen from table 4.15 item 1, 1(0.8) responded strongly disagree about loyal to the brand, 8(6.4%) responded disagree about brand image, 40(32.0%) responded neutral, 55(44.0%) responded agree and the remaining 20(16.0%) replied strongly agree. This shows that 60% of the responses are either agree or strongly agree and 7.2% of the response are disagree. Therefore the total result would indicate that most of customers say they are loyal to Addis tea.

As can been seen from table 4.15 item 2, related to when thinking of buying tea, Addis tea is come to their mind first, 11(8.8%) of the respondents have responded disagree, 49(39.2%)

responded neutral, 42(33.6%) responded agree and the remaining 22(17.6%) replied strongly agree. This shows that 51.2% of the responses are either agree or strongly agree and 8.8% of the response are either disagree or strongly disagree. Therefore the total result would indicate that most of customer Addis tea is their first choice.

As can been seen from table 4.15 item 3, related to they are keeping on buying Addis tea as long as it provides them a premium good, 5(12.0%) responded disagree,44(35.2%) responded neutral, 47(37.6%) responded agree and the remaining 19(15.2%) replied strongly agree. This shows that 52.8% of the responses are either agree or strongly agree and 12.0% of the response are either disagree or strongly disagree. Therefore the total result would indicate that most of customers are willing to buy Addis Tea as long as they can get premium good/product.

As can been seen from table 4.15 item 4 above, related to they are willing to buy Addis tea even if its price is a little higher than that of that of its competitors 2(1.6) responded strongly disagree, 7(5.6%) responded disagree, 49(39.2%) responded neutral, 39(31.2%) responded agree and the remaining 27(21.6%) replied strongly agree. This shows that 52.8% of the responses are either agree or strongly agree and 7.2% of the response are disagree. Therefore the total result would indicate that most of customers say they are willing to buy Addis tea even if its price is higher than their competitors.

As can been seen from table 4.15 item 5 above, 1(0.8) responded strongly disagree about recommended Addis tea for their friends about the product, 19(15.2%) responded disagree about brand image, 43(34.4%) responded neutral, 51(40.8%) responded agree and the remaining 11(8.8%) replied strongly agree. This shows that 49.6% of the responses are either agree or strongly agree and 7.2% of the response are disagree. Therefore the total result would indicate that most of customers say they are telling about Addis tea for their friends.

Table 4.16: mean and standard Deviation of brand loyalty

Descriptive Statistics

	N	Mean	Std. Deviation
Loyal for Addis tea	124	3.6855	.84936
Addis tea is my best choice	124	3.6048	.88178
Addis tea give me premium goods	125	3.5600	.89262
willing by Addis tea even if price is higher	124	3.6613	.93606
recommend Addis tea to friends	125	3.4160	.88157
Valid N (listwise)	122		
Total of brand loyalty		3.58	0.89

Source: own survey data (2019)

To summarize the brand loyalty in table 4.16 above, about loyal to Addis tea, Addis tea is their best choice, they are keep buying Addis tea as long as they get a premium good, they are willing to buy Addis tea even if the price is high higher and they recommend Addis tea to their friends is lower.

The mean value portrayed that most of the responses are towards agree of the measurement scale 3.58. This implies that customer's loyalty does show strong to the brand.

4.3.5 Overall Brand Equity

Brand equity is the incremental utility and value endowed to a product or service by its brand name (Keller, 2003; Park and Srinivasan 1994; Yoo et al., 2000; Marinova et al., 2011).

Table 4.17: Frequency and Percentage of the Overall Brand Equity Scales

item	SD		D		N		A		SA	
	F	%	F	%	F	%	F	%	F	%
Even if another tea factory offers the same goods as Addis tea, I would prefer to buy Addis.	1	0.8	13	10.4	41	32.8	51	40.8	19	15.2
In my opinion, Addis Tea is a leading tea in Addis Ababa			19	15.2	53	42.4	39	31.2	14	11.2
I am satisfied with Addis Tea, getting from Tea Processing and Packaging Factory			12	9.6	54	43.2	43	34.4	15	12.0
I am likely to recommend Addis Tea to someone else among other competing tea.			9	7.2	56	44.8	45	36.0	15	12.0
Using these brand goods adds value to my experience.			26	20.8	37	29.6	45	36.0	13	1.4

Source: own survey data (2019)

As indicated in table 4.17 Item 1 Above, related to they are prefer to buy Addis tea 1(0.8%) of the respondents have responded strongly disagree, 13(10.4%) responded disagree, 41(32.8%) responded neutral, 51(40.8%) responded agree and the remaining 19(15.2%) replied strongly agree. This shows that 56.0% of the responses are either agree or strongly agree and 11.2% of the response are either disagree or strongly disagree. Therefore the total result would indicate that most of customers would prefer buy Addis tea even if other tea factory offer.

As indicated in table 4.17 Item 2, related to Addis Tea is the leading in tea in Addis Ababa 19(15.2%) responded disagree, 53(42.4%) responded neutral, 39(31.2%) responded agree and the remaining 14(11.2%) replied strongly agree. This shows that 42.4% of the responses are either agree or strongly agree and also 42.4% are neutral. Therefore the total result would indicate that equal customers are Addis tea has the leading tea in Addis Ababa and equal customers haven't understanding about it.

As indicated in table 4.17 Item 3, summarizes question related to satisfaction by using Addis tea, 12(9.6%) responded disagree, 54(43.2%) responded neutral, 43(34.4%) responded agree and the remaining 15(12.0%) replied strongly agree. This shows that 46.4% of the responses are either agree or strongly agree. Therefore the total result would indicate that most of customers say that Addis tea can satisfied their need.

As indicated in table 4.17 Item 4, summarizes question related to recommendation to others about Addis Tea, 9(7.2%) responded disagree, 56(44.8%) responded neutral, 45(36.0%) responded agree and the remaining 15(12.0%) replied strongly agree. This shows that 48% of the responses are either agree or strongly agree. Therefore the total result would indicate that most of customers say recommend to their friends to drink.

As indicated in table 4.17 Item 5, summarizes question related to by using this brand adds some experience, 26(20.8%) responded disagree, 37(29.6) responded neutral, 45(36.0%) responded agree and the remaining 13(10.4%) replied strongly agree. This shows that 46.4% of the responses are either agree or strongly agree. Therefore the total result would indicate that most of customers say this brand adds value to their experience.

Table 4.18: mean and standard Deviation of overall brand equity scale

 Descriptive Statistics

	N	Mean	Std. Deviation
I will prefer Addis tea from other product	125	3.5920	.89889
The company is the leading privately owned in Addis Ababa	125	3.3840	.87790
Satisfied with Addis	124	3.4919	.83126
Recommend Addis tea when compare to other	125	3.5280	.79895
Addis tea add value	121	3.3719	.94103
Valid N (listwise)	120		
Total of over all brand equity		3.47	0.87

Source: own survey data (2019)

To summarize in table 4.18 above, over all about brand equity of Addis tea is prefer it from other product, recommendation to others to use this tea among other competing tea factories is higher and the rest are lower.

The mean value portrayed that most of the responses are towards the measurement scale 3.47. This implies that customer's over all implication about brand equity can be modified to the customers.

4.4 Summary of brand equity elements

From the above mean score and standard deviation represented, each of the brand equity dimensions are summarized here below,

Table 4.19: summery of brand equity determinants

variables	Mean	Standard deviation
Brand awareness	3.49	0.96
Brand association	3.5	0.91
Brand perceived quality	3.6	0.94
Brand loyalty	3.58	0.89

Source: SPSS Result (2019)

According to the study finding as can be seen in table 4.19 Brand awareness mean is 3.49, brand association mean is 3.5% are less than perceived quality mean 3.6 and brand loyalty mean is 3.58. Generally all dimensions were identical influencer on brand equity in Addis tea. All dimensions have a direct interconnection to each other.

4.5 Discussion of the Finding

The objective of this study is to analyze factors influencing customer-based brand equity with respect to Tea Processing and Packaging Factory product (Addis Tea) based on Aaker's (1991) brand equity model, which comprises of four dimensions of brand equity: brand awareness, brand association, perceived quality and brand loyalty.

With the ultimate objective of determining the key factors that determine CBBE and assessing the impacts of customer's socio demographic characteristics particularly educational qualification, marital status and number of packages the customer in use monthly. This study is conducted in Tea Processing and Packaging Factory products taking one specific product that is Addis tea in Addis Ababa especially in yeka and bole sub-cities.

By looking at the demographic profile of the respondents, which are educational qualification of customers are high, married customers are highly in use and number of package of tea 1-2 package users are more.

Accordingly, the result provided a strong determinants of perceived quality (mean 3.6) and brand loyalty (mean 3.58), which indicated the positive and direct role of perceived quality and brand loyalty in affecting brand equity. However, both brand awareness (mean 3.49) and brand association (mean 3.5) are found to have low parameter estimates. Therefore, it can be concluded that they have a direct significant influence on brand equity.

Brand awareness is the first and fundamental attribute of customer brand equity; and sometimes it is underestimated component of brand equity (Aaker, 1991; Aaker, 1986; Tong and Hawley, 2009). Brand awareness is defined as "the ability of a buyer to recognize or re call that brand is a member of certain product category" (Aaker, 1991). However, the result of the finding shows that brand awareness has significant positive effect on brand equity in the Addis tea product.

Brand association, which is the outcome of high brand awareness, is positively relate to brand equity, since it is viewed as "a sign of quality and commitment", leading customers to familiarizes purchasers with a brand, as well as "helping them consider it at the point of purchase" (Aaker, 1991; Tong and Hawley, 2009; Marinova*et al.*, 2011; Yoo*et al.*, 2000). Contrary to that, the finding shows that the brand association is as compare to perceived quality and brand awareness is significant low positive effect on brand equity in the Addis tea,

Perceived quality is a component of brand value, which leading consumers to select a particular brand rather than another competing brand (Yoo*et al.*, 2000). Hence, we believe that high perceived quality will increase brand equity. Similarly, the finding shows that the relationship between perceived quality and brand equity is strong; hence, significant. In other word, perceived quality has significant positive effect on brand equity in the factory. Furthermore, perceived quality has established the strongest positive impact (among the four dimensions of brand equity) on brand equity and this holds true with research work conducted by Beidemariam Amare, (2014).

As Oliver (1979) put in plain words, brand equity as "a deeply held commitment to rebury or re-patronize a preferred product or service consistently in the future, deposit situation influences and marketing efforts having the potential to cause switching behavior". Thus, brand loyalty is believed to be the most important brand equity dimension, which results in above three given brand equity dimensions-i.e. brand awareness, brand association and perceived quality (Tong and Hawley, 2009). By the same token, the finding illustrates that brand loyalty happens to be the first significant influence imposer on brand equity in the factory. This is consistent with other research works, (Million, 2013; Bezawit, 2014 and Tong and Hawley, 2009).

CAPTERE FIVE

CONCLUSION AND RECOMMENDATION

5 Introduction

From the analysis and interpretations made in the previous chapter, the following conclusions and recommendations of the study are presented.

5.1. Conclusion

This study empirically tastes the determinants of customer based brand equity within the context of Tea Processing and Packaging Factory based on most commonly cited model of Aaker's (1991). In these wide and diverse tea factories, this factory is providing identical products nearly the same price. Brand perceived quality and brand loyalty are playing a significant role on determining consumer based brand equity. According to the research finding, brand association and brand awareness are less significant relative to the above two. Local finding show that there is no positive and direct relationship between the four dimensions and also in my study perceived quality and brand loyalty have a positive relationship.

The study also found out that Addis tea is the most popular in tea, which is dominated the market. but this domination might not last long because of the lesser emotional attachments between the brand as seen by the brand awareness and brand association can be indicated sustainability of Addis tea cannot taken for granted.

The research shows that tea processing and packaging factory does not have customer based brand equity in their products specifically in Addis tea. However Addis tea is the leading tea in the country. In the production sector brand equity plays a major role in this competitive environment.

Finally to maintain customer based brand equity has been the major challenges for various factories. Especially in our country because increase various competition of tea factories in the market.

5.2 Recommendation

Based on the finding of the this study the following recommendation are made;

- ➢ Marketers in the tea industry should concentrate their effort primarily on developing brand awareness and brand association of their brand in the customers mind.

- ➢ If these dimensions are increased, it will contribute positively to the brand's equity which in turn will give high market share, new customers and increase the overall value of the brand.

- ➢ The competition among private tea factories and with the industry giant has become intense-which leads companies to differentiate their product from that of their competitors in order for them to maintain their current position as well as sustain a significant amount of market share with the ever growing tea factory.

- ➢ According to Yoo*et al.*, 2000, perceived quality is a component of brand value, which leading consumers to select a particular brand rather than another competing brand. Thus, for a competitive industry such as tea factory, the key is to create a unique, distinctive and superior quality to provide customers with a reason to buy the brand, work to keep their loyalty and gain their repeat business.

- ➢ Such factories should have to channel their effort primarily on advertising across different media, and non-price promotion are potentially effective marketing strategies to create an excellent and superior perceived quality and in effect brand loyalty.

- ➢ Perceived quality is something intangible that resides in the minds of customers and it is difficult to display or communicate, provided that it is customers' subjective judgment about the product delivery.

- ➢ Companies should not underestimate the value of brand awareness and brand association. According to Aaker (1991), Brand awareness can be a sign of quality and commitment, letting consumers become familiar with a brand and helping them consider it at the point of purchase. As Tong and Hawley (2009), put in plain words, CBBE occurs when consumers have a high level of awareness and hold some strong, favorable, and unique brand associations in their memories.

- As can be seen from the analysis the brand awareness and brand association and perceived quality and brand loyalty have positive and statistically significant.
- We can understand that perceived quality and brand loyalty might be antecedents of brand equity by brand awareness and brand association affecting.

Hence, the student researcher suggest that when concentrating on creating perceived quality and brand loyalty, companies should not under value the effects of brand awareness and brand association. Brand association creates value for the firm as well as for its customers by assisting to process information, distinguishes the brand, creates positive attitudes and feeling, provides a reason to purchase a brand and forms the basis for brand extensions (Aaker, 1991; Tong and Hawley, 2009).

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Appendix A

St. MARY'S UNIVERISTY

Marketing Management

Objective of the Questionnaire

Dear Respondents,

My name is Asnakech Fesseha. I am a prospective graduate of the year 2019 in the field of Marketing Management at St. Mary'S University. The questionnaire is designed to analyze factors influencing customer-based brand equity in the Tea Processing and Packaging Factory partial fulfillment of the requirement for the Award of MA in Marketing Management. This questioner is designed to collect data on assessing the relationship between dimensions of brand equity (brand awareness, brand perceived quality, brand association and brand loyalty).

The student researcher would like to ask you with due respect to give the right response, since; the validity of your response has high contribution for the success of the research outcome and to the existing body of literature. Your survey responses will be strictly confidential and data from this questionnaire will be reported only in aggregate.

For any further enquiry you can reach me through as.080832@yahool.com and/or +251-913-080832 and/or +251-913-539553.

Thank you in advance for your time and support!

Remark

☐ writing your name on the questionnaire is not necessary

Section I: General Characteristics of the Respondent

The below listed questions are related to General Characteristics of the Respondent, therefore, you are kindly requested to put/make [✓] mark on the chosen box which represents you.

1. Gender: Male ☐   Female ☐

2. Age: 18-25 ☐   42-49 ☐

          26-33 ☐   > 50 ☐

          34-41 ☐

3. Educational Level

    High School ☐   Master's Degree ☐

    Diploma ☐   Above Master's Degree ☐

    First Degree ☐

4. Marital Status

    Single ☐   Married ☐

5. Family Size

    1-3 ☐   7-9 ☐

    4-7 ☐   > 9 ☐

6. Monthly Income

    Below ETB 4,000 ☐   ETB 10,001-15,000 ☐

    ETB 4,001-10,000 ☐   > ETB 15,000 ☐

7. How many Addis tea packages of tea you have bought monthly?

    1-2 ☐   4-6 ☐

    3-4 ☐   > 6 ☐

Section II: Customer-Based Brand Equity Dimension Scales Here under questions are related to Customer Based Brand Equity Dimensions and Overall Brand Equity Performance, therefore, you are kindly requested to put/ make ☑ mark on the chosen box which represents your degree of agreement.

Code		Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
BA 1	I know the symbol or logo of Addis Tea products.					
BA 2	I can recognize Addis Tea quickly among other competing brands.					
BA 3	When thinking about tea factories, Addis tea comes to my mind first.					
BA 4	This factory is creating a positive brand awareness with its advertisements and Marketing activities					
BA 5	Positive oral or written word of mouth runs about Addis tea.					
BA 6	This factory is running a successful promotion campaign showing its qualities and why it's better than its competitors					
BAS 1	Addis Tea products have a unique brand image, compared to competing brands.					
BAS 2	I like and trust Addis tea products that usually used.					
BAS 3	I like Addis Tea product's brand image.					
BAS 4	Addis Tea product makes me feel happy					
PQ 1.	The products/goods provided by factory have very good quality.					
PQ 2.	I think this factory has a reputation of high quality					
PQ 3.	The Location of this factory is convenient					
PQ 4.	Staff of this factory have sufficient knowledge, expertise and competency to fulfill their roles					
PQ 5.	The goods provided by tea processing and packaging factory have excellent features.					
BL 1.	I consider myself to be loyal to Addis tea					

	products.					
BL 2.	When I think of buying tea Addis tea products would be my best choice.					
BL 3.	I will keep on buying Addis tea as long as it provides me premium goods.					
BL 4.	I am still willing to buy Addis tea even if its price is a little higher than that of its competitors					
BL 5.	I would like to recommend Addis tea to my friends					
OBE 1	Even if another tea factory offers the same goods as Addis tea, I would prefer to buy tea from here.					
OBE 2	In my opinion, this factory Addis tea is a leading privately owned tea in Addis Ababa					
OBE 3	I am satisfied with the product/goods I am getting from this factory.					
OBE 4	I am likely to recommend this tea to someone else among other competing tea factory.					
OBE 5.	Using these brand goods adds value to my experience.					